

# INFORMATION AND COMMUNICATION SERVICES NIH - TASK ORDER

RFTOP# 23 TITLE: Web Site Usability Testing–News and Health Information

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

A. POINT OF CONTACT NAME: Anthony Revenis

Phone- (301) 402-3073

Fax- (301) 435-6101

Proposal Address:  
6011 Executive Blvd. Rm 529S  
Rockville, MD 20892-7663

Billing Address:  
Accounts Payable, OFM, NIH  
Bldg 31, Room B1B39  
Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: 80 days from date of award.

C. PRICING METHOD: Firm Fixed Price – Firm should provide a single price for the evaluation of the News and Health Information sections of the web site including firm rates for use of usability testing facilities and equipment.

Currently funding is limited to \$30,000. A firm that is able to complete this project for less than that amount is invited to propose a lower firm fixed price for the successful execution of this task. Price will be a significant factor in the determination of the firm that is selected for award. 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 funding necessary to complete the evaluation. Firms should address the benefits and drawbacks for alternate approaches.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted to me by e-mail. Please enter in the subject line the following text, “RFTOP#23 - Proposal.” A signed task order form (last page of the RFTOP) should also be faxed to me at 301-435-6101.

E. RESPONSE DUE DATE: Monday August 13, 2001 at 4:00 PM.

F. TASK DESCRIPTION: (also see attached Background and Task Description)

The National Institute of Dental and Craniofacial Research (NIDCR) desires to conduct usability testing on the News and Health Information pages of the NIDCR web site. The study will be designed to answer the following key questions:

- What do visitors to the NIDCR web site need and expect from NIDCR in terms of news and health information content?
- How well do the News and Health Information pages meet user expectations for news and health content?
- How well do the News and Health Information pages meet user expectations in terms of navigation and accessibility to news and health content?

Answers to these questions will help NIDCR determine not only the current level of user satisfaction with these pages, but the number and kinds of design modifications necessary to achieve the highest degree of user satisfaction. The contractor will work closely with NIDCR throughout the usability testing process, and will provide NIDCR with opportunities to sit in on testing sessions. The contractor will work with NIDCR to establish an appropriate schedule of milestones and deliverables. For more information, see attached “Background for NIDCR’s Web Site Usability Project.”

### **Clearances**

All studies will be conducted in accordance with OMB regulations.

## **G. EVALUATION FACTORS**

### **a. Technical approach**

Contractors are to provide a written proposal demonstrating an understanding of the task order requirements through a comprehensive description of the proposed approach and the scheduling and assignment of tasks to experienced personnel. The technical requirements will be evaluated according to soundness, practicality, and feasibility of the written description and the extent to which the technical approach will produce objective and meaningful feedback.

### **b. Staffing and management**

Contractors are to provide a staffing plan to demonstrate an understanding of the labor requirements of the task order and to describe what tasks proposed staff will perform. The management plan shall also describe the contractor’s approach to managing work and subcontractor management, if applicable.

NIDCR requests that the contractor **not** include a resume for each person proposed for the project. However, the contractor may summarize the relevant experience and skills of each of the individuals proposed for the task order. The summaries shall not exceed one third of a page. The summaries should highlight the staff person's experience in usability testing, the proposed study method, managing web evaluation projects, and/or evaluating health or medical related web sites.

c. Prior corporate experience

Contractors are to provide a one third page description of no more than four projects demonstrating the contractor's experience with usability testing and their ability to execute the proposed technical approach. The descriptions should focus on the following areas of expertise:

- Recruiting and remunerating usability testing subjects
- Preparing usability testing tool and executing usability tests
- Recording and analyzing response data
- Evaluating health or medical-related sites
- Preparing brief, clear, and concise reports and presentations from the response data
- Making recommendations for modifications to web page layouts and navigation schemes.

d. Price

While price is not the only evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government given the budget for this project. To aid in the review of costs, NIDCR requests that contractors' business proposals include labor hours assigned to each staff person proposed for each task.

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

TO # \_\_\_\_\_ 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

**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