

PICTOU COUNTY REGIONAL ENTERPRISE NETWORK

ADDENDUM Request for Proposal Website Development Services

ADDENDUM NO: 1 DATE ISSUED: August 22, 2020

ISSUED BY: Heidi Sinclair, Communications and Community Outreach

DESCRIPTION: Request for Proposal – Website Development Services

INSTRUCTIONS: Addendum No. 1 – Extension of Closing Date and Additional Information for Proponents

Details of Addendum: Extension of Closing Date: The deadline for submissions has been extended to: September 4, 2020 4:00 PM Atlantic

The PCREN wishes to provide proponents with additional information in response to questions received that may be beneficial in the completion of their proposal.

1. Can you refer us to any live websites that have examples of the functionality you are asking for in the RFP. Specifically:
 - a. 3D scans
 - b. 3D virtual tours
 - c. E-commerce for multiple stores
 - d. Virtual reality

Response: We have not seen an example of this technology being used for a store front. However, below is an example of it being used to showcase a school.

<https://my.matterport.com/show/?m=MW4AoSfPvTt>

2. Are 3D scans, 3D virtual tours, and virtual reality all referring to the same functionality?

Response: The chosen web developer will need to be comfortable with embedding virtual technology pieces that will be provided by the virtual reality service provider.

Pieces that are being requested by the Virtual Reality Service provider include:

- 3D virtual tours of select attractions & properties
- photos, videos, and hyperlinks within virtual tours
- Syncing data to Google Street View
- link to other 3D Virtual Tours without exiting the existing tour
- interior and exterior 360 shots
- 360 Video with hotspots

3. For the e-commerce component, are you looking for stores to be able to establish individual e-commerce platforms, or one overall combined e-store?

Response: Stores/businesses will establish their own ecommerce platforms. The Web Developer will need to ensure that individual business ecommerce stores are able to be linked to the site.

4. Is the proponent responsible for creating any of the website content, or will it all be provided by the PCREN? If the proponent is to create content, can you provide an estimate of volume and format (i.e. video, 3D, photography, text)?

Response: Content will be provided by the PCREN and partners.

5. Should the proponent budget to populate the entire site with the content, or do you intend PCREN staff to do that once trained? If the proponent is responsible for populating the site, do you have an estimate of the volume of content?

Response: Training to PCREN staff will be required to use the backend of the site. Once training is received the bulk of the populating will take place from the PCREN.

6. Given the fast approaching deadline for submissions, what are your timing expectations for responding to questions? That is, will you be responding as they come in, or all at once sometime next week?

Response: We will be responding to question as they come in.

7. Given the fast approaching deadline for submissions, and the likelihood that other responding proponents will, like us, have staff away on vacations, prebooked meetings and workloads over the next week, is there any possibility of extending the submission deadline by one or two weeks?

Response: The requested response time is part of an externally driven deadline which proceeded more quickly than we had anticipated ourselves, but that we are willing to extend the deadline to Friday, September 4th at 4 p.m.

8. Regarding Work Here – career/job opportunities – can you provide more detail on expected deliverables for this? For example, is this just a page with links to existing job boards or a page where the PCREN can list jobs, etc.? If you have a live sample of what you would like to achieve, that would be helpful to our understanding of the expected deliverable.

Response: This page will have content about employers in the area, what it is like to work in PC, links to already existing job boards, and links to partner organizations including Labor and Advanced Education and NS Works.

9. Regarding SHOP HERE, can you provide more detail on this deliverable, or a live example of what you wish to achieve? For example;
 - a. will each business get its own page?
 - b. What information will be on the page?
 - c. Does the PCREN control and edit the content or is it to be self-edited by the business owner?

- d. What search functionality will you need?
- e. How many businesses do you anticipate will take advantage of this tool?

Response:

a. Directory of businesses that will link to 100+ businesses ecommerce sites or another online presence

We are planning for an aesthetically pleasing and easy to understand database of businesses and stores in our local area. A few of the currently defined categories under Shop Here include: Clothing and Accessories, Household Items and Décor, Buy Fresh, Health and Fitness, Home Repair and Markets. This piece would link out to individual stores ecommerce sites. The ecommerce sites will be provided and managed by the business.

b. 28- 35 locations will be featured throughout the site in the various sections through 3D scans and virtual reality technology

Although the 28-35 locations will be featured throughout the site, we are envisioning that the virtual reality experience be a large part of this section. For example: The ability to walk down the street in New Glasgow and to click into stores.

- 10. Have you chosen the virtual reality service provider yet? If yes, are we able to contact them to discuss processes for embedding their technology into 3rd party websites?

Response: We have not yet chosen a Virtual Reality provider yet.

- 11. Do you have any predetermined website hosting requirements or are you looking for the proponent to provide the hosting?

Response: We will welcome hosting as part of the proposal in the value-add section.

- 12. Can you share examples of similar sites that demonstrate the style, functionality and impact you want to achieve?

Response: We are currently not aware of a site that would prove to be a good example.

- 13. Will you provide all of the written content and photography for the site?

Response: Yes.

- 14. Do you have existing analytics of your web traffic, plus targets for what you want to achieve with the new site?

Response: We do not have any existing analytics as this will be a new site. We will be creating a measurement plan.

- 15. What are your maintenance requirements?

Response: We welcome information about ongoing maintenance in the “value add” section.

16. Are you looking for hosting services, or will you continue with your existing provider?

Response: We welcome information about hosting as part of this proposal in the “value add” section.