



Zcash Foundation Request For Proposal (RFP) Zfnd.org Website Redesign

Proposals due **October 18, 2021 at 6 PM UTC.**

1. Project Description

The Zcash Foundation (ZF) is inviting qualified individuals or companies (Contractor) to submit a proposal to help us reimagine, rebuild, and deploy a new zfnd.org website, unite several external sites, and improve our functionality, analytics, and user experience. The Contractor will also help ZF modernize several components on the backend to improve the staff experience and help develop standards and procedures for web content.

2. Background and History

ZF is a 501(c)(3) public charity that builds and supports privacy infrastructure for the public good. We work on strengthening financial privacy with technology, focused on the Zcash protocol and blockchain.

Our goal at ZF is to create tools that help sustain open networks, enabling anyone and everyone to protect their own privacy on their own terms. The essence of privacy itself is being able to choose what is or isn't shared with others. Privacy comprises both autonomy and consent; it is essential to human dignity and the healthy continuation of civil society.

ZF programs fall into two categories, comprising both in-house efforts and external collaboration: (1) research and development, (2) community and governance.

The ZF's mission and values can be accessed [here](#).

Resources:

- www.zfnd.org
- www.grants.zfnd.org
- www.zebra.zfnd.org
- www.zcashomg.org

3. ZF Responsibilities

ZF will provide the Contractor all available relevant information to aid in the successful completion of the project. ZF will also provide:

- A brand kit (logos, colors, etc.)

- Brand guide
- Text to be included on website
- Design guidance (to ensure that the Contractor is meeting the brand guidelines)

4. Proposal Submittal and Contacts

The Contractor’s proposal shall be submitted to rfp@zfn.org by **October 18, 2021 at 6 PM UTC**. in PDF format, unless ZF has otherwise requested supplementary materials in a different format. Late submissions will not be accepted.

Questions should be directed to rfp@zfn.org clearly identifying the RFP for which the questions are related.

5. Project Schedule

The anticipated project schedule is summarized as follows:

RFP Posted	9/27/2021
Proposals Due	10/18/2021
Contract Awarded By:	11/8/2021
Final Deliverables Submission Deadline	1/7/2022

6. Scope of Work

a. Problem Statement

ZF aims to strengthen financial privacy with technology focused on the Zcash protocol and blockchain. However, its existing website is archaic and does not reflect the revolutionary technology that it represents. Other projects in this space have modern, well-built websites. In order to retain our community members and attract new ones to our website, a fresh redesign is needed.

b. Project Goals and Required Elements

A successful website redesign will incorporate these major items:

- i. **New front door:** We need a new homepage and structure that allows people to find their solution from our large amount of available information. They need to clearly select their desired path.
- ii. **Website as a communication tool:** We want to build a website from the perspective of our community and take a deep dive into information that is on the website and decide if it is the right place for this information. Develop a minimum set of standards for new content on the website. Just

because we have it doesn't mean it belongs on the website – and if it does belong, provide a structure for determining the best way to present it.

- iii. Better integration: With all the different toys and ways to communicate with our members comes chances for siloed data. We want to avoid this.
- iv. A new CMS: Ease of building additional menus, pages, and content, all within a responsive page layout/design.
- v. Data analytics: We would like to get more granular data on our website usage and utilize this data to push relevant content to users.
- vi. Integration with our marketing channels: Improved security, user levels for posting/editing pages, role level access for accessing specific content SEO, metadata and retargeting capabilities.
- vii. Maps and graphics: ZF needs to tell the story of the importance of privacy. Presently, we are not doing a great job of this, but privacy is fundamental to literally every single human being, in every state, in every country.

c. Project Tasks

i. Discovery/Planning

Guide ZF through a process to identify the strategy for the new website. Confirm goals, audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief. Think deeply and propose the user experience that will engage our audience and help us achieve our goals. We expect the chosen vendor to conduct interviews with ZF's Head of Communications and other stakeholders to gain a deeper understanding of these issues.

ii. Site Definition

Propose website information architecture, graphic look and feel, user navigation, home page, and main navigation templates for each of the main navigation links. This should be based upon the goals identified in the Discovery/Planning phase. The Contractor must provide at least three home page design mock-ups for consideration by ZF.

