



OPEN INVITATION TO TENDER
AO/RPA/AZU/EUSP-WEB-SERVICES/002/14
**“Designing a new user experience for the EU Skills Panorama web
portal”**
Request for Clarification (3) – Questions & Answers

Question No 1

Does the demo have to adhere to European Commission identity guidelines? If so, can we receive a copy of the guidelines?

Cedefop’s answer to question No 1

Cedefop does not require that the demo adheres to European Commission identity guidelines. However, should the tenderer want to apply the E.C. identity to the demo, guidelines are available on the EC website: http://ec.europa.eu/dgs/communication/services/visual_identity/index_en.htm.

Question No 2

On page 15, there is reference to a “side product” (page 15, 2.2.2 para 3). Do we need to include this in our proposal?

Cedefop’s answer to question No 2

The tenderers should include in their proposal their approach towards the mentioned requirements (i.e. “The intention is also to follow the trend of linked open data. This could result in a side product – an interface for researchers and labour market experts – allowing them to manipulate the data according to their needs.”)

Question No 3

To what extent does the contractor bear the costs of the marketing activities? (E.g. in the event of purchasing advertising space, running events, or for printed media, should it be included in the proposal budget?)

Cedefop’s answer to question No 3

Costs of specific marketing activities (e.g. purchase of advertising space, organisation of events, or for printed media) would be borne by Cedefop. These costs should not be included in the budget. The person/day costs of the individual assuming the role of

Senior Marketing Expert (point 2.9.11) should however be included in the financial offer (annex H table 1).

Question No 4

Page 16 makes reference to quantitative and qualitative research. Why has quantitative research been included, and what value is it expected to add beyond the qualitative research to the user experience? Are specific methodologies expected?

Cedefop's answer to question No 4

[note: the quoted references are actually located on page 18, not page 16]

Quantitative analysis could for example be used for extracting meaningful, intelligent and telling information from the web site's usage statistics. It could also be used for analysing the results of e.g. surveys and questionnaires aimed at analysing the needs of stakeholders and target users.

Question No 5

Page 16 has two similar points: "Create and deploy a clear "corporate" identity, both online and offline, which may include the creation of various design elements: logos, banners, typefaces and colours;" and "Design and implement a new website corporate image". What are the main differences implied here?

Cedefop's answer to question No 5

[note: the quoted references are actually located on page 18, not page 16]

The two points are very similar and closely related. Point 2.3.2 of the terms of reference refers to the creation and deployment of a clear corporate identity (both online and offline) while point 2.3.3 relates to the application of the new corporate image to the EUSP web portal in a context of website user experience.

Question No 6

Your sample data for demo emphasizes the dimension of the data dynamic analysis. On the other side, the objective of your project is also to navigate documents already present on your site. Hence your project has also two other dimensions: a) to navigate easily between documents b) to establish a suitable relationship between the data dynamic analysis level and the documents navigation level.

Can you please refer us to a subset of documents in your site to be used in conjunction with the data of your example, in order for our demo to be more complete?

Cedefop's answer to question No 6

Please find hereunder the links requested:

<http://www.cedefop.europa.eu/EN/publications/21513.aspx>

<http://www.cedefop.europa.eu/EN/publications/20633.aspx>
<http://www.cedefop.europa.eu/EN/articles/22592.aspx>
<http://www.cedefop.europa.eu/EN/publications/21571.aspx>
<http://euskilspanorama.cedefop.europa.eu/AnalyticalHighlights/>

Question No 7

Can you please provide us with an estimate of the traffic volume and peaks in order to be able to outline the right infrastructure?

Cedefop’s answer to question No 7

Indications are presented below for the existing EUSP web portal for the period 01/01/2013 to 31/12/2013.

	EUSP web site http://euskilspanorama.cedefop.europa.eu
Visitors	116,277
Unique visitors (approx.)	90,000
Page views	3,622,901

The current web site had, as a peak, 53,951 visits per month. However, Cedefop intention is to increase the number of users. The new website, given that a) it is meant to be a complete revamp b) it will be accompanied by an adequate promotional campaign and appropriate marketing activities, is expected to have more visits, but would not be expected to be more than a few hundred thousand per month in the first couple of years.

Question No 8

Can you please specify the software and database requirements of the existing system?

Cedefop’s answer to question No 8

The existing system (EUSP) makes use of the following technologies:

- Asp.Net 4.0
- SQL Server 2008
- SQL Reporting Services
- iText for PDF creation
- Fusion Maps

However, these do not constitute specific requirements of the new system.

Question No 9

How many individual users are likely to use the service?

Cedefop's answer to question No 9

Please see answer at point 7 above

Question No 10

Do you have specific preference for a CMS (Content Management Systems) solution?

Cedefop's answer to question No 10

Cedefop does not have any specific preferences for a Content Management System. However, the tenderer should justify his choice of the proposed CMS solution.

Question No 11

Do you have an estimate of the volumes of data to be processed (i.e. number of documents, average document size, suitable refresh frequency)?

Cedefop's answer to question No 11

It is difficult to provide an estimate but the list of indicative sources is available in Annex O.

Question No 12

Which latency can be accepted between the availability of new input data and its actual processed output?

Cedefop's answer to question No 12

This will vary according to the specific data and will always be agreed with the contractor in advance. You can find an indication of the frequency in which the data changes at Annex O.

Question No 13

Are you considering a security logic based on SSO (Single Sign On)? Or do you wish to implement a multi-layer security infrastructure with different access/ID policies?

Cedefop's answer to question No 13

The website's visitors should have free access to the site's content. It is up to the tenderer to propose the existence or not of user accounts for the purpose of e.g. offering a customised/personalised experience or restricted access. However, this should be done in an intuitive way, without hampering the user's experience. If an approach including user accounts will be proposed, use of SSO would be recommended.