

Request for Information
(RFI)

Issued by

The University of Oxford

Wellington Square, Oxford, OX1 2JD

Relating to

Bodleian Libraries' website designs

Dated 16 April 2018



Bodleian Libraries
UNIVERSITY OF OXFORD

REQUEST FOR INFORMATION

- Who for?** The Bodleian Libraries, University of Oxford
- When?** RFI submissions must be received by 17:00 on Friday 4 May 2018
Websites will be launched in phases, with work beginning June 2018 and continuing through 2019
- Submissions to:** Liz McCarthy, Web & Digital Media Manager
Bodleian Libraries, University of Oxford
elizabeth.mccarthy@bodleian.ox.ac.uk

Want to chat or ask questions about this RFI?

Contact Liz McCarthy, Bodleian Libraries Web & Digital Media Manager
elizabeth.mccarthy@bodleian.ox.ac.uk or 01865 277230

To ensure fairness all suppliers are requested to submit their responses in accordance with the RFI. Non-compliance may result in the response not being considered.

1. The University of Oxford

As the oldest university in the English-speaking world, the University of Oxford (the “University”) is a unique and historic institution. The University is an independent and self-governing institution, consisting of the central University and the colleges, with over 21,000 students and supporting more than 18,000 jobs.

The University has four academic divisions – Humanities, Mathematical, Physical and Life Sciences, Medical Sciences and Social Sciences. In addition there are a number of departments that support the University’s core academic purposes of teaching and research. These academic divisions and departments are located across 290 University buildings.

There are 38 colleges and, though independent and self-governing, form a core element of the University, to which they are related in a federal system.

The University’s largest source of income is from external research grants and contracts. The remaining income comes from grants from the Higher Education Funding Council for England and the Teaching and Development Agency, academic fees and trading activities and investments.

Further background regarding the University can be accessed at www.ox.ac.uk.

2. Bodleian Libraries’ website redevelopment

The University has a requirement for new designs for the Bodleian Libraries’ websites. The Bodleian Libraries of the University of Oxford form the largest university library system in the UK. They include the principal University library—the Bodleian Library—which has been a library of legal deposit for 400 years, as well as 27 other libraries: major research libraries and libraries attached to faculties, departments and other institutions of the University. The combined library collections number more than 13 million printed items, in addition to 80,000+ e-journals and vast quantities of materials in other formats.

This project refers to the redevelopment of www.bodleian.ox.ac.uk and its child sites, including the visitor experience site at www.bodleian.ox.ac.uk/whatson. The sites will be completely redesigned as they move to a new CMS (the University's own Drupal-based Mosaic platform). Phase 1 of this project will involve a new design for the visitor experience site; we then expect to secure the required funding for Phase 2 – the remaining sites at www.bodleian.ox.ac.uk.

[Further details are set out in Appendix 1 \(Design Brief\) of this document.](#)

3. RFI Content

The content of this document is as follows:

- Section 4 contains RFI process instructions;
- Section 5/Appendix 1 sets out a description of the project, including the University's key requirements and a full design brief; and
- Section 6 sets out the information required in response to this RFI, to be provided **in the context of the information** set out in section 5.

4. RFI Process

4.1 Objectives

The University is inviting selected suppliers to submit information regarding their products and services. The objectives of this RFI process are:

To deliver well designed sites that are appropriate for a world class brand, aligning with the Bodleian Libraries' strategy (<https://www.bodleian.ox.ac.uk/about/strategy>) and providing an excellent experience for all our categories of current and potential website visitors.

Specific aims include:

- A better service for our core users: the researchers, students and other users who need library services, including better access to resource provision and improved user experience around important practical information.
- A better experience for members of the public and others visiting our buildings, events and exhibitions, including more up-to-date content, improved user journeys, cross-selling opportunities on the websites, thus increasing the number of visitors to Libraries' sites and helping us achieve the targets set out in the Bodleian Libraries' Public Engagement Strategy (https://www.bodleian.ox.ac.uk/_data/assets/pdf_file/0003/200829/Bodleian-Libraries-public-engagement-strategy-2016-2018.pdf).
- Designs and templates suitable for a world class library and visitor attraction, with a modern look and feel that reflects our brand heritage and models current best practice.

