

# INFORMATION AND COMMUNICATION SERVICES NIH - TASK ORDER

**RFTOP# 13**                      **TITLE: NIAAA Website Usability Testing**

## **PART I - REQUEST FOR TASK ORDER PROPOSALS**

**A. POINT OF CONTACT NAME:** Matthew Packard, Contract Specialist  
C. Timothy Crilley, Contracting Officer

**Phone - (301) 443-1191**

**Fax - (301) 443-3891**

### **Proposal Address:**

CMB/NIAAA  
Willco Building, Suite 504  
6000 Executive Boulevard, MSC 7003  
Rockville, MD 20892-7003

**B. PROPOSED PERIOD OF PERFORMANCE:** 1 year from date of task order award.

**C. PRICING METHOD:** Firm Fixed Price. NIH estimates that about 308 labor hours will be required to complete this task.

**D. PROPOSAL INSTRUCTIONS:** Technical Proposals should be no longer than 20 pages and must be submitted to the POC at the address specified above. Proposals shall be in hard copy with an original and 3 copies of the technical proposal and an original and two copies of the cost proposal. Offerors must also submit a signed task order form with their proposal. Firms may submit proposals electronically via e-mail to [mpackard@niaaa.nih.gov](mailto:mpackard@niaaa.nih.gov) (with "RFTOP # 13 - Proposal" in the subject line), or via facsimile. In both cases, however, offerors must follow such proposal submissions with hard copies as specified above.

**E. RESPONSE DUE DATE:** Friday, August 10, 2001 at Noon, Local Time.

### **F. STATEMENT OF WORK:**

1. **Background:** The NIAAA Scientific Communications Branch (SCB) is responsible for managing, maintaining and enhancing the content of the NIAAA Web site, one of the Institute's major resources for the dissemination of alcohol-related information to health care practitioners, policymakers, and scientific and lay communities. The Web site continuously evolves in providing approximately 2,660 files

of timely information in a user-friendly format, and access to research information on alcohol abuse and alcoholism. Web reports indicate the number of visits has tripled since the site's opening in 1996.

During the past year the NIAAA Scientific Communications Branch and Information Technology Section redesigned the site, and the newly designed Web site opened to the public in March 2001. The new site is presented in both graphic and text-only versions. In addition to making better use of screen space, the site includes several new sections, and features enhancements such as drop-down menus, a highlight section, and a search engine.

2. **Objectives:** This procurement is to provide usability testing of the redesigned Web site by designing a test and recruiting participants. SCB would like to assess the effectiveness of the new design to ensure that the information is reaching users in the most efficient, user-friendly manner. The testing will identify major problems and provide a follow-up assessment of the corrected site.

3. **Test Design:** A firm experienced in conducting usability testing shall manage the testing in a laboratory setting with audio and video equipment. The test shall be conducted in two stages over a 12-month period. The first three months shall be devoted to an initial test to identify any major problems, the next six months the Institute shall correct the problems that were identified, and the last three months shall be devoted to testing the corrected version. Testing will include collecting data on the paths users take to do tasks, the errors they make, when and where they are confused or frustrated, how fast they do a task, whether they succeed in doing the task, and how satisfied they are with the experience.

4. **Deliverables:**

**Test 1**

|               | <b>Specifically, the Contractor shall:</b>   | <b>DUE DATE</b> |
|---------------|--|-----------------|
| <b>TASK 1</b> | Meet with the Project Officer (PO) and other NIAAA staff to: 1) present a draft work plan and schedule; 2) discuss user groups and representatives that will participate in the testing. | End of Week 1   |
| <b>TASK 2</b> | Write Screening Questionnaire to recruit users and write scenarios for users to follow.  | End of Week 4   |
| <b>TASK 3</b> | Identify 12 participants for a two-part test. Draft letter for PO approval to participants informing them of the project and that they will be contacted in two weeks. Final letter      | End of Week 8   |

shall be sent from the Contractor.

- |               |   |                |
|---------------|---|----------------|
| <b>TASK 4</b> | Conduct testing and videotaping.  | End of Week 10 |
| <b>TASK 5</b> | Prepare Interim Report. Develop and submit an interim report outlining problems identified by first test. | End of Week 14 |

## **Test 2**

**Specifically, the contractor shall:**

**DUE DATE**

- |               |   |                |
|---------------|---|----------------|
| <b>TASK 1</b> | Meet with the Project Officer and other NIAAA staff to: 1) present a draft work plan and schedule; 2) discuss user groups and representatives that will participate in the testing.                   | End of Week 39 |
| <b>TASK 2</b> | Write Screening Questionnaire to recruit users and write scenarios for users to follow.   | End of Week 42 |
| <b>TASK 3</b> | Identify 12 participants for a two-part test. Draft letter to participants informing them of the project and that they will be contacted in two weeks. Final letter shall be sent from the Contractor | End of Week 46 |
| <b>TASK 4</b> | Conduct testing and videotaping.  | End of Week 48 |
| <b>TASK 5</b> | Prepare Final Report. Develop and submit a report summarizing responses from testing and submit to the NIAAA Contracting Officer. Also include recommendations for improving areas of weakness.       | End of Week 52 |

## **G. EVALUATION FACTORS:**

1. **Technical Approach (40 Points)** The proposal shall (a) Include all of the required tasks to be performed and demonstrate an understanding of them; (b) Propose a complete, feasible, and flexible technical approach that outlines procedures for all aspects of the tasks; (c) Identify and describe potential problem areas, and propose strategies for preventing or solving the problems; and (d) Describe procedures to ensure that the project timeline will be met.

2. **Personnel (45 Points):** The offeror shall provide evidence of the qualifications, experience, and availability of all proposed personnel. Resumes must reflect expertise with respect to each person's proposed responsibilities for the required tasks.

3. **Corporate Capabilities (15 Points):** Offerors shall describe the availability and proposed utilization of appropriate facilities and equipment required to perform the work requirements successfully.

## H. REPORTING REQUIREMENTS:

1. **Monthly Status Reports** – The Contractor shall submit to the Contracting Officer a brief monthly status report within 10 calendar days after the end of each month. The reporting period shall consist of each calendar month. These reports shall include a qualitative and quantitative description of work accomplishments during the period, including a list of all activities, status of each assignment, problems encountered, action taken, planned activities for the upcoming period, individuals responsible for each activity, deadlines, and any problems anticipated during the upcoming period.

2. **Final Report** - Thirty days prior to contract expiration, the Contractor shall submit three copies of a **draft** final report to the Contracting Officer for review and approval. The Final Report shall be submitted to the Contracting Officer before the expiration of the Period of Performance, and shall contain a summary of all work performed during the contract period. The report shall also discuss any problems encountered and the successful resolution of those problems as well as recommendations and conclusions based on experience and the results obtained.

RFTOP# 13 TITLE: NIAAA Web Site Usability Testing

**PART II - CONTRACTOR'S REPLY:**

TO # NICS-\_\_\_\_\_ CONTRACT #263-01-D-0\_\_\_\_\_

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method:

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: \_\_\_\_\_

Signature

Date

**SOURCE SELECTION:**

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # \_\_\_\_\_

Appropriations Data: \_\_\_\_\_

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: \_\_\_\_\_

FAX #

Signature - Project Officer

Date

APPROVED: \_\_\_\_\_

FAX #

Signature - Contracting Officer

Date

**NIH APPROVAL -**

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: \_\_\_\_\_

Signature -Anthony M. Revenis, J.D., NIH-ICS Coordinator

Date