iii. Technology

Priority consideration will be given to WordPress. Web hosting *must* be provided by an entity other than the selected Contractor. The Contractor must also set up Google Analytics. A point of contact from ZF will be made available to provide information and coordination including a reasonable number of meetings (via video call) to discuss design and development solutions.

iv. Design

Overall, the new design should be clean, savvy, and smart. Home page design must reflect integration of several types of content (articles, blog posts, and content imported from other sites), as defined within the discovery process. Additional considerations:

- Multimedia (video, photo slideshows, podcasts) must be accommodated easily across page types.
- Readers should be able to easily follow topics of interest (categories/tags, authors, etc.); in that vein, related content independent of content type should be displayed.
- The website must be mobile responsive and designed to work across browsers and devices.
- Integration of social media functions is a must.
- A user experience designer should be involved in the design/mapping phase to ensure cohesion between design intent, impact, and audiences.

v. Back-End and Structure

The CMS employed should enable ZF to operate its online presence (zfnf.org) as a platform for distributing its information. The CMS will also be adaptable and accessible to SEO needs, and other standard content promotion and indexing technologies must be used.

- Articles, blog posts, and research data must be retained within the same content pool, using a consistent tagging system, so that they may be related to one another for users.
- Archived content on the existing websites needs to be cleaned and migrated into the new CMS.
- It is a priority for ZF staff to be able to edit the websites to the extent possible (including stories within sidebars, homepage, etc.) throughout the site.
- Modules must be designed and implemented to accommodate the Foundation's library of articles, reports, and manuals. These should include an easy-to-use search function as well as a straightforward archival system.

vi. Business Needs

- Integration with the current email marketing service (MailChimp).
- Design should highlight the Foundation's non-profit status.

vii. Testing

Proposals should outline a plan for testing the site on all applicable platforms during development to ensure it works as promised, including a means by which (internal/beta) users can report on glitches and give feedback on the user experience, etc.

viii. Training and Documentation

The chosen Contractor will be asked to provide training for two to four staff members on use and maintenance of the CMS system and any necessary APIs. Provide succinct documentation about the website as developed, including a summary of key configurations, and summaries of any custom designs, code, plug-ins, or modules created for this project.

ix. Delivery

Delivery and uploading of the site to the host server. Provide support for any problems that might emerge after launch.

x. Ongoing Maintenance and Support

Site functionality should facilitate in-house additions and changes over time. The Contractor should include recommendations on ongoing website maintenance and troubleshooting support following the site's launch, and a separate contract for maintenance and support, based upon an estimate submitted as part of the proposal. ZF requires a mutually agreed upon warranty period to be included in the final contract.

xi. Standards

- The site should be developed to meet all federally mandated access requirements (including the US and European Union Data Regulation).
- Site must be built in accordance with the Web Content Accessibility Guidelines and validate to W3C CSS and HTML standards

7. Proposal Requirements

The Proposal shall outline the Contractor's Scope of Services, which at minimum must include the criteria set forth within this Request for Proposal, and the Contractor's approach to administer and complete the project.

A detailed project approach will assist ZF in understanding the Contractor's comprehension of the project and the opportunities and constraints that a project of this complexity may contain. At a minimum the Proposal shall include the following:

- Cover letter detailing what specifically qualifies them to execute the project (maximum 1 page)
- Project approach including any unique solutions and clearly identifying all assumptions (appropriate length for the complexity of the specific project)
- Project process (check-ins, sign-offs, other applicable process actions)
- Project team organizational chart
- Response to Section 9, if applicable
- Resumes (2 page maximum per resume) for key project personnel and any subcontractors to be used (unless prohibited by a specific SOW)
- Samples of applicable work (attachments or links)
- Itemized budget with any milestone payments clearly tied to completed intermediate deliverables
- Any supplementary materials relevant to the project

8. Selection Criteria

ZF will review the Proposals and make a selection based on the best value, considering the following selection criteria:

Criteria	Standard	Weighting Factor
Cost	Does the Contractor(s) provide a cost proposal that is deemed reasonable for the complexity of the work to be undertaken? Does it provide "value for money"?	3
Personnel Qualifications	Do the assigned personnel have the skills and experience to produce the project's desired outcome? Have personnel demonstrated success in these roles with documented examples of direct experience with this type of work?	4
Project Approach	Does the Proposal approach show an understanding of project constraints and meet the project objectives? Do the proposed work hours accurately reflect the level of effort required to complete each Project task? Does the Proposal approach demonstrate an efficient, reliable plan of progression and achievable timeline?	3

The criteria scale ranges from 1 to 10: 1 is poor, 5 is average, and 10 is outstanding. Criteria will be multiplied by the associated weight to give a weighted score, which will be summed for a cumulative score. The maximum possible cumulative score is 100.