Following receipt of supplier responses, the University may invite suppliers to discuss and clarify the content of their responses or may wish to visit relevant reference sites.

4.2 Key Dates

The following table sets out the key dates for the project. The University reserves the right to amend these dates as required.

Task	Date
Issue RFI	Monday 16 April 2018
Deadline for receipt of questions	Friday 27 April 2018
Deadline for receipt of RFI responses	17:00 on Friday 4 May 2018
Supplier discussions / site visits	8 – 11 May 2018
Invitation to tender process	14 – 21 May 2018
Supplier appointed	w/c 21 May 2018
Implementation	From June 2018

4.3 Use of RFI Documents and Publicity

All information contained in this RFI is confidential and must be used solely for the purposes of this RFI. The supplier shall use at least the same degree of care to avoid unauthorised dissemination of this RFI as it employs with respect to its own information which it does not wish to have disseminated.

The University is a major global brand; by participating in this RFI process the supplier agrees to take all reasonable precautions to protect the University's brand and ensure that no action is taken that could be detrimental to the brand, and in particular the supplier must not undertake any publicity activity regarding the University or this RFI process within any section of the media without the University's prior written approval, must not use the University's image without prior written approval and must notify the University immediately on becoming aware of any event or action that may damage the University's brand.

Where the supplier reasonably determines that a disclosure is required by law or any governmental or quasi-governmental authority it shall immediately notify the University and consult with the University regarding the timing, content and manner of making such disclosure.

4.4 Questions Arising

Any questions that the supplier may wish to pose to the University should be sent via elizabeth.mccarthy@bodleian.ox.ac.uk. However please note the following:

- The University does not intend to enter detailed discussions at this stage and questions should be directly relevant and kept to a minimum;
- The University will respond to questions at its sole discretion and may choose not to respond; and
- Individual questions and responses may, at the University's discretion, be provided to other suppliers. However, such information will remain anonymous as to the source when passed on.

4.5 Conduct

The supplier must not make any arrangements with any other person about whether or not they should submit a response, or about the nature of their response.

The tenderer must not offer any inducement to any member of the University's staff for doing or refraining from doing any act in relation to this RFI process.

4.6 Format of Responses

The supplier should submit a response in accordance with section 6 of this document. Responses must be in English, be compatible with Office or Adobe Acrobat (.pdf) format and be virus checked prior to submission to the University.

4.7 Response Return Instructions

Responses must be submitted electronically by email to elizabeth.mccarthy@bodleian.ox.ac.uk.

The University will safeguard all responses received and open them once the closing date and time has passed.

It is the supplier's responsibility to ensure that the response arrives no later than the time and date stated (unless the time and/or date are subsequently amended in writing by the University). Late responses may not be considered by the University.

4.8 Due Diligence

While reasonable care has been taken in preparing the information in this RFI, the information within the documents does not purport to be exhaustive nor has it been independently verified.

Neither the University, nor its representatives, employees, agents or advisors makes any representation or warranty (express or implied) as to the accuracy, reasonableness or completeness of the RFI or accepts any responsibility for the adequacy, accuracy or completeness of the information contained in the RFI nor shall any of them be liable for any loss or damage arising as a result of reliance on such information or any subsequent communication.

It is the supplier's sole responsibility to undertake such investigations and take such advice (including professional advice) as it considers appropriate in order to make decisions regarding the content of its response and in order to verify any information provided to it during the RFI process and to query any ambiguity, whether actual or potential.

4.9 Costs

The University is not liable for any costs incurred by the supplier as a result of the RFI process.

4.10 RFI Status

The University reserves the right to amend, add to or withdraw all or any part of this RFI at any time.

There is no obligation on the University (express, implied or otherwise) to procure any or all of the goods or services described in this RFI, and this RFI does not obligate the University in any way or limit the University's right to negotiate in its best interest with any supplier.

Nothing in the documentation provided by the University to the supplier during this RFI process or any communication between the supplier and the University or the University's

representatives, employees, agents or advisors shall be taken as constituting an offer to contract or a contract.

