

INFORMATION AND COMMUNICATION SERVICES
NIH - TASK ORDER

RFTOP# 134

TITLE: MedlinePlus en español and MedlinePlus Web Sites Usability Studies

PART I - REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

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Proposal Address:

6011 Executive Blvd., Room 529S

Rockville, MD 20892-7663

Billing Address:

Accounts Payable, OFM, NIH

Bldg. 31; Rm. B1B39

Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: 90 days from date of award.

C. PRICING METHOD: Firm Fixed Price - Firm should provide a single price. Please describe the methods to be employed and the estimated number of employee hours required. Firm rates for use of usability testing facilities and equipment. Describe the development of task scenarios, paper prototypes and number of cycles involved in refining a prototype.

Currently available funding is limited to \$50,000. If, in the opinion of your firm, this is not a sufficient amount to conduct a thorough evaluation, please specify how to best spend available funds, which tasks will remain undone, and the additional amounts necessary to complete the evaluation.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted to me by e-mail. Please enter in the subject line the following text, "RFTOP# 134- Proposal from _____." A signed task order form may be electronically transmitted or will later be requested from the successful bidder.

E. RESPONSE DUE DATE: Monday, June 9, 2002 at Noon NIH Time.

F. TASK DESCRIPTION: The National Library of Medicine (NLM) Web Management Team desires to conduct a usability study of the MedlinePlus en español and MedlinePlus web sites (<http://medlineplus.gov/spanish/> and <http://medlineplus.gov/>). The study will be designed to answer the following key questions:

MedlinePlus en español Web Site - <http://medlineplus.gov/spanish/>

MedlinePlus Web Site - <http://medlineplus.gov/>

How well do the MedlinePlus -

- (1) Health Topics pages (ex. <http://www.nlm.nih.gov/medlineplus/spanish/aneurysms.html> or <http://www.nlm.nih.gov/medlineplus/osteoarthritis.html>);
- (2) search engine (ex. <http://search.nlm.nih.gov/medlineplusSpanish/query?DISAMBIGUATION=true&FUNCTION=search&spell=spell&PARAMETER=corazon> or <http://search.nlm.nih.gov/medlineplus/query?DISAMBIGUATION=true&FUNCTION=search&SERVER2=server2&SERVER1=server1&PARAMETER=breast+cancer>) and;
- (3) print / email feature:

- Convey a sense of the kind of content users can expect?
- Organization and navigation enable effective and efficient access to the content?
- Enable comprehension of page content? How clearly do users understand the meaning of labels, links and site instructions?
- Quickly allow users to find the same or similar information in English?

Answers to these questions will help NLM determine not only the current level of user satisfaction with the web site, and the design modifications that would achieve the highest degree of access and user satisfaction. The contractor will work closely with NLM to determine testing strategies appropriate to each area of study, and will provide NLM with opportunities to observe the testing sessions. NLM will provide contractor results of 2003 online user surveys, containing user demographic data, on MEDLINEplus and MEDLINEplus en espanol.

Tests of MEDLINEplus en espanol should be conducted in Spanish and reports provided to NLM in English. NLM may agree to perform necessary translations of user materials. Contractor should have the capability to translate, and provide itemized bid of translation costs, along with other costs of the usability study. NLM will decide on how translation is to be done from this list of costs. The contractor will prepare an appropriate schedule of milestones and deliverables.

Clearances

All studies will be conducted in accordance with OMB regulations. No clearances are required.

G. EVALUATION FACTORS

1. Corporate Experience:

The contractor shall have experience in the following:

- Recruiting and remunerating subjects from target populations
- Preparing and conducting task analysis studies
- Preparing and conducting paper prototype tests, if needed
- Preparing and conducting user interviews in Spanish
- Recording and analyzing response data

- ❑ Evaluating health, medical or information-intensive sites
- ❑ Preparing clear and concise reports and presentations from the response data and delivering results in English
- ❑ Making recommendations for modifications to web page layouts and navigation schemes and site language.

The contractor shall utilize their own pre-existing lists of potential study subjects for the purposes of recruitment, and be able to identify subjects based on age, gender, and experience using the Web.

The contractor shall be able to perform usability testing at their site or on the NIH campus. The contractor shall accommodate persons with disabilities either at their site or at the person's home or office. The contractor shall be familiar with hardware and software used by persons with disabilities. The contractor shall be familiar with Section 508 of the Rehabilitation Act and its application to electronic media and web sites.

2. Evaluation Process: The proposed evaluation procedures will be assessed by the NLM to determine the extent to which these procedures are likely to produce objective and meaningful feedback.

3. Price: While price will not be the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

TO # NICS-134 TITLE: MedlinePlus en español Web Site Usability Study
PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0_____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method: FFP

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

NLM APPROVAL -

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

APPROVED: _____
Signature - Anthony Revenis, NIH-ICS Coordinator
Date