



Request for Proposal: Website Usability and Design Refresh

November 19, 2015



Table of Contents

1. Introduction
2. Purpose
3. Scope of Work
4. Qualifications
5. Proposal Format and Specifications
6. Budget
7. Minimum Requirements
8. Tentative Schedule
9. Delivery of Proposal
10. Evaluation and Contracting
11. Letter of Intent



Section I: Introduction

The Experimental Aircraft Association (EAA) is a growing and diverse organization of members with a wide range of aviation interests and backgrounds. The mission of EAA is to grow participation in aviation by promoting the “Spirit of Aviation.”

Founded in 1953 by a group of individuals in Milwaukee, Wisconsin, who were interested in building their own airplanes, EAA expanded its mission of growing participation in aviation to include antiques, classics, warbirds, aerobatic aircraft, ultralights, helicopters, and contemporary manufactured aircraft.

With a community of more than 185,000 passionate aviation enthusiasts and more than 900 local chapters, EAA is the only association that offers the fun and camaraderie of participating in the flying, building, and restoring of recreational aircraft.

Whether it is providing opportunities to experience flight, supporting clear pathways to participation, providing knowledge and resources, or making participation more affordable and accessible, EAA is your passport to aviation.

EAA AirVenture Oshkosh, July 25-31, 2016, is the World’s Greatest Aviation Celebration® held annually in Oshkosh, WI with more than 550,000 attendees.

The weeklong event features more than 10,000 aircraft, 2,500 show planes, 800 plus exhibitors, 1,000 forums and workshops, world-class daily air shows, two night air shows (Wed. & Sat.), evening programming, and many other features and attractions.



Additional information and history of EAA and AirVenture can be found at <http://www.eaa.org>.

Section II: Purpose

The purpose of the Request for Proposal (RFP) is to identify the appropriate partner to improve the user experience of EAA.org for our members and prospects, ultimately leading to a refresh of the site design.

Relaunched in the Spring of 2014, the current site design for EAA.org unified a number of disparate properties and established Sitecore as the underlying platform of choice.

While significant improvements were made, EAA.org is not fully responsive, the multiple tiers of navigation makes it difficult to navigate, the user experience does not align well with our target audiences, 3rd party services are not integrated well, and the site templates do not provide for a rich content experience.

As EAA works to generate increased awareness of the organization and its signature event, it needs a partner to help us share the “Spirit of Aviation” with new audiences, develop a platform for better storytelling, and ensure visitors to our site can quickly and effectively meet their goals / needs.

Goals:

- Refresh the website templates to more effectively communicate the EAA brand and our messages.
- Make EAA.org more user-friendly and easier to navigate, leveraging words and paths that better align with our members and prospects.



- Better address the needs of our audience(s) through the research and development of five personas for use across the organization and this project.
- Begin the collection of valuable visitor data and usability testing to drive the next iteration of the site.
- Identify easy opportunities to improve the current site leading up to AirVenture 2016 including making the current site more mobile-friendly and responsive.
- Develop a complete roadmap to refresh the site, laying a strong foundation for the implementation including updated architecture, navigation, and design.

Section III: Scope of Work

The selected partner will be responsible for providing strategic leadership and technical support to complete the stated goals as well as the following objectives:

Objectives:

1. Collaborate with EAA and key stakeholders to develop a roadmap to fully refresh the design, navigation, structure, and experience of EAA.org.
 - a. Evaluate the current structure of our site in Sitecore, identifying any areas of improvement.
 - b. As EAA is looking to develop a content model of Free, Member, and Premium content we would like to identify what structural changes we can make to our content to improve multiple logged-in states to deliver personalized experiences.



2. Provide research of broad consumer behaviors and trends related to our key audiences and to develop up to five (5) personas to be used by the organization.
 - a. Audiences include members, non-member pilots, the aviation curious, virtual pilots, and drone enthusiasts.
3. Collect and analyze the behaviors and expectations of visitors to the current web site to better understand usage, navigation paths, and roadblocks.
 - a. Recommend and implement an ongoing collection of user behaviors to inform the various business lines and program areas, potentially integrating with our current Association Management System of Record (Aptify) in the future.
4. Provide strategic and technical guidance on improving the platform of our site, which is currently powered by Sitecore.
 - a. Aide in the integration of our marketing stack that includes 3rd party services like Brightcove, BuySellAds, DoubleClick, and Marketo.
5. Identification of immediate opportunities to improve the current site structure, navigation, and templates to improve the responsiveness of the site and eliminate roadblocks for visitors.
 - a. Improve the site's current search engine functionality and display of results.
 - b. Identify immediate opportunities to improve the responsiveness of the site as well as mobile experience.
 - c. Collect a list of other "low hanging fruit" that can be considered for immediate action.



