



Workers' Compensation Board of British Columbia

Corporate and Health Care Purchasing

ADDENDUM #2

*Request for Proposal
for*

**PROTOTYPE DEVELOPMENT FOR WEB CONTENT
MANAGEMENT SYSTEM**

RFP #033-2009

Issue Date: August 31, 2009

Proposal Closing Date and Time:

**2:00 PM – Pacific Time on
SEPTEMBER 09, 2009**

Per WorkSafeBC Security/Corporate and Health Care Purchasing Time Clock
Proposals received after the deadline may be rejected.

Proponents are requested to deliver and ensure proposals are received and time/date stamped at:

Mail / Courier / By Hand:
Worker and Employer Services – Main Entrance/Security Desk WorkSafeBC 6951 Westminster Highway Richmond, BC V7C 1C6 Attn: Corporate and Health Care Purchasing
Electronically
Electronic copies of the RFP may be submitted in accordance with the BC Bid instructions for e-bidding. Only pre-authorized e-bidders registered on the BC Bid system will be able to submit electronic bids.
Email & Fax responses will NOT be accepted.

ADDENDUM #2

The following information may assist you in your response to RFP#033-2009:

1. CONTENT SYNDICATION

- a. **The RFP specifies content syndication as desired functionality. For the prototyping phase, have partners been identified that we would work with on a syndication proof of concept or will we be prototyping a sample feed/ API and demonstrating how that will be used by partners?**

We work with WorkSafeBC partners (e.g. CCOHS or COCA {Council of Construction Associations}) whenever we do prototyping and will continue to do so for this project. This will be accomplished according to partner specifications (e.g. we may embed feeds in private areas of their sites). One of the primary objectives of doing this is to test these feeds with our users (including our E-News subscribers) and obtain their feedback through surveys.

- b. **As there are multiple ways to syndicate content, has WorkSafeBC identified a preferred method which will most commonly be used by existing partners? How many different content syndication methods will be required to prototype?**

We will be looking at a number of ways to receive feeds (RSS feeds from other sites, possibly custom API's as is possible with YouTube and other sites), or forms that will allow users of the site and/or WorkSafeBC to manually upload content. We may need to look at other ways to scrape content from the web as well, and may request the successful proponent explore this with us, as part of the prototype.

Similarly, we assume there is a need to feed content in a number of different formats, and one requirement for this prototype is to clarify what the precise nature of these feeds would entail.

2. CONTENT AGGREGATION

- a. **For the content aggregation portion of the prototype, have content sources already been identified to aggregate and if so, can these sources be shared in advance of RFP submission?**

We have a solid idea of content that needs to be aggregated. Using one of WorkSafeBC Regulations, "Working Alone", as an example, a user will be able to pull all information (video, booklet, etc) related to "Working Alone" from our site and from external sites (blogs, images, videos from YouTube, etc.).

- b. **Will WorkSafeBC provide resources to assist in managing and categorizing/tagging feeds/content from external sources during the development of the prototype?**

The successful Proponent will work with a designated WorkSafeBC E-Business team throughout the process and may seek the successful Proponent's assistance with categorizing/tagging.

- c. **Is "Tourism & Hospitality" webpage shown in the PowerPoint presentation a good site to build the prototype for implementation?**

It is however the "Construction" industry is also an interesting topic area.

3. TRAINING

- a. **Once the prototype is completed, will WorkSafeBC require training for users and/or administrators of the system?**

WorkSafeBC has not determined if training is required once the prototype has completed as the intent of the prototype is to serve as an ongoing learning exercise as to how content can be aggregated.

- b. **Does WorkSafeBC have Sitecore certified employees and/or will there be a plan to obtain Sitecore certification for WorkSafeBC employees?**

We do not have any Sitecore certified employees nor are there any upcoming plans to obtain certification. Sitecore was selected as a means to move the prototype forward. If Proponents have other tools that meet WorkSafeBC's requirements and prove to be equivalent or superior to Sitecore, WorkSafeBC is open to using these for the prototype.

4. SEARCH

- a. **Can third party (not Sitecore owned) search appliances be proposed so long as they are compatible with the Sitecore CMS product?**

Proponents can propose other search appliances.

5. CONTENT

- a. **If the work is to be done at the Proponent's offices, can access be made available via export of the 500-1000 content assets?**

Yes, an export file can be provided. However, our content, as it exists today, may not be suitable for the prototype. The WorkSafeBC E-Business team will determine content format including rules and structures relevant to this prototype and will supply the file to the successful Proponent.

- b. **Is the existing content tagged and categorized?**

It is tagged and categorized only in a very limited way (some indexing). The prototype will assist with understanding what is involved and required for tagging and categorizing.

- c. **Has WorkSafeBC established a detailed taxonomy?**

No, we have general ideas regarding this and the prototyping will help us in determining the taxonomy, tagging and relational structures.

- d. **Assuming the newly defined taxonomy requires content to be re-categorized and/or re-tagged, will this content entry be done by WorkSafeBC or be the responsibility of the successful Proponent?**

It is the intent for WorkSafeBC E-Business team to take on this task.