4.11 University Status

The purpose of the Public Procurement Directive 2014/24/EU, and associated legislation, is to encourage open and transparent competition which is delivered through competitive tendering throughout the European Union. However, as clarified in the European Court of Justice's decision in R v HM Treasury, ex parte University of Cambridge [2000], universities are not Contracting Authorities where less than 50% of their funding comes from public sources. Pursuant to this ruling, the University confirms that it is not currently a Contracting Authority within the meaning of the Public Contracts Regulations 2015 or the Public Procurement Directive 2014/24/EU.

Under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004 the University is obliged (subject to the application of any relevant exemptions) to disclose information in response to requests for information. The supplier should be aware that the University could receive requests for information relating to this RFI process.

5. Bodleian Libraries web redevelopment project – brief

[Please see attached design brief as Appendix 1.](#)

6. Response Requirements

6.1 Service / Product Design

Suppliers are asked to submit their proposed service / product design and explain how it meets the key requirements set out in [Appendix 1/design brief](#).

6.2 Indicative Prices

Suppliers are asked to provide indicative prices for their solution.

Pricing is requested for information only.

Please provide a list of items included in your price and a list of exclusions.

6.3 Reporting & Performance

Suppliers are requested to detail their proposals for ensuring good performance in service delivery, including how designs will meet user needs. Suppliers should be aware that the Libraries will be undertaking user research and working with an information architect; the appointed supplier will have access to this information.

6.4 Case Studies

Suppliers are welcome to submit up to three case studies, ideally in (but not limited to) the HE sector.

6.5 Supplier Questionnaire

Please see the attached questionnaire for completion. The questionnaire asks for some financial facts about your organisation (and the ultimate holding company if there is one). The University will use this information to assess the financial position and stability of your organisation. Please note that a credit rating score may be obtained.

Appendix 1: Design brief

Bodleian Libraries web redevelopment project for www.bodleian.ox.ac.uk/whatson, www.bodleian.ox.ac.uk and child sites

Introduction

The Bodleian Libraries of the University of Oxford form the largest university library system in the UK. They include the principal University library—the Bodleian Library—which has been a library of legal deposit for 400 years; major research libraries; and libraries attached to faculties, departments and other institutions of the University. The combined library collections number more than 13 million printed items, in addition to 80,000+ e-journals and vast quantities of materials in other formats.

This project refers to the redevelopment of www.bodleian.ox.ac.uk and its child sites, including the visitor experience site at www.bodleian.ox.ac.uk/whatson; these sites are administered by the Bodleian Communications web team and will be moving to the University of Oxford's IT Services Drupal-based CMS, Mosaic. The requirements outlined in this document are based on the results of the project's comprehensive research and consultation phase.

The project and background

The Bodleian Libraries' main 37 websites (under www.bodleian.ox.ac.uk) have been managed on the Squiz Matrix content management system for at least 12 years. The platform is no longer suitable from a technical or a business perspective, and the sites will be moving to the University of Oxford's IT Services Drupal-based CMS, Mosaic; as part of this move, the site content and structure will be reviewed, and the sites will be redesigned.

Delivering well-designed sites with re-visited information architecture will provide a portal for information provision, discovery and exploration for a global audience of researchers, students and visitors. The sites are supported and populated by over 150 CMS editors across the Libraries and managed by the Communications team in the Bodleian Libraries. The sites receive a cumulative 1.6 million visits per year and almost 4 million page views per year and serve a diverse range of audiences including library users, University staff, visitors and external researchers.

The Bodleian Libraries' sites include:

- The parent Bodleian Libraries website (www.bodleian.ox.ac.uk) primarily acts as a portal, providing access information and services to readers, a way in to the Bodleian Libraries collections and information for the public / media on news and public programmes (such as tours, exhibitions and venue hire). It should be noted that this targets a diverse range of audiences.
- A second primary site is our visitor experience site, www.bodleian.ox.ac.uk/whatson. This site acts as a landing page for all of our public engagement and some of our commercial activities, including major exhibitions, events, tours, venue hire and education/schools.

- 34 sites for libraries and departments. The Bodleian Libraries group includes 28 physical libraries. Many of these, as well as a number of particular departments, have their own, free-standing child sites under www.bodleian.ox.ac.uk. These include, for example, www.bodleian.ox.ac.uk/law, www.bodleian.ox.ac.uk/johnson and www.bodleian.ox.ac.uk/nhs.

