

Request for Task Order Proposal

Information and Communication Services Contracts #263-01-D-0150 thru 0209

Service Category 15: Web Site Usability Testing

Solicitation Limited to Contractors with Stated Expertise in Web Site Usability Testing

FROM: Health Resources and Services Administration
Office of Information Technology
Division of Electronic Information Services
Parklawn Building Room 10A-03
5600 Fishers Lane
Rockville, Maryland 20857

TO: Anthony M. Revenis, J.D.
National Institutes of Health
Room 529S
6011 Executive Boulevard
Rockville, Maryland 20892-7260

RFTOP #34 TITLE: HRSA Web Site Usability Testing

Period of Performance: The period of Performance will be for six months from the effective date of award

Pricing Method: Firm Fixed Price

Description of Work

The Health Resources and Services Administration is the U.S. Department of Health and Human Services agency that assures access to health care to uninsured and underserved people. The contractor shall provide Web site usability testing services to HRSA to ensure the agency's primary Web site is well-engineered and accessible to HRSA's many and diverse audiences. It shall also conduct a usability test of the website of one of HRSA's Bureaus, The Bureau of Primary Health Care.

Tasks

Specifically the contractor shall:

1. Conduct a Heuristic assessment of organization and navigation within HRSA's enterprise Web site, <http://www.hrsa.gov>. A minimum of two usability experts shall evaluate the current navigation scheme, focusing on the broad range of HRSA "Web sitelets" representing program offices and centers and assess the extent to which HRSA's existing navigation accommodates or frustrates users. The evaluation also shall assess content, user interface, query capacity and

function, and any other technical enhancements that would improve effectiveness and usability. The contractor shall document the findings in a report that may take the form of a slide presentation. The contractor shall make specific recommendations for improved navigation.

2. Conduct a **Usability test** of enterprise HRSA Web site, <http://www.hrsa.gov>. The contractor shall work with HRSA staff to identify four to five critical audiences and the tasks they might expect to perform at the HRSA Web site. The contractor shall develop usability testing scripts focused on each of the audiences selected; recruit three to four usability testers representative of each of the audiences; and under the guidance of the contractor's facilitator conduct 12 to 14 usability tests in the contractor's usability testing facility; videotape usability testing sessions; and provide to HRSA both the unedited videotapes and an analytical report that identifies the strengths and weakness of the HRSA Web site and provides recommendations to make the Web site more usable and useful to critical audiences.

3. Conduct a **Usability test** of portions of HRSA Web site that focus on primary health care (primarily <http://bphc.hrsa.gov>.) The contractor shall work with HRSA staff to identify four to five important primary health care audiences and the tasks they might expect to perform at the HRSA Web site. The contractor shall develop usability testing scripts focused on each of the audiences selected; recruit three to four usability testers representative of each of the audiences, including testers picked from participants in a HRSA-sponsored meeting being held July 10-12, 2001 in Bethesda, Maryland if contract is awarded in time to accomplish this; conduct 4 to 5 usability tests in the contractor's usability testing facility and under the guidance of the contractor's facilitator; videotape usability testing sessions; and provide to HRSA both the unedited videotapes and an analytical report that identifies strengths and weakness of the HRSA Web site and provides recommendations to make the Web site more usable and useful to critical audiences.

Deliverables:

The items specified for delivery below are subject to the review and approval of the Project Officer before final acceptance. The contractor shall be required to make revisions deemed necessary by the project officer.

The contractor shall produce the following scheduled deliverables in the amount, and within the time frame indicated. Deliverables shall be submitted to Joni Johns, Health Resources and Services Administration, Parklawn 10A-03, 5600 Fishers Lane, Rockville, Maryland 20857, 301-443-2088, jjohns@hrsa.gov .

Item	Task	Description	Quantity	Delivery
1	1	Meeting with project officer and other agency staff	1	1 week EDOC

2	3	Telephone call to Project Officer confirming arrangements to conduct usability testing of primary health care-focused portions of the HRSA Web site with testers recruited from participants in HRSA-sponsored July 10 -12 meeting in Bethesda, Maryland	1	7/9/01
3	3	Telephone call to Project Officer confirming arrangements to conduct usability testing of the HRSA Web site with other primary health care-focused testers	1	10 weeks EDOC
4	2	Draft heuristic evaluation of enterprise HRSA Web site	1 electronic	12 weeks EDOC
5	2	Telephone call to Project Officer confirming arrangements to conduct usability testing of enterprise HRSA Web site	1	16 weeks EDOC
6	3	Submit draft usability testing report for primary health care-focused portions of HRSA Web site	1 electronic	20 weeks EDOC
7	2	Submit draft usability testing report for HRSA enterpriseWeb site	1 electronic	24 weeks EDOC

Period of Performance

The period of performance shall be from the effective date of the contract through six months thereafter.

INSTRUCTIONS TO OFFERORS

Two printed copies of your proposal must be received by the Contracting Office no later than 2:00 PM (eastern time) on September 1, 2001, at the following address:

HRSA General Acquisition Branch
5600 Fisher Lane, Room 13A-27
Rockville, MD 20857
Mark Attn: Frank Murphy 01-OIT-0027
FAX (301)443-5462

The proposal shall be prepared in two parts: A "Technical Proposal" and a "Price Quote." Each shall be separate and complete in itself so that evaluation of one may be accomplished independent of evaluation of the other.