6. Implement a technical audit of our site and current templates to determine the feasibility and roadmap of upgrading to Sitecore 8.1 (or beyond), addressing any potential concerns, timing, and costs.
7. Implement a technical audit of our site with relation to our e-commerce implementation (ActiveCommerce) to:
 - a. Provide recommendations on creating a much more seamless experience with the site, improve functionality and conversions.
 - b. Provide recommendations and roadmap on upgrade/replacement of ActiveCommerce. An upgrade would likely take place as a separate effort within our next fiscal year (2017 timeframe). Other potential e-Commerce platform we may consider is Aptify e-Business.
8. Collaborate on the implementation of our e-mail marketing programs / campaign to ensure we are properly syncing efforts with landing pages, analytics, and conversion.
9. Develop a roadmap for the design and development of new site templates and upgrade of our site architecture that would be implemented after AirVenture 2016.

Section IV: Qualifications

- Extensive experience in the architecture, design and development of responsive websites that generate high traffic and unique visitors, including multi-lingual experiences.



- Experienced user-experience practice with demonstrated expertise mapping experiences and recommendations informed by research, testing, and analytics.
- Demonstrated understanding in developing rich, storytelling experiences across digital channels that encourage engagement with the brand.
- Ability to meet technical specifications and requirements with the flexibility to tailor them to meet the needs of EAA.
- Proven experience in using digital channels to drive leads, funnel conversion, commerce, and engagement.
- Significant project management and analytics experience, preferably with established practices.
- Demonstrated knowledge and experience in the aviation, travel, and / or tourism industries.
- References from large consumer brands currently utilizing your services for digital engagements.

Section V: Proposal Format and Specifications

The format is open enough to allow respondents to choose their style and delivery of the proposal, but it must include the following information:

- Company history and background in media relations for similar brands.
- Case studies, a minimum of two, with demonstrated results that will be relevant to EAA.
- Overview of the agency's process and methodology for research as well as website design and development. Additional questions include:
 - What is your process and timeline for developing wireframes, creative, templates, and any other necessary design elements?



- What is your experience in designing and developing multi-lingual websites?
 - How do you utilize testing and analytics to make UX improvements?
- Overview of the assigned team that would plan and execute the agency's work for EAA.
- Illustration of how the agency team and EAA teams will interact as part of the planning, development and execution of the stated relationship and objectives.
- Your proposed engagement with relevant examples and / or materials.
- Fee structure and timing.

Section VI: Budget

All proposals should include an appropriate and realistic budget, outlining each of the duties that will be preformed by the agency.

Proposals should also consider the use of a non-profit rate of \$75 - 150 / hour.

Section VII: Minimum Requirements

Proposals must address each item listed, giving specific details of techniques to be used in achieving these objectives.

Proposals may be rejected if minimum requirements are not met. All agencies wishing clarification of this RFP must submit questions in writing to EAA no later than Friday, December 11, 2015 by 6:00 PM (central time), and sent via e-mail to djenders@eaa.org.

Costs for developing proposals are entirely the responsibility of the agency submitting a response and shall not be reimbursed by EAA.

Section VIII: Tentative Schedule



- EAA issues RFP on November 19, 2015.
- Agencies to submit *Intent to Bid* by December 1, 2015.
- Agencies respond to RFP with proposal by December 11, 2015.
 - Proposals submitted later than 6:00 PM (central time) will not be considered.
- EAA to evaluate submissions week of December 14, 2015.
- Agency presentations the week of December 14, 2015.
- EAA to make selection week of December 21, 2015.
- EAA and agency to hold kick-off meeting by the week of January 4, 2015.

Section IX: Delivery of Proposal

Each bidder is required to deliver an electronic version of its proposal to EAA no later than December 11, 2015 at 6:00 PM (central time). Physical copies of the proposal may be sent to the included address listed on the included attachment.

Section X: Evaluation and Contracting

All proposals satisfying the requirements of this RFP will be evaluated to establish which of the agencies best fulfills the needs of EAA and this project. This RFP in no way commits EAA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered.

EAA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this RFP. After awarding the contract, the schedule will include a period of collaboration between EAA and the selected agency to better define, elaborate upon, and fix the agency's final Scope of Work and general Terms and Conditions.



Questions concerning the RFP should be e-mailed to djenders@eaa.org. EAA will attempt to respond to all inquiries within 24 hours.

Sincerely,

Dennis Jenders
Director of Marketing
EAA—The Spirit of Aviation
djenders@eaa.org
920-426-4862
414-759-6311



ATTACHMENT: Notice of Intent to Bid

Due: Friday, December 4, 2015 at 3:00 PM (central time)

Send to:

Experimental Aircraft Association

Attn: Dennis Jenders, Marketing Department

3000 Poberezny Rd.

P.O. Box 3086

Oshkosh, WI 54903-3086

Name of Bidder / Agency:	
Contact Person:	
Mailing Address:	
Telephone:	
Fax:	
E-Mail Address:	
Signed:	

