

## **C140358-User Experience Specialist Questions and Answers**

- 1) At first glance it seems that, this is a complete project to develop a customer facing website (Portal) and achieve all the deliverables mentioned. Please clarify, if WCB is looking for a complete project pricing or just resource staff augmentation? If so, how many resources are required?

Not a resource staff augmentation. We are looking for complete project pricing based on the vendor's proposed professional and complete hourly rate for each activity listed under Task Activities and Deliverables. Board or IT Staff should not be used for design of the website.

- 2) The email I received, states that the work for this effort can be done remotely, with occasional meetings in Albany, NY.

How often are the meetings in Albany? Will the scheduler need to be in attendance at these meetings or will there be a call in number they can use to 'virtually' attend the meeting?

Held on a regular basis for status meetings and awardee will be required to be in attendance. Expectation is weekly. Once the engagement starts, frequency of meetings will be decided. Some meetings will be able to be held virtually but some may require physical attendance.

- 3) What's the ballpark budget range in terms of what you're expecting to spend for this project? I recognize that you'll be collecting multiple bids at different price points, but find that it's always helpful to get a sense of the client's perspective on the order of magnitude for the budget range before diving into an RFP.
  - A) Less than \$50K
  - B) \$50K - \$100K
  - C) \$100K - \$250K
  - D) \$250K - \$500K
  - E) More than \$500K

This project is being procured under the Boards' discretionary authority for those vendors who qualify under Article 15-a. As such, the pricing cannot exceed \$200,000 for a 12 month period.

- 4) For the user interviews during discovery and the user testing during the later phases, can you elaborate on what you're expecting here? Approximately how many users would we need to be in touch with? Do you need full focus groups to be coordinated? Will team travel be required, so that we can be on site in Albany? Or will this be more informal and just require phone calls with a few key user representative stakeholders?

We are going to utilize our 6 BPR focus groups that could be facilitated via webinars. Each group has approx. 15 to 30 members. The awardee will utilize these already existing stakeholder focus groups.

We are expecting a robust process that elicits proper input for stakeholder needs towards the development, design, and storyboarding for the website. The Board will provide logistic support. Meetings can be done either digitally or remotely or by in-person meetings depending on the value of the meeting needed. Team travel is not required. The potential vendor's proposal will determine meetings held on site or remotely.

5) Can we recommend the use of Agile as a Methodology?

Yes.

6) Is a pre-bid conference or any way to determine prime contractors?

We did not request bidders to complete a Notice of Intent to Bid, so we do not know who the prime bidders will be.

7) Can you please let us know what is meant by - This procurement opportunity is limited to businesses certified pursuant to Article 15-A of the New York State Executive Law?

Please refer to <http://www.esd.ny.gov/MWBE/ProgramMandate.html>. This procurement is limited to businesses who are certified in New York State as either a Minority or Women Owned Business.

8) Please provide a list of vendors that indicated interest in the opportunity.

That will not be provided.

9) What is the agency's plans regarding the acquisition / development of a Workers' Comp application / solution? Are you planning a solicitation for this later? Will this also be part of the BPR Program or separate solicitation?

The Board is expecting to update its website. Beyond that, the Board cannot comment on future procurements but no specific solicitation is planned as of yet.

10) Will the winning vendor of this solicitation also be able to bid on any future application / solution solicitations?

Yes.

11) Are the minority and women owned subcontracting provisions a goal or a requirement?

A requirement. The Boards' discretionary authority under Article 15-a requires that the prime contractor be a certified Minority or Women Owned Business Enterprise.

12) Would a vendor proposal be even considered if these provisions are not met? No.

13) Can we obtain a list of registered minority and women owned subcontracting vendors for this program?

No, that information is not available.

14) Is the due date 6/15/15 or 6/16/15? Both are provided in the RFP?

The due date is 6/16/2015 by 12:00pm (EST).

15) Is it a requirement that the prime contractor be certified as a minority and/or women owned business under Article 15-A of the New York State Executive Law? Yes.

16) What will the end use of the deliverables for this project be used for? Requirements to develop a custom / modified COTS Workers' Compensation System?

The deliverables will be to design a user interface/experience for stakeholders while integrating the use of other technologies and services.

Artifacts will be used to guide and inform the user interface development.

17) Since it is unknown when these and other submitted questions will be provided is it possible to get an extension to the submission of proposals?

No, unfortunately, we cannot provide an extension. We will provide the answers as soon as possible.

18) Please let us know how many User Experience Specialist resources NYS Workers Compensation Board (WCB) is looking to hire for the Business Process Re-engineering project.

This specific engagement will bring in one vendor.

19) Please send us the "Procurement Lobbying Form" as it was not included in the solicitation.

This form along with other required documents will be sent to the awarded vendor(s).