The project takes a phased approach. Our visitor experience site is phase 1, to be planned over the first half of 2018 and delivered in the second half. The rest of the sites will be planned in later 2018 and delivered in 2019.

We would like to contract with a designer who is willing to provide the designs for the full project, in stages to match our timeline.

Objectives

The project aims to deliver well designed sites that are appropriate for a world class brand, aligning with the Bodleian Libraries' strategy (<https://www.bodleian.ox.ac.uk/about/strategy>) and providing an excellent experience for all our categories of current and potential website visitors.

Specific aims include:

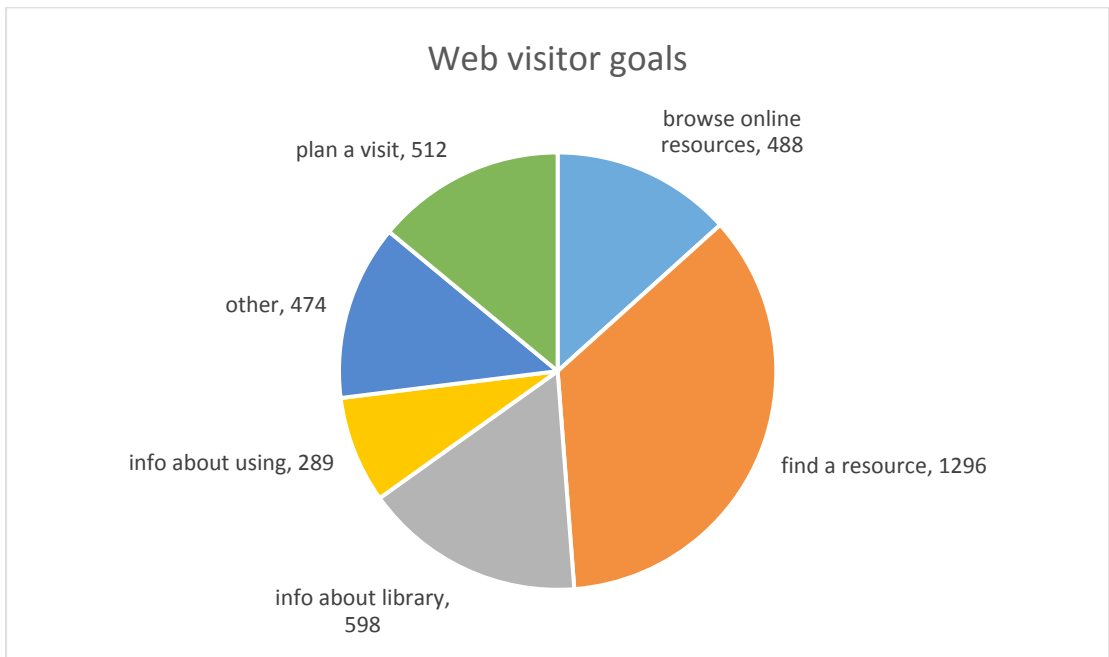
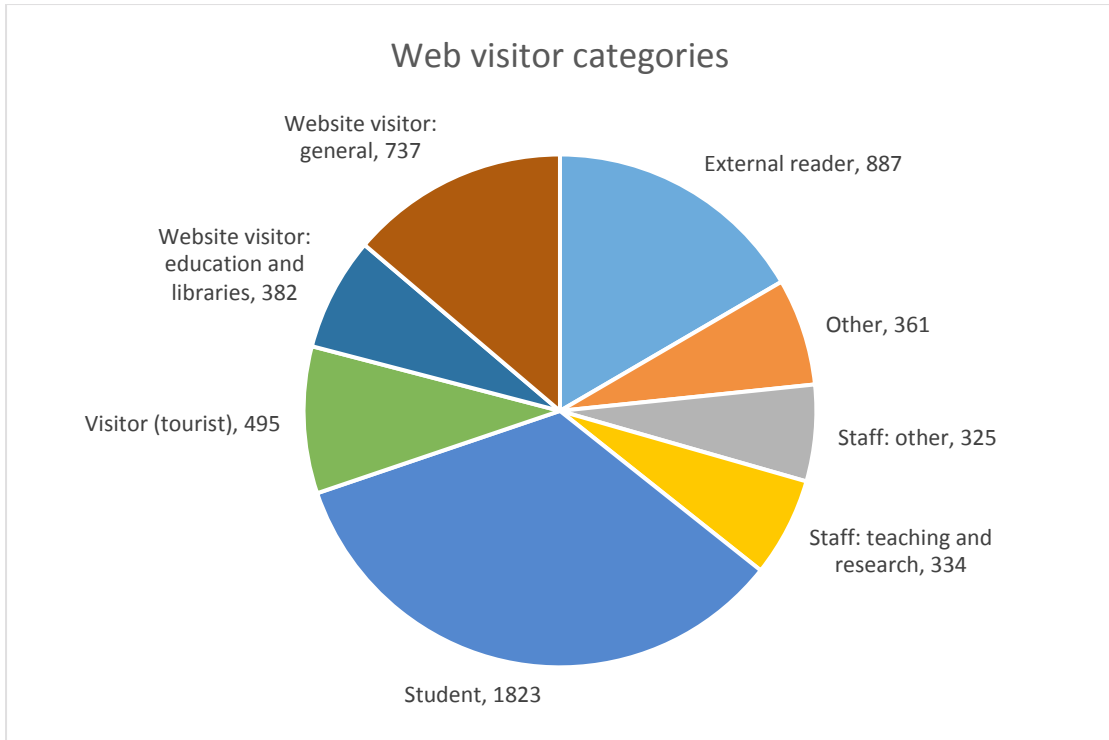
- a. A better service for our core users: the researchers, students and other users who need library services, including better access to resource provision and improved user experience around important practical information.
- b. A better experience for members of the public and others visiting our buildings, events and exhibitions, including a more inviting website, more up-to-date content, improved user journeys, cross-selling opportunities on the websites, thus increasing the number of visitors to Libraries' sites and helping us achieve the targets set out in the Bodleian Libraries' Public Engagement Strategy (https://www.bodleian.ox.ac.uk/_data/assets/pdf_file/0003/200829/Bodleian-Libraries-public-engagement-strategy-2016-2018.pdf).
- c. Designs and templates suitable for a world class library and visitor attraction, with a modern look and feel that reflects our brand heritage and models current best practice.

