

**ADDENDUM #130-210413 – NEW WEBSITE DESIGN & USABILITY
Responses to Questions – Wednesday, April 14, 2021**

Adjusted Bid Timeline

The following timeline has been adjusted, pushing original dates back one week:

Proposals Due	Friday, April 23, 2021
Anticipated Short List Communicated	Friday, April 30, 2021
Anticipated Short List Interviews	May 3-7, 2021
Anticipated RFP Award	Friday, May 14, 2021
Implementation and Testing Period	TBD, after a successful bid award

Q: Do you have a budget range in mind?

A: We do not have a budget solidified and request bids for this service instead.

Q: If bidding on both scopes of work, do previous examples need to be provided for both user experience tests and website design?

A: Yes, having examples for both user experience and website design would be helpful.

Q: Who is your primary target market? Describe them.

A: Travelers (customers) are our first target audience. This includes in-state and out-of-state drivers, commercial (freight) drivers, those commuting for work as well as leisure travelers on vacation, a weekend getaway or a day trip. They come to the page to learn how tolling works in Kansas, to learn what their toll will be and/or to pay their toll.

Q: Who is your secondary target market? Describe them.

A: Stakeholders is our secondary target audience. This includes current or potential business partners, prospective employees, board members, bond holders, and local/state government officials. They come to the page to learn how KTA operates and perhaps how they can do business with us.

Q: Does KTA have a brand standards?

A: Yes, KTA has a standards manual which will be provided.

Q: Does KTA have a photo library?

A: We have many photos that can be shared once the type(s) of photos needed are identified.

Q: Does KTA have an existing icon library? If not, will an icon library need to be developed?

A: No, we do not have a custom icon library. For generic icons, we have typically used Font Awesome or Heroicons libraries.

Q: Is Google Analytics connected to your current site?

A: Yes, we utilize Google Analytics on our web sites.

Q: If Google Analytics is currently connected, have you implemented Google Tag Manager and Event Tracking?

A: Yes, we have implemented both Google Tag Manager and Event Tracking.

Q: Are you looking for statistical analysis to be performed in user experience data collected?

A: KTA would like analysis and recommendations based upon the user data collected.

Q: What APIs will be integrated into the site?

A: Third-party API integrations include Google Maps, Twitter feed, Mailjet, AccuWeather. The only API that will require a visual element is a Twitter feed.

Q: Does the in-house team need every page laid out in design? Or can a few pages be laid out and a style guide provided for programming?

A: This depends upon the level of detail of the style guide and if it includes a component library and guide on UI/UX element behavior like animations and transitions. Some pages though are completely unique and should be designed. Using the current site as reference, those would be: Home, About, Employment, Business Opportunities, Contact and Service Areas. However, this list may vary depending the new site design.

Q: What are the strategies and objectives the current site is not meeting?

A: The current site was designed based upon a tourism strategy that leads the customer through different menus to help them plan their trip. Since the website was launched, KTA has been in a period of heavy modernization and the future site needs to better assist customers with paying their toll and understanding how they can better use the roadway in the future. Additionally, the website needs a way to communicate “urgent” information such as roadway incidents or customer service outages. The red bar at the top is an addition since the original design. Simplification of the website so as not to overwhelm users would also be a favorable outcome of the new design.

Q: What content, if any, is missing from the site?

A: The current site needs a more robust way to share information with stakeholders KTA does or could do business with. We need a better way to share various agency reports, plans and studies along with business opportunity information (contracts/bids, advertising, etc.). The Pay Toll portion of the web site was an addition since the original design and needs prominence within the new design.

Q: Do you have a target site launch date?

Q: How long will the in-house team need to program the site prior to launch?

A: This will depend on the level of custom component development needed and third-party API integrations (e.g. Google Maps, Twitter Feed, Mailjet, AccuWeather, etc.). Once the design is finalized, we estimate approximately 6-12 weeks.

Q: Are there any requirements regarding accessibility? Compliance with WCAG (at which level)?

A: Yes, accessibility is important for the site. Level AA of WCAG is sufficient.

Q: Should my K-tag be estimated? If so, can we have access to the self-care credentials?

A: myktag.com is not part of the current scope.

Q: Who is responsible for final content (texts)?

A: KTA is responsible for final written content for the site. Heavy coordination will be needed to maintain design integrity.

Q: We are assuming we will be responsible for the final graphic assets (iconography, images). Will you provide us with an image repository that may be pertinent, such as images of the route, signs, tolls, etc.?

A: KTA has many photos that can be shared once the type(s) of photos needed are identified. KTA does not have a custom icon library. For generic icons, we have typically use Font Awesome or Heroicons libraries.

Q: Should we consider Search Engine Optimization?

A: SEO is a critical component of our new site. As content is developed and pages are built, we will want to make sure that they are optimized using best practices for the primary search engines in use today.

Q: Should the website work as a Progressive Web Application? We know it should be mobile first.

A: Yes, the website should work as a progressive web app. However, as this RFP is specifically looking for a design partner, the primary expectation is for helping us layout and design the expected views and breakpoints for various devices, not the building of a PWA.

Q: Does the pay toll journey include making the online payment or is it just to get payment references?

<https://www.ksturnpike.com/paytoll> Is it possible to get an example of the current experience (screenshots, reference)? If payment is part of the journey which payment methods are supported?

A: KTA will be responsible for payments on the paytoll page.

Q: Is the newsletter template part of the scope? E.g.: <https://www.ksturnpike.com/enewsletter/html/turnpike-times-march-2021>

A: No, the newsletter template is not part of the scope.

Q: The Events page is displaying an error page “page not found”. Can you provide the requirements/contents or at least a reference on what it includes? <https://www.ksturnpike.com/travel/events>

A: This page current utilizes a Google calendar API. Based upon Google analytics, this content may no longer be relevant to the new design.

Q: Is it possible to submit the proposal electronically?

A: Yes, KTA will accept electronic PDFs of proposals.

Q: Should the scope include any of the following, which initially appear to be outside of the ksturnpike.com domain? Intranet, KanDrive, myktag.com, eastkelloggimprovements.com

A: No. These domains are all outside the scope.

Q: Will the embedded interactive maps be redesigned in this scope of work? Or will it exist as-is on the new site?

A: The interactive maps will need to reflect the new design. However, KTA is open to new ideas to convey this information to customers.

Q: Will any new infographics, illustrations or photography need to be included in this scope of work?

A: No new infographics, illustrations or photography will be required for this scope. However, if the proposed design requires specific items of this nature, they should be provided as part of the design.

Q: Any need for written content or updating existing written content?

A: KTA is responsible for final written content for the site. Heavy coordination will be needed to maintain design integrity.

Q: Do you need any help with hosting or related services?

A: No hosting or related services are needed.