20) Since we are MBE in NY State and NY City do we still have to fulfill the clause of Women Owned Sub-Contracting Goal: 19%

No, you can fulfill the 30% total goal under your MBE status.

21) How often do you anticipate having status meetings in Albany?

Refer to question 2.

22) Can more than one candidate be submitted for this project?

A vendor may submit a proposal with as many candidates/resources as needed, however, the cost cannot exceed \$200,000.

23) What level of service (weekly hours) do you anticipate after the first three months?

The Board will work collaboratively with the vendor to determine the overall allocation of hours, taking into consideration the vendor's approach to provide the necessary level of services.

24) How many different project stakeholders are there? How many different functional business units? How many different individuals? Are they all based in Albany area?

Please refer to question 4 answer.

25) Do we have pool of subjects/data for research? i.e.:

- specific stakeholders
- suggestion box/feedback data set from past user experience
- dataset of current pain points

Specific Stakeholders – Yes, the focus groups from answer to question 4.

Do not currently have past user experience for this project. We also do not have dataset of current pain points.

26) Are there security requirements for user profile info (SS#'s , tax ID#'s etc.)? Is there a system in place for this? Is it within our scope to 'solve' for this?

Yes, the security requirements are handled by NY.Gov. There is a system in place for this. Any interface within the user experience would be within your scope. Any interaction that is done without NY.Gov, will need to be incorporated.

27) Wireframes are technical/functional documents which make sense as a deliverable based on all the other requirements – 'visual designs' imply branding/identity decisions, so do we have an existing style guide to work within or is 'branding' not in our scope?

They will have to work within the New York State Website Branding. The style guide for New York State websites has not been released yet. This style guide is currently being developed which will be used when released.

28) How robust do 'visual designs' need to be? pixel-for-pixel, exact fonts, etc.?

Visual design should follow the NYS branding and web style guidelines. Official fonts are available for design purposes. In cases where standard pixel measurements and design patterns have been defined, the visual design is expected to have exact compliance.

29) How many views/devices/breakpoints do we need to provide?  
(desktop/tablet/smartphone, etc.)

Desktop, tablet, and smartphone, unless situationally an interface/flow does not need responsive design or full device range coverage.

- 30) Please clarify the requirement for 'batch wireframes'? Do you mean documents vendor will prepare in delivering services in response to this RFP (e.g. wireframes / visual designs etc.), or do you mean documents uploaded by end-users of final implemented system which are routed to NYS staff for review and assessment

Wireframes should be grouped in batches according to user flows so that they can be reviewed in the most optimal manner.

- 31) Follow up to question (30) above, if the answer is documents vendor will prepare (e.g. wireframes/visual designs), does 'batch documents' include hard copy printing or is digital email delivery sufficient? If hard copy printing, how many iterations are expected? (i.e. initial review, revision review, final copy) also approximately how many copies at each stage?

Batch documents can be all digital.

- 32) Can we provide 2 different hourly rates – Remote Rates, and Albany onsite Rates (since number of onsite trips/visits to Albany area are unknown)

Yes.

- 33) During the initial anticipated project length of 3 months for Medical Authorization function, how many onsite meetings do you expect in Albany?

No more than 12.

- 34) Will we be emailing the proposals, or do you expect hard copies in the mail? If email, do we provide separate Technical and Cost proposal documents, or can this be one document, with separate section for cost. If hard copies are required via email, please verify number of copies, and mailing address.

Emailed proposals will be accepted. The technical and cost do not need to be separated for this type of contract.

- 35) Clarification of Timeline-Please clarify what percentage of activities you expect to be included within the "Medical Authorization" function, and what would be performed throughout the 1-year period.

Discovery, Design, Development, Methodology and Technology would be the functions

we need performed by the end of December 2015. 100% of these Medical Authorization Portal activities are to be completed within 3 months. Any remaining internet user experience functions completed in the remaining year.

36) Staffing and Resources-Although your request is for a “User Experience Specialist,” a team approach is desirable. Do you have any objections to more than a team approach to this project?

No but cost cannot exceed \$200,000. Refer to answer to number 3.

37) Key Stakeholders-What can you tell us about your internal review team / key stakeholders?

ITS Experience Design Team. WCB and ITS resources.

38) Key Stakeholders-Is this a different group than the ITS Experience Design Team?

Refer to 37.

39) Key Stakeholders-How many stakeholders are there?

Refer to question 4.

40) Key Stakeholders-Approximately how many stakeholder interviews do you anticipate in the Discovery Phase of this project?

Six focus groups – 1 to 2 interviews per stakeholder groups.

41) Customer Research- Approximately how many user interviews do you want conducted during the Discovery Phase of this project?

Refer to question 40 answer.

42) Prototype Testing- Will you provide testers for the prototype, or should we plan that?