Audiences

The Libraries are used locally by students, staff and researchers of the University, but we also have a huge contingent of external academic users with very high expectations, as well as the nearly 1 million each year who visit the Libraries as a cultural attraction.

Our websites receive a cumulative 1.6 million visits per year and almost 4 million page views per year. Audience analysis indicates that although as expected a large proportion are students, our visitors span age demographics and come with diverse goals.

A recent survey run on our websites, with over 5,000 responses in a 10-day period, indicated the following breakdown of visitors and goals:



Part of this redevelopment project will include further audience research – content audits, analytics work, and persona development – which will be shared with our design agency.

Requirements

The task is to develop customised templates, to be implemented by the Mosaic Web CMS team, for two sites and one 'set' of sites across two phases. Templates are required for:

Phase 1: Spring-Autumn 2018

www.bodleian.ox.ac.uk/whatson – this site promotes the Library as a visitor attraction and enterprise, and will include information on tours, exhibitions / events and venue hire. The focus of this site is on outreach/engagement with the Bodleian's work and collections, and enterprise, with an added link to fundraising. (The Bodleian Shop has its own ecommerce site but is represented and promoted on the visitor website.) The site should have some relationship to the main Bodleian site and may need to reference the Bodleian's place as one of the University's Gardens, Libraries and Museums.

Phase 2: Autumn 2018 – late 2019

2a: www.bodleian.ox.ac.uk – the Bodleian Libraries' main site, providing access to information on using collections and libraries as well as the Libraries' work in areas such as open access and scholarly communications.

2b: Individual library and collection websites – the third template should be a flexible framework for customised use across the range of library and collection websites that are children to www.bodleian.ox.ac.uk (e.g. www.bodleian.ox.ac.uk/law). It should provide a framework that can be visually adapted to meet the needs of the individual websites while retaining a level of consistency and reflecting the Bodleian Libraries 'brand'.

