



Request for Proposals

Credential Engine Website Design

Submission Deadline: May 27, 2022

Contact:

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Company Overview

Credential Engine is a non-profit whose mission is to map the credential landscape with clear and consistent information, fueling the creation of resources that empower people to find the pathways that are best for them. We envision a future where millions of people worldwide have access to information about credentials that opens their eyes to the full range of opportunities for learning, advancement, and meaningful careers.

Credential Engine provides a suite of web-based services that creates for the first time a centralized Credential Registry to house rich information about all credentials, a common description language to enable credential description, comparison, and navigation, and a Credential Finder tool to search information housed in the Registry. We also encourage and support the creation of third-party tools and platforms that allow people access to this transparent information about credentials so they can make informed decisions.

Project Overview

The last update and redesign of our general website was in 2018. The organization's growth and our expanded requirements to best serve our partners and meet our mission calls for a reconsideration of the website's design, services, resources and capabilities. To help tell our story, encourage engagement and partnerships, facilitate finding and benefiting from our tools and resources, and advancing our mission, Credential Engine is seeking the assistance of a website development firm to update and improve the User Interface (UI) and User Experience (UX) for the following sites

- www.credentialengine.org (full overhaul)

The website content management currently uses WordPress and is hosted on WPEngine.com <https://wpengine.com/>

Audience

Our work is looking to engage the following primary audiences:

- Policy and decision-makers and policy advocacy organizations
 - Federal and state legislators and executives
 - Federal and state departments, agencies and credential oversight bodies
 - Key education system and institutional leadership
 - National and state policy advocacy groups
- Credential and competency owners and providers
 - Postsecondary education and training organizations include, but are not limited to:
 - K-12 education systems
 - Career and technical schools
 - 2 and 4 year institutions
 - Apprenticeship programs
 - Certification programs
 - Licensing programs
 - Employers that issue proprietary credentials
 - Military
- Employers and employer and industry associations
- Application developers and credential and skill-related product vendors
- Data management vendors and companies
- Funders & potential funders
- International partners, organizations, and nations

Analysis of the Credential Engine.org Website:

- Credentialengine.org
 - The navigation of our site does not account for the fact that different audiences will be seeking different information. It is not easy for a user with specific technical questions to find answers vs someone looking for general information.
 - The site does not push people to the action items as clearly or as effectively as we would like.
 - Does not clearly and easily show the different types of services we offer
 - Our extensive resources are not showcased or highlighted as well as they should be
 - Our news items are not 'front page', should be showcased on the home page to draw more attention
 - While we do have quotes and testimonials available already on our site, they are not shown in a prominent manner to be an effective marketing tool.
 - As users navigate around the main site, they may become interested in more technical information, which is currently available on credreg.net. There does not currently exist an intermediary page to explain to users they are navigating to a technical site.
 - There is too much wasted space and too much scrolling to get to information.

- It is too hard for staff to edit, update and manage the website.
- Don't currently have a process for updating/archiving older resources
- many resources are provided as PDFs which are version dated, which makes them look like they are out of date even if they are evergreen
- users have to choose and open PDFs even for basic information

New Website Objectives:

Through a website refresh we aim to achieve the following:

- More intuitive navigation and access to information to support action
- Richer storytelling about our work and progress, including through use of an interactive map that can show partners, marketplace information and data, use cases, case studies and success stories, policy developments, and value.
- Create more cohesive 'bridges' across our three websites (credentialengine.org, credreg.net, credentialfinder.org)
- Overall impression
 - From our Style Guide, Credential Engine should evoke the following ideas and emotions
 - Ideas
 - Information, and transparency of information is power
 - Credential Engine is a comprehensive & trusted resource
 - Credential Engine provides a safe, centralized location for data transparency
 - Credential Engine is practical and applicable globally
 - There is nothing else in the market that does what we do
 - Credential Engine is integrating with technologies that are consistent with the future of the internet and how we will search for information in the next generation.
 - Emotions
 - Openness
 - Reputability
 - Friendliness
- Front end
 - Needs to work in multiple browsers and it needs to use responsive design to display on various screen sizes ranging from smartphones to large monitors.
 - Overall design to look sleek, modern, and professional.
 - Easy and intuitive navigation for users of all audiences.
 - Improved conversion rate encouraging signing up to publish to the Credential Registry.
 - Improved conversion rate targeting engagement with Credential Engine for application developers and vendors.
 - Broader and more accurate media coverage.
 - Integration with social media platforms.

- Quick and easy access to standard information, FAQs, and marketing materials.
- Uniformity in color, graphics, and design across the main site, finder, and publishing websites.
- We need an intermediary page between www.credentialengine.org and <http://credreg.net/> to explain that the user is leaving the main site and accessing technical information with some quick navigation to popular technical pages.
- Fonts should use an open service such as FontAwesome.
- Utilize Google analytics.
- Updated navigation that is more intuitive
- Back end
 - Secure content management system with a preference for cloud hosting services that provide 24/7 uptime for staff that:
 - Does not *require* knowledge/use of HTML
 - Does *enable* HTML for advanced purposes.
 - Enables common text formatting and produces clean HTML.
 - Must **not** restrict staff's ability to add things like social media widgets, iframes, embedded videos, javascript, css, etc.
 - Uses an established and cost-efficient cloud hosting service option.
 - Currently, we're using Word Press and using hosting services that specialize in supporting Word Press.
 - Content migration will be required including web pages, graphics, and documents.
 - Content previewing capabilities.
 - The ability for admin to upload videos, documents, and other files, and link to/embed/reference them from content areas.
 - Ability to build new pages and reorganize navigation or content as needed.
 - The system must enable integration with social media sites via widgets, like/share buttons, etc.
 - Constraints:
 - CMS must be compatible with IIS and Windows
 - CMS must work well with websites that use IIS, .NET MVC, and C# technologies, but does not necessarily have to be written in/implemented with such technologies, especially if it meets the following criteria:
 - CMS should be capable of generating complete page/site HTML, but strong preference will be given to a CMS that can output both data and content via API. An example scenario is a website running under IIS that pulls data about the navigation and page structure from the CMS, as well as the content for each page. This approach allows internal technical staff to maintain the website itself using familiar/existing technologies while content staff has maximum flexibility to create and manage individual pages and page content.
- Note – we will not be changing the following

- Colors – open to adding new shades and complementary colors, but main palettes will be provided.
- Credential Engine logo

Proposal Requirements:

Interested companies should submit the following

- A preliminary plan with ideas of what the overall look and feel for the website should be. This plan can be high-level and can include items such as written descriptions, style guide options, and/or mockups.
- A budget with separated line items for:
 - Front end redesign for credentialengine.org
 - Front end redesign for credentialfinder.org & credentialengine.org/accounts
 - Back end for credentialengine.org
- Samples of previous work.
- Timeline for the project.

To be considered, please submit all materials by May 27th, 2022 to info@credentialengine.org.



To learn more, please visit www.credentialengine.org or contact info@credentialengine.org