We will make arrangements for various people from focus groups to be available for testing.

43) How many candidates can each firm propose for this contract?

Please refer to question 22 answer.

44) Would you consider candidates who have expertise in other technologies similar to Drupal?

Refer to technology section under task activities and deliverables.

45) Could you identify the frequency of meetings at the Client site?(for example: twice a month, once a week etc.)

Refer to question 2 answer.

46) Could you provide the URL of the Client?

[www.wcb.ny.gov](http://www.wcb.ny.gov)

47) Could you provide the URL's of the site(s) involved, and possibly the Agencies/States brand standards guide regarding the visual look and requirements of their online assets?

[www.wcb.ny.gov](http://www.wcb.ny.gov). The Board will follow the NYS Branding Guidelines.

48) Are there any section 503/504/508 limitations or requirements regarding usability?

NYS Accessibility guidelines: <http://www.its.ny.gov/policy/NYS-Po8-005.pdf>

Ideally design should meet WCAG 2 AA guidelines: <http://www.w3.org/TR/WCAG20/>

49) What software applications is the Client using in-house to support their site builds (Illustrator, PhotoShop, FireWorks, etc.)?

The Board would leave it up to your standard tools for interface and wire framing design. Please supply us with your preferred tool set.

50) Are there multimedia elements required for this project? Video, audio, Flash, HTML 5 animation, SVG?

Uncovered as part of the user experience design process.

51) Should the candidate possess expertise in Drupal, Siebel, OPA and Identity and Access Management via NY.GOV and DOH Health Commerce?

The ability for the User Experience Designer to understand the design constraints of those types of platforms (CMS, CRM, identity services) is required. Platform technical expertise is not required.

52) What is the level of expertise required in terms of the number of years for the following?  
Drupal More Preferred Expertise  
Siebel Preferred Expertise  
OPA Preferred Expertise  
Identity and Access Management Preferred Expertise

53) Are there forms and documents to be completed with the response? All we have is the 8 page solicitation outline. We do not have the typical NYS forms...

If you are within the top three candidates, we will require all of the forms at that time.

54) Who do we send the response to? Are email responses satisfactory?

The proposals can be emailed to [wcbcontracts@wcb.ny.gov](mailto:wcbcontracts@wcb.ny.gov).

55) What supporting vendor documentation is required if any?

Refer to Proposal section of the User Experience Scope of Work

56) Are vendors required to be located or have a presence near the WCB offices?

No.

57) What is the budget or range available for this project?

Please see answer to #3.

58) Is this an hourly or Not to Exceed project or fixed project quote?

Yes, it is an hourly rate contract that cannot exceed \$200,000, Please provide the hourly billing rate for the proposal. The hourly rates shall be inclusive of personnel, travel, computer charges, postage, parking and all other expenses related to provision of the services.

59) Is the project scope for just a Discovery, and UI/ UE design and planning, or is the actual website and database to be built also?

No, the website and database will not be built. It will be Discovery, UI/UE Design and planning.

60) If yes to a "full functioning website to be built", is there a set technology platform, set of technologies you are looking for and why? Is there any opportunity to explore other technology then those listed?

No.

61) Where is the website to be hosted and what are the hosting specifications?

Refer to 59.

62) The site is to be Mobile responsive? What technology?

Yes. Refer to 28.

63) Who supplies the website assets (content, images, and form fields)? Who will enter all the content?

Workers' Compensation Board.

64) What languages are you looking for the site to contain and will that be in human or machine translation like Google translate?

Machine Translate.

65) What types of personal web user data may be collected?

Google Analytics data is available. Other data would be evaluated separately.

66) Who will coordinate focus group participants, and identify / find the appropriate pool of participants, where are focus groups to take place (down state, upstate, western NY, all)?

Assigned WCB Project Manager.

67) Who will supply the incentives for focus group participants and the venue for the meetings?

We are already utilizing established focus groups. We anticipate meetings to be conducted via webinar.

68) How are discovery findings to be presented?

In person presentations and written deliverables.

69) Is the WCB providing a development sandbox or is that the vendor responsibility?

Refer to question 59.

70) We see 5 possible focus group participant types? Is that correct?

Correct.

71) It appears the Medical Providers are to be active on the system first, is there a desired order for the other 4?

To be determined based on project roll-out.

72) All design must meet NYS accessibility guideline requirements – Could you please elaborate on the guidelines and where it can be accessed?

NYS Accessibility guidelines: <http://www.its.ny.gov/policy/NYS-Po8-005.pdf>

Ideally design should meet WCAG 2 AA guidelines: <http://www.w3.org/TR/WCAG20/>

73) Visual designs will be designed within the constraints of the NYS Brand and Web Style guidelines – Could you please elaborate on the guidelines?

See to question 27.