Minimum templates required for sites:

- top-level home
- section home
- internal page
- list page (including news listings)
- event/exhibition page
- featured content page

General requirements

From a best practice perspective, we would expect to see:

- rich, clean design with confident use of colour/images – more visually attractive than current site and appropriate for the brand
- clear direction / calls to action
- streamlined design with less 'clutter'
- priority information in key locations, e.g. opening hours
- prominent search function (website and catalogue)
- intuitive and shallow information architecture
- user-centric design, adhering firmly to usability and accessibility guidelines and conventions (code must validate AA compliance to W3C guidelines)
- fully responsive templates
- homepage designs that accommodate dynamic information, e.g. news, reader notices, Twitter etc.
- visitor home page design that accommodates some form of event calendar/listings

- standard utility header and standard style footer across all site designs, with some flexibility for it to differ between the visitor site and others
- ability to better showcase features and content via homepage and flexible structure on regular pages
- designs that reflect the Bodleian Libraries brand and status
- support for full suite of current web browsers and templates that degrade gracefully in older browsers

Please note: design of templates must consider the need to integrate with the Mosaic Web CMS.

Brand identity

The website should emphasize the unique strengths of the Bodleian Libraries:

- World-class library facilities and services/resources (for last four years Bodleian Libraries ranked 1st for Library services in UK-Student surveys)
- Excellence in the support of research and learning
- Size, calibre/quality and uniqueness of the collections and special collections
- Public outreach and access to world-class collections through exhibitions, events, tours, retail, venue hire etc.
- Location (Oxford) and historical buildings
- Part of the University of Oxford

The design of the websites should balance the richness and academic weight of the Libraries with the need for a clean and modern experience.

Although they serve different audiences, the site designs (visitor, libraries) need to show that they are part of the same brand and family.

Design guidelines and resources

- *Bodleian Libraries brand guidelines*: The Bodleian Libraries have brand guidelines covering typeface, colour and logo usage. We are open to revisiting these, particularly from a digital perspective, but they should serve as a useful guide.
- *University of Oxford brand guidelines*: The University of Oxford brand guidelines provide guidance on the use of the University of Oxford logo, and the typefaces, colours etc used at a University level. We are not required to follow the guidelines for typeface or colour palette, although it can be used as a resource if required. https://www.ox.ac.uk/sites/files/oxford/media_wysiwyg/Oxford%20Blue%20LR.pdf
- *Imagery*: Image use needs to be functional as well as engaging. A selection of images is available and falls, broadly, under the themes of: buildings & spaces, collections, readers in libraries, staff, behind-the-scenes, projects, events/exhibitions and enterprise (venue hire/publishing/shops). The Libraries will be undertaking some new photography and videography for this project.
- *Colour palette*: There is no requirement to retain the current design or reflect those on the Bodleian Library Publishing and Bodleian Shop websites, though designs should use the colours laid out in the Bodleian Brand Guidelines.

- *Bodleian family sites*: We will soon be launching a redesigned version of our search and discovery interface, SOLO. It does not 'lead' our brand; however, any site design should complement it and designers are welcome to use it as inspiration. See <http://solo-dev.bodleian.ox.ac.uk/primo-explore/search?sortBy=rank&vid=SOLO>. We can provide examples of other sites in the Bodleian 'family'; however, many are older and are candidates for redesign themselves.
- *GLAM family sites*: The Libraries' public offer (eg our visitor experience site) sits as a part of the University's Gardens, Libraries and Museums (GLAM). These sites are all moving to the Mosaic platform, and many have been designed together. We do not have to match them, but they should be considered as part of our family. Examples include www.ashmolean.org and www.botanic-garden.ox.ac.uk/.

Phase 1 design requirements – visitor experience site

The visitor experience website focuses on promoting the Libraries' public engagement, revenue driving and fundraising activity. This includes plan your visit type info, exhibitions, events, tours, venue hire, education, the Bodleian Shop (which will remain separate but need to be advertised on this site). The existing content will be re-structured / re-contextualised. All financial transactions will take place on other websites / systems.