- e. **Please expand on the form/content of the "dynamic content retrieval rules" that were mentioned in the RFP, p.19).**

i. **How many dynamic content retrieval rules have been defined?**

ii. **Can you please provide an example or two of a "dynamic content retrieval rule"?**

We have not defined any dynamic content retrieval rules. This is one of the goals for the prototype. We have some ideas and we want to test them as part of the prototypes.

6. USE CASES

a. Have the use cases for the prototype already been identified?

We have not approached the project from a use case perspective but from what our users are telling us are the limitations of the site. Their biggest challenge is how difficult it is to find what they are looking for. We are looking at not who the users are but by content topic.

b. How is WorkSafeBC going to determine whether the prototype is a success or not?

The success of the project will be based on users' feedback, i.e., users find the site a huge improvement or lacking in its search functionality. We will constantly refine the prototype based on the interim feedback from customers until we get the "two thumbs up".

c. Will this effort be a combined activity with WorkSafeBC and the successful Proponent once the prototype project begins? Or will the use cases be developed by WorkSafeBC alone and be provided to the Proponent?

We have done some initial testing of ideas with our users and we have received feedbacks from them. However, we are open to suggestions from the successful Proponent. We hope to learn from the prototype and work with the successful Proponent to explore and generate ideas how WorkSafeBC can leverage this in a really intelligent way.

7. DESIGN

a. The RFP mentions that the prototype should follow the design of the existing website. Can we assume that the existing website design will stay the same as it is today and that there will be no re-design/rebranding activities during the prototyping phase?

Keeping in mind that the end product must be complimentary with our current website in terms of simulating look and feel, the key focus of this prototype is to test and refine requirements and models in order to validate the concept of dynamically aggregating content.

b. Is the prototype to be more like a wireframe rather than a fancy full blown styled- out website and focus more on functionality vs. design?

The public will get an opportunity to review the prototype so it has to be usable. The intent is to have a user-friendly site where non-technically savvy users can navigate the site easily. Aesthetically pleasing is a bonus.

c. Will user feedback on the success of the search results be incorporated into the search engine selection rules?

Definitely.

d. Looking at the portal example (RFP, Appendix "E", p.39), there exists each a "thumbs-up" and a "thumbs down" icon. Please explain the intended usage for these icons. Are the "thumbs-up" and a "thumbs down" icons controls for manual attribution?

The intent is to allow users to rate content.

8. MOBILE

- a. **Is there a requirement for the entire prototype to be able to function the same on mobile devices as it does on the website?**

Initially, we want to focus on one type of mobile device, the i-Phone, and work to ensure a slice of the site is working optimally before undertaking other mobile devices.

- b. **Would WorkSafeBC entertain the idea of an estimate for building an application for the i-Phone?**

No, we only require a CSS template for the i-Phone at this time.

- c. **Should Proponents include templates for other mobile phones?**

No, it is not required.

9. DOCUMENTATION

- a. **Does WorkSafeBC have templates that Proponent must follow to produce the required documentation?**

No, there is no such template.

10. e-COMMENCE SITE

- a. **Referencing e-Commerce Shopping Cart (RFP, p.29), “Provide the ability to integrate the proposed aggregation system with WorkSafeBC’s e-Commerce shopping cart (promotion and sale of safety related materials by WorkSafeBC)”**

- i. **Where within the www.worksafebc.com and www2.worksafebc.com websites is the eCommerce Shopping Cart currently being used?**
- ii. **Will safety related materials (such as those sold at www.worksafebcstore.com) be available as content search results from www2.worksafebc.com?**

WorkSafeBC’s e-Commerce Shopping Cart is a completely separate site (<http://www.worksafebcstore.com/Home.html>) using a third party product called MIVA Merchant. The challenge is that our current content search tool does not incorporate content items for sale from this site. One of our end goals is to ensure content from this site is included with the dynamically aggregated content. For example, a user is searching for information on “confined space” and a reference is made to a booklet on this subject. Ideally, a button, or some form of notice, comes up advising the user that the booklet is available for purchase at \$19.95 from our e-Commerce site

- b. **Do you currently have any candidate for external search providers in mind for the prototype? Have you rejected any external search providers as candidates for the prototype?**

No.

- c. **What search engine is currently being used for WorkSafeBC “Safety at Work” website?**

We use a service called Web Side Story (previously called Atomz).

d. Will any preference be given to local proponents for the bid?

No, we cannot because of Agreement of Internal Trade (AIT) as well as the new Trade, Investment and Labour Mobility Agreement (TILMA). The former is federal trade agreement and the latter is provincial trade agreement.

Addenda are the only means of verifying, clarifying or changing any of the information contained in this proposal. Other than the Corporate and Health Care Purchasing, no employee or agent of WorkSafeBC is authorized to change the content of this proposal and/or any addenda. Receipt of all addenda must be acknowledged in the space provided on the Proposal Form.

Any questions related to the proposal must be directed to the Purchasing Officer whose name appears below. The Proponents shall **NOT** contact or ask questions of the WorkSafeBC department for which the contracts being procured, unless so directed elsewhere in this document.

PROPOSAL INQUIRIES:

Nancy Tse, Senior Purchasing Office
Corporate and Health Care Purchasing
Phone #: (604) 279-7636
Fax #: (604) 276-3260
Email: purchase@worksafebc.com