

ADMINISTRATIVE OFFICE OF THE COURTS

QUESTIONS AND ANSWERS

Web Knowledge Center RFP – Interaction Design for AOC Knowledge Centers

RFP# EOP 200903-RB

April 23, 2009

1. Regarding Section 2.3 - The consultant is to supply “functional modules” for a future Web site. Please define what is meant by this. Does the AOC mean instructional modules, as the term is used in curriculum discussions?

Answer: The modules that will be supplied by the chosen vendor (see RFP Section 2.3) should be functional, instructional modules that are based on Web techniques for interactive, instructional design. The AOC Knowledge Centers will be designed to educate a court audience (see Answer to Question 4 below), and to house and effectively convey information and resources. The Knowledge Center on Procedural Fairness will be the prototype, but a template for additional Knowledge Centers will also be developed by the vendor to support and educate the primary audience regarding other court programs (see RFP Sections 2.4 and 2.5).

2. Regarding Section 2.4 - The consultant is to take the template pages described in Section 2.1 and develop these further into a template set of Web pages for Knowledge Centers. On what date will the AOC hand off that template?

Answer: The mockup template pages for the AOC Web Redesign that are described in RFP section 2.1 will be provided to the chosen vendor shortly after a contract is in place.

3. Regarding Section 3.1 - The RFP indicates that the template is supposed to be developed based on the resource guide currently being developed, scheduled for release in Fall 2009 (see 2.2). Yet at the same time, the RFP indicates in Section 3.1 that the Knowledge Center is supposed to debut in September 2009. How can the deliverable for this project—template for Knowledge Center—be developed

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and launched when the content for the Knowledge Center will not be available until the launch date?

Answer: Proposers should note that under the current timeline, the launch of the redesigned California Judicial Branch Web page will take place no earlier than December 2009. See Item 2 in Addendum 1 of the RFP. The timeline for this project allows for adequate time for development of the AOC Knowledge Centers (by Fall 2009 we mean sometime between September and December 2009). The Resource Guide on Procedural Fairness and related Knowledge Center will be developed in tandem and will be designed to contain a variety of resources and information to help the courts achieve procedural fairness. We will provide drafts of the guide, which the chosen vendor can use while developing the Knowledge Center pages.

4. Regarding Section 3.2.2 - Reference is made to the “primary audience.” Can the AOC specify who is included in that term?

Answer: The primary audience for the AOC Knowledge Centers is court professionals: for example, judges, attorneys who sit as bench officers, courtroom and counter personnel, court managers, administrators and supervisors, family law facilitators, mediators, clerks and other personnel who work in the courts and interact with the public; also, court educators, trainers, researchers and analysts who work closely with the courts and desire to learn about court programs, improve the delivery of justice, and enhance the experience of court users.

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5. Regarding Section 3.5 - The RFP indicates the Web site will contain both interactive and multimedia elements. Can the AOC specify what it means by “interactive element?” Since these interactive elements presumably range from a simple hyperlink to a distance learning course, how will parameters be set by the AOC for the number and type of these elements that will be included in the Knowledge Center?

Answer: Beyond hyperlinks, examples of interactive or multimedia elements include quizzes, instructional videos, or tools that allow the primary audience to post content, receive updates, or make suggestions regarding featured content. The AOC and the chosen vendor will determine the parameters for the number and type of such elements. The AOC is looking for a vendor who has expertise in interactive, instructional design and is able to formulate recommendations regarding interactive and multimedia site elements.

6. Is the print-based Procedural Fairness resource guide currently being developed (on which one of the Knowledge Centers will be based) similar in scope to the one located at http://www.courtinfo.ca.gov/programs/profair/documents/profair_brochure_092507.pdf?

Answer: The current brochure simply provides an overview of the elements of procedural fairness and identifies the goals of the branch initiative. The resource guide will be a completely separate project with more information and a broader scope. As noted in the RFP, the guide will include effective strategies and techniques, tools for judges and court staff, and programs and best practices readily adaptable to court environments.

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7. In the design phase identified in Exhibit D, Section 2, is a paper-based model/mock-up or a working prototype expected?

Answer: The Contract Terms, Exhibit D, Work to Be Performed, section 2B, page D-2, describes the project deliverables that relate to design mockups. A paper-based mockup is acceptable early in the design phase to solicit and receive feedback and input from branch stakeholders. However, the chosen vendor's mockups for the AOC Knowledge Centers should be readily and easily adaptable to a working prototype.

8. Paragraph 3.1 states that the Knowledge Centers will debut in conjunction with the launch of the redesigned California Judicial Branch Web page in September 2009. However, Exhibit D, Section 2, states that only the design phase of the Knowledge Centers will be completed in September. Please clarify.

Answer: Please see Answer to Question 3 above.

9. Is the contractor responsible for programming any of the deliverables during the Design, Build, and Implementation Phases? Or is the contractor solely responsible for working with (leading the effort of) the AOC Redesign Implementation team to program/build/code modules and templates?

Answer: The Contract Terms, Exhibit D, Work to Be Performed, section 2Ci, page D-2, states the following: "On or before November 15, 2009 (Build phase): Contractor will Work with the internal AOC Redesign Implementation team to build the reusable modules and CMS templates (and corresponding workflows) for the Knowledge Centers." The contractor is not responsible for programming deliverables. The

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contractor is responsible for working with and leading the AOC Redesign Implementation team to complete development of the modules to the functional specifications.

10. Will any travel be required outside the San Francisco Bay Area? (Are any of the stakeholders or AOC staff in the Promising and Effective Programs, Office of Communications and the Center for Court Innovation teams outside the SF Bay Area?)

Answer: No travel is anticipated outside of the San Francisco Bay Area. AOC staff for the Promising and Effective Programs Unit and the Office of Communications is located in San Francisco. The Center for Court Innovation is based in New York, New York (staff from the Center will be available for consultation via phone and e-mail).

11. Is the agency currently leading the redesign project referenced in Section 1.3 a candidate for this project? If not, why not?

Answer: The AOC is a state entity and follows a competitive bidding process for procurements of this type before it awards contracts for consultant projects of this nature. All qualified vendors, including existing contractors (subject to certain restrictions – see Item 3 in Addendum 1 of this RFP), are invited to review and respond to this request. Each proposal that is accepted by the AOC will be evaluated using the criteria described in the RFP.

12. Regarding Section 3.5 – Can you provide any additional information about the multimedia and interactive components that are expected to be included in the Knowledge Center?

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Answer: Please see Answer to Question 5 above.

13. How will the AOC address launch date changes in the event the primary sites they reference move beyond September

Answer: Please see Answer to Question 3 above.

14. Will we be working with the style guide/design direction/source mockups provided by existing creative firm?

Answer: Yes, the selected vendor will be provided with updated Visual Design and Technical Guidelines documents emanating from the redesign project.

15. Will we be providing an additional style guide to supplement the existing style guide or will the vendor designing the other sites produce the addendum?

Answer: The vendor will be expected to provide a Knowledge Center styleguide, detailing all functional and technical approaches as well as guidelines for how to adapt the Knowledge Center template to other content/practice areas (see Contract Terms, Exhibit D, Work To Be Performed, section 2Eii, page D-3 (“Provide an updated, final and approved Knowledge Center Production Guide consisting of the (interaction/functional) design specifications, along with content and maintenance guidelines”).

[END OF QUESTIONS AND ANSWERS]