Some key challenges to be addressed in the redevelopment of this site include:

- Creating a visitor-focused website that can stand alone but still reflects the Bodleian Libraries 'brand'.
- Creating a visual impact that is on a par with competitor websites – not just libraries or local museums, but large cultural attractions in the UK and US.
- Creating a site that makes the Bodleian feel welcoming to non-academic visitors.
- Creating an appropriate balance between the different revenue-driving elements – shop, publishing, venue hire, visits etc – and coherent links out to transactional elements
- Creating a better model for displaying linked content around our events and exhibitions (eg an exhibition listing that allows us to pull in or add relevant learning resources, online collections, etc)
- Create more awareness of development initiatives and clearer calls to action for low level donors

Specific visitor needs

- Better promotion of public programme, allowing visitors to understand breadth of offer but also different types
- Clearer calls to action around events/booking and revenue generating activity/enquiries re: weddings/venue hire
- Better promotion of upcoming exhibitions
- Cleaner design
- Improved mechanism for making links between exhibitions/events and other content – eg events that go with an exhibition, or content/blog posts/digitized items related to an exhibition
- Better ways to highlight collections and resources
- Better links/showcasing of blogs and other external content
- Better feature options multimedia
- More opportunity to promote pre, post visit activity/exercises and further learning
- More opportunity to link back to Bodleian research or our collections in a meaningful way

Information architecture

An outline of the current high-level architecture and current home-page content layout will be provided as a separate document. The Libraries have engaged an IA specialist who will be helping us to work through our structural needs, and will be conducting extensive user needs analysis to help us understand audience requirements.

Reference websites

<p>NYPL https://www.nypl.org/</p>	<p>Like the crispness and clarity Good survey of recent content as you scroll down</p>
<p>V&A https://www.vam.ac.uk/</p>	<p>Beautiful use of imagery Basic visit info Clear calls to action Exhibition templates allow good use of related content (see https://www.vam.ac.uk/exhibitions/ocean-liners-speed-style) - eg collections, shop, events, etc</p>
<p>Tacoma Art Museum http://www.tacomaartmuseum.org/</p>	<p>Like the use of colour and lots of info without feeling too cluttered. Great plan your visit page</p>
<p>Museo del Prado https://www.museodelprado.es/en</p>	<p>Interesting – not sold on the whole site, but the ‘heritage’ feel is something we like (slick without being too modern for Bodleian)</p>
<p>Museum of Fine Art, Boston http://www.mfa.org/</p>	<p>Very clean, not too long on the homepage, still visual and attractive</p>
<p>Met Museum https://www.metmuseum.org/</p>	<p>Great visuals, nice distinction on homepage between different buildings/opening hours, prominent events/blogs</p>

Phase 2 design requirements –

2a: Bodleian Libraries main website

The ‘main’ website at www.bodleian.ox.ac.uk provides a home for all of our academic focused, core library activity. It provides core service information and catalogue search to readers, acts as a primary digital communications channel, and redirect users of all kinds to the specific information/resources they need elsewhere (visitor website, subject guides on Libguides (<https://libguides.bodleian.ox.ac.uk/oxford>), individual library information, digital collections like <https://digital.bodleian.ox.ac.uk/> etc). It is important that this website sets to tone for a Bodleian Libraries ‘brand’ and is strongly user (and use-case) focused. The existing content will be re-structured / re-contextualized.

Some key challenges to be addressed in the redevelopment of this site include:

- Demonstrating the inter-relationship between this website and any child sites, as well as our digital collections more generally (for example, our search portal at <http://solo-dev.bodleian.ox.ac.uk/primo-explore/search?vid=SOLO&sortby=rank>). Individual websites need to be separate and distinct, yet made coherent under the Bodleian Libraries ‘brand’ and on the parent website.
- Creating an intuitive portal for a wide range of content user-types – eg student, researcher, visitor
- Highlighting, communicating and directing to the range of resources available for our different types of users – eg students, researchers
- Complexity of integrating or providing links to information in disparate locations (e.g. Shop and Publishing websites, LibGuides, digital.bodleian, SOLO etc)
- Maintaining a ‘brand’ for the Bodleian Libraries.
- Keeping the design clean and uncluttered while still conveying complicated information

Information architecture

An outline of the current high-level architecture and current home-page content layout will be provided as a separate document. The Libraries have engaged an IA specialist who will be helping us to work through our structural needs.