Technical Proposal Instructions

- A. Understanding and Approach (weight 10)

1. The proposal shall provide a clear, concise statement of the scope and purpose of the contract that demonstrates complete understanding of intent and requirements.
 2. The proposal shall provide a work plan that specifies how each of the requirements in each of the tasks is to be accomplished, including scheduling of time and personnel.
- B. Technical competence of staff/contractor (weight 10)**
1. The proposal shall describe contractor experience in Web site usability testing and analysis. The proposal shall detail staff knowledge of the U.S. Department of Health and Human Services and of major issues relative to assuring access to health care.
 2. The proposal shall specify how the professional personnel employed under the contract will organizationally operate and the name, title and experience of the project manager.
- C. Contractor facilities (weight 40)**
1. The proposal shall detail the technical capacity of contractor usability testing facilities in the greater metropolitan Washington, D.C. area, including hardware and software, internet access and video equipment.
 2. The proposal shall describe how the facilities will accommodate testing of Web sites on different connection speeds and browsers and how the resulting videotapes will provide a clear and accurate representation of the actual testing.
- D. Past performance (weight 40)**
1. The proposal shall list all contractor experience in Web site usability testing and analysis with the Health Resources and Services Administration and other U.S. Department of Health and Human Services agencies.
 2. The proposal shall demonstrate sufficient contractor experience and knowledge to assure rapid execution of the tasks, particularly task three, usability testing of the HRSA Bureau of Primary Health Care Web site with BPHC constituents who will be in town for a meeting July 10 through 12.

Price Quote Instructions

The offeror must submit cost proposals fully supported by cost and pricing data in sufficient detail to allow a cost analysis that establishes the reasonableness of the proposed costs. The total price breakdown in support of the scope of work and deliverables shall be furnished.

Evaluation Factors

Task Order Proposals submitted under this request shall be evaluated using the following factors:

1. **Contractor understanding and approach (weight 10).** The proposal provides a statement of the scope and purpose of the contract that demonstrates complete understanding of intent and requirements. The work plan covers all tasks and all phases of the project specified in this solicitation, including a feasible timeline.

There is consistency between the proposed level of effort and the budget justification.

2. **Technical competence of staff/contractor (weight 10).** The proposal documents expertise in Web site usability and shows a successful track record of conducting Web site usability tests. Staff has knowledge of major issues in assuring access to health care and of the U.S. Department of Health and Human Services sufficient to (a) recruit an adequate pool of "real" users for testing; (b) inform the development of relevant usability testing tasks and scripts; and (c) provide substantive insight in the interpretation of usability testing results.
3. **Contractor facilities (weight 40).** Facilities are adequate for conducting Web site usability tests and have both high speed and 56K modem Internet connections, one-way mirrors and split-screen videotaping capacity.
4. **Past performance (weight 40).** The contractor has sufficient knowledge of the Health Resources and Services Administration to develop and implement work plan in time to conduct usability testing with HRSA Bureau of Primary Health Care constituents who will be in Bethesda, Maryland 10-12 July.

Proposals that merely offer to conduct a program in accordance with the requirements of the Government's scope of work will not be eligible for an award. The offeror must submit an explanation of the proposed technical approach in conjunction with the tasks to be performed in achieving project objectives.

Award Criteria

The acceptability of the technical portion of each contract proposal will be based on an evaluation performed by the project officer. The project officer will evaluate each proposal in strict conformity with the evaluation criteria of the RFTO, utilizing point scores and written critiques. The contracting officer/specialist, in conjunction with the project officer, will establish a competitive range comprising all the most highly-rated proposals. The technical proposal will receive paramount consideration in the selection of the contractor for this acquisition. If the technical reveals that two or more offerors are approximately equal in technical ability, then the estimated cost of performance will become paramount. The government reserves the right to make an award to the best advantage of the Government, cost and other factors considered, and reserves the right to make an award without further discussion of the proposals received.

Payment Schedule

The contractor may request and payment may be made in the the percentages listed below:

1/6th of the award value, payable upon acceptance by HRSA OIT of the final heuristic evaluation report.

5/12th of the award value. One-third of this amount is payable upon acceptance by HRSA OIT of the usability testing plan that includes testing scripts for each critical

audience. Remainder is payable upon acceptance by HRSA OIT of testing videotapes and testing report.

5/12th of the award value. Half of this amount is payable upon acceptance by HRSA OIT of the usability testing plan that includes testing scripts for each critical audience. Remainder is payable upon acceptance by HRSA OIT of testing videotapes and testing report.

All invoices must be submitted in accordance with the invoicing instruction in the base contract as revised by this task order. All payments are subject to the review and approval of the Government Project Officer.

Questions

Questions about this solicitation may be sent to fmurphy@hrsa.gov. The cutoff for receipt of questions is August 27, 2001.

RFTOP# 34 TITLE: HRSA Web Site Usability Testing

PART II - CONTRACTOR'S REPLY:

TO # ICS-_____ CONTRACT #263-01-D-01

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 _____