9. Diversity Statement

ZF believes in providing equal opportunity to all business enterprises to participate in all aspects of the ZF contracting program without regard to race, creed, age, sex, national origin, ethnic identity, physical or mental disability, veteran status, marital status, economic status, religion, sexual orientation, gender identity or expression, or any other legally protected basis, and will conduct its contracting program so as to prevent such discrimination.

Recognizing that some individuals, groups and business enterprises, including Minority Business Enterprises, Women Business Enterprises, Disability-Owned Business Enterprises, LGBTIA+ Owned Business Enterprises and Veteran-Owned Businesses, have not historically received opportunities to participate equally in contracting opportunities and to ensure and reaffirm ZF's continuing commitment to progress and succeed in achieving the goal of equal opportunity, ZF is committed to the goal of enhancing economic opportunities for Diverse Businesses. ZF will make every good faith effort to identify and utilize Diverse Businesses.

A Contractor that is a Diverse Business may establish its qualification by providing to ZF:

- Its certification status from a federal, state or local governmental agency; or
- Documentation that would enable ZF to verify that the Contractor qualifies (examples include community engagement, public declarations, etc).

This method is designed to cover those Contractors who are easily verifiable, such as sole proprietorships, small partnerships, closely-held corporations and small companies that do not engage in significant government business or do not have the resources to seek a governmental or third-party certification. ZF will provide minorities, women, persons with disabilities, LGBTQI+ persons and veterans equal opportunity to participate in all aspects of contracting programs.

It is not the policy of ZF to provide information or other opportunities to Diverse Businesses that will not be available to all other business enterprises. It is the intent of this statement to establish procedures designed to assure Diverse Business access to information and opportunities available to other business enterprises. ZF's intent is to widen opportunities for participation and to increase competition.

Definitions:

- "Disability-Owned Business" means a business enterprise which is Owned and Operated by one or more persons with disabilities.

- “LGBTQI+-Owned Business” means a business enterprise which is Owned and Operated by one or more lesbian, gay, bisexual, transgender, queer, intersex, and other sexual and gender identities (“LGBTQI+”).
- “Minority Business Enterprise” means a business enterprise which is Owned and Operated by one or more of the following ethnic minority groups: African American, Hispanic/Latino, Asian American/Pacific Islander and Native American.
- “Owned and Operated” means (1) the business enterprise is at least 51% owned by a person or persons within one of the respective diversity groups, or in the case of any corporations, limited liability companies or partnerships, at least 51% of the voting stock or interests, as applicable, is owned by a person or persons within one of the respective diversity groups and (2) the management and daily business operations of the business enterprise are controlled by a person or persons within one of the respective diversity groups.
- “Women Business Enterprise” means a business enterprise which is Owned and Operated by one or more women.
- “Veteran-Owned Business” means a business enterprise which is Owned and Operated by one or more veterans

10. General

- a. Selection of a Contractor(s) will be based on the selection criteria described above. The proposal shall address all of the selection criteria.
- b. All pre-award costs related to Proposal generation shall be borne by the Contractor(s).
- c. Proposal information is not considered confidential or proprietary. Trade secrets and other proprietary data contained in Proposals may be held confidential if the Contractor(s) requests, in writing, that ZF does so, and if ZF agrees, in writing, to do so. Material considered confidential by the Contractor(s) must be clearly identified. Such confidential/proprietary information must be easily separable from the non-confidential sections of the Proposal. Marking the entire Proposal as proprietary will be neither accepted nor honored.
- d. A potential or actual conflict of interest exists when commitments and obligations are likely to be compromised by the Contractor’s other material interests, or relationships (especially economic), particularly if those interests or commitments are not disclosed. Therefore, it is the Contractor’s responsibility to disclose any real or perceived conflict of interest with an officer or senior employee of ZF, at the time of RFP submission and anytime during a subsequent contractual engagement, Updated rosters can be [viewed here](#).
- e. Contractor(s) may be required to agree to AML/KYC requirements [as set forth here](#). Applicability of these requirements will vary based on multiple factors, to be determined at time of contract award.