Reference websites

The British Library www.bl.uk	Strengths: Modern scrolling design Search box given prominence (catalogue and website) Weaknesses: Heavily biased towards the public outreach aspect – need better balance.
Princeton http://library.princeton.edu/	Clean and uncluttered. Prominence of search box. Deals with the multiple location issue nicely (though we have too many locations for this approach)
U of Manchester library http://www.library.manchester.ac.uk/	Good search prominence, clean front page. Weakness: Too many menu items
Grand Valley https://www.gvsu.edu/library/	Small library system and ‘boring’ design, but well regarded for its UX approach. Clean front page, prominence of search.

NYPL branch locations

<https://www.nypl.org/locations/125th-street>

NYPL is a great example of a similarly complex set of libraries – one major central library with a public and research focus, and many branch libraries. We like the simplicity of the branch info pages.

Phase 2 design requirements –

2b: flexible design structure for child sites

There are currently 34 other child websites under www.bodleian.ox.ac.uk. These are primarily individual library websites (including the Bodleian Library, the Bodleian Law Library and the Bodleian Science Library). There are also websites giving information on individual collections (e.g. the John Johnson Collection) and projects, and our staff intranet.

We plan to change the structure and content of these sites substantially in conversation with our Information Architect, but the core purpose will remain the same: to provide service information to library users. We anticipate that the number will be substantially reduced, and that those remaining will be slimmed down. Planning for this work will take place over autumn 2018 in conjunction with user research and our Information Architect. As such, we anticipate that we will need flexible template that provides a structure and a core header / footer, but allows customisation of images, banner choice etc.

Some key challenges to be addressed in the development of these designs / template are:

- Creating a flexible design / template which helps orientate the visitor but also incorporates a sense of the Bodleian Libraries 'brand'.
- Creating ways to support the visual distinction and contextual layout requirements of the multiple sites utilising this flexible design.

Technical constraints and processes

As part of this project, the Bodleian Libraries sites are moving to a new CMS: Mosaic (<https://mosaic.web.ox.ac.uk/>). The platform is Drupal 7 based, but is a custom build managed by the University's IT Services.

As the platform is used across the University, we don't have entirely free reign in our design or requirements. Designers will be expected to work in conversation with the University's Mosaic CMS team, who will give information and feedback on feasibility at various stages throughout the project to ensure that final designs can be implemented. Bodleian staff will facilitate and liaise throughout this process.

The capabilities of the current Mosaic platform are largely represented at <https://pattern.web.ox.ac.uk/> (please note this site is itself a work in progress). This doesn't mean that we cannot implement elements outside of this, but it is a good starting point for understanding what is available.

We are happy to chat about the platform further at this stage, and any companies invited to tender will be asked to meet or speak with the Mosaic team further about the platform.

Budget (inc. VAT)

Budget is currently approved for Phase 1 of the project design – the visitor experience site. Phase 2 budget is TBC but guides are given below.

Phase 1: Visitor experience site design	£20,000
Phase 2: Libraries site design	£40,000

Timescale and processes

The project is divided into two main phases, with design spread across the planning and implementation sub-phases of each. The first focus will be the visitor experience site, which will be complete by early 2019; the second phase will be the main Libraries' site(s), which will be delivered in late 2019.

Phase 1: Visitor experience site

User needs analysis (done by Bodleian)	March-May 2018
Design / template work kick-off	June 2018
First draft of designs submitted	July or August 2018
Final designs signed off	Autumn 2018

Phase 2: Libraries focused sites

User needs analysis (done by Bodleian)	early Autumn 2018
Design / template work kick-off	late Autumn 2018
First version of designs submitted	end 2018
Final designs signed off	Spring 2019

The Bodleian Libraries' project manager will be responsible for seeking internal feedback as required for each stage of the design process as well as facilitating direct discussion with the technical implementation team, and will communicate amends and final approval to designers.

Contact and information

Bodleian Libraries project contact:

Liz McCarthy

Web & Digital Media Manager

Bodleian Libraries Communications

Clarendon Building

Broad Street

Oxford OX1 3BG

elizabeth.mccarthy@bodleian.ox.ac.uk

01865 277230

Enclosures and attachments

1. Bodleian Libraries Brand Guidelines
2. University of Oxford Style Guide

