

PUBLIC INFORMATION AND COMMUNICATION SERVICES
NIH - TASK ORDER

RFTOP# 48
TITLE: **NHLBI Web-Based Diseases and Conditions Index - Content Development and Usability Studies**

PART I – REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME: Joanna Magginas
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Proposal Address:	Billing Address:
Joanna Magginas, Contracting Officer	Joanna Magginas, Contracting Officer
National Heart, Lung, and Blood Institute	National Heart, Lung, and Blood Institute
Division of Extramural Affairs, COB	Division of Extramural Affairs, COB
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If using courier service: Zip Code 20817	

B. PROPOSED PERIOD OF PERFORMANCE: Three years from date of award

C. RESPONSE DUE DATE: FEBRUARY 19, 2002, AT 3:00 local time.

D. PRICING METHOD: CPFF, Level of Effort (17,280 hours over 3 years)

E. PROPOSAL INSTRUCTIONS:

Proposals (an original and five copies) are to be formatted in an Arial 11 or 12 point font or Times Roman 12 point font; single spacing may be used for the text, but headings and paragraph breaks must be double-spaced. The proposal must include all sections and adhere to page limits as described below:

1. Technical Approach (Response to Statement of Work)—25 pages maximum (including any charts, graphs, or other visuals).
2. Writing Sample of the Content for a Disease (Sarcoidosis)—10 pages maximum (including any illustrations). In addition to the printed copy, include an electronic copy in Corel WordPerfect or Microsoft Word on a locked floppy disk or CD-ROM.

3. Proposed Staff and Corporate Capabilities—a brief narrative description of proposed key staff member’s experience, capabilities, and expertise. Key staff should include:
 - Project Manager
 - Content Writers
 - Graphic Artist
 - Quality Control Specialist
 - Usability Coordinator
 - Usability Study Recruiters
4. Business Proposal—submit under separate cover. This should include a detailed proposal for labor hours, labor costs, fringe benefits, G&A, overhead, and other direct and indirect costs.

F. TASK DESCRIPTION:

I. Statement of Work

A. Background Information

1. Project Description

The National Heart, Lung, and Blood Institute (NHLBI) is interested in developing a Web-based Diseases and Conditions Index (DCI) with health information on about 300 topics related to cardiovascular, lung, and blood diseases and sleep disorders. Developing the DCI includes building the Web infrastructure (database and Web interface), writing content in plain language for patients and the public, and conducting usability studies. This request for task order proposals solicits a three-year project to write and maintain the content for the DCI and conduct usability studies of the Web infrastructure and content. The Web infrastructure and collaborative work flow application will be developed concurrently under a separate contract.

The DCI shall be a database-driven Web application for patients and the public. It will complement and integrate with the current health information on the NHLBI Web Site. Thus, the content in the DCI should provide the information in a style and format that most patients and the public need and want.

2. Need for the Procurement/Background

The NHLBI is congressionally mandated to plan, conduct, foster, and support an integrated and coordinated program of basic research, clinical and epidemiological studies, and demonstration and education projects into

the causes, prevention, diagnosis, and treatment of diseases of the heart, lungs, and blood vessels, and sleep disorders.

Within the NHLBI, the Office of Prevention, Education, and Control (OPEC) holds the lead responsibility for initiating educational activities and for translating research findings into programs and products for use by a diverse audience of health care providers, public health practitioners, patients, and the general public.

The Health Information Index on the Web site of the National Institutes of Health (NIH) lists about 300 diseases and conditions that direct users to the NHLBI Web Site for information. The DCI will enable the NHLBI to better serve the public by enhancing the information that people find when they transfer from the NIH site. Currently, users coming from the NIH Index must search through the NHLBI Web site to find information they are looking for. The NIH Index is located at <http://www.nih.gov/health/InformationIndex/HealthIndex/Pubincov.htm>.

B. Objectives

1. To build a diseases and conditions index where Internet users will rate the quality of the information as equal to or greater than that found on CancerNet and other popular Web sites with database-driven health indexes.
2. To populate the Index with content that Internet users find easy to read and understand and that answers their questions.
3. To assess the usability of the DCI—Web interface and the content—with samples representing a cross-section of patients and the public.

II. Services to be Performed

Independently, and not as an agent of the Government, the contractor shall furnish all the necessary services, qualified personnel, materials, equipment, and facilities not otherwise provided by the Government, as needed to perform the statement of work below.

It is anticipated that the NHLBI will award two contracts to produce the DCI. The contractor for this solicitation shall write and maintain the content for the DCI and conduct usability studies of both the infrastructure and content. For the purpose of this procurement, content development is writing a detailed description of a disease, condition, procedure, or term based on a template that will be established at the beginning of the project. The template may include sections like definition, symptoms, causes, diagnosis, prevention, treatment, complications, and summary. The number and types of topics are described in Task 2 below. All content must be approved by the NHLBI prior to the public launch of the DCI. The contractor shall use the Web

infrastructure and collaborative workflow application, which will be developed under a separate contract, to place content documents online for NHLBI review and approval. ***[For solicitation purposes, assume 291 diseases, conditions, and procedures.]***

TASK 1: PROJECT MANAGEMENT

The DCI shall be developed in the following phases.

- **Phase I (Months 1-6):** Includes writing the content for 20 priority diseases and conditions and definitions for 148 diseases and conditions. In addition, the contractor shall conduct a usability study of both the infrastructure and content. [Note: The Web development contractor will develop the Web infrastructure during this period.]
- **Phase II (Months 7-12):** Includes the public launch of the DCI (month 7) and writing the content for 30 diseases, conditions, and procedures. [Note: The Web development contractor will host and maintain the DCI and build a collaborative workflow application during this period.]
- **Phase III (Months 13-24):** Includes writing the content for 100 diseases, conditions, and procedures and conducting a usability study of both the infrastructure and content. [Note: The Web development contractor will host and maintain the DCI and the collaborative workflow application during this period.]
- **Phase IV (Months 25-36):** Includes writing the content for the final 54 diseases, conditions, and procedures and definitions for 87 diseases, conditions, and procedures. Conduct the final usability study of both the infrastructure and content. [Note: The Web development contractor will continue to host and maintain the DCI and the collaborative workflow application during this period.]

Many of the tasks defined in each contract are interrelated. Therefore, to achieve the timely completion of each task, the two contractors must work as a team. Thus, the contractor of this solicitation shall work and cooperate with the Web infrastructure and collaborative work flow application contractor. This includes attending joint management meetings and teleconferences set up by the Project Officer, sharing information, and using the Web-based collaborative workflow application developed to facilitate the content review and approval process.

The specific tasks shall include:

A. Planning

The contractor shall prepare work plans to reflect the requirements detailed below. They should include timeliness, responsibilities, and critical milestones. The work plans should reflect participation in an overall work team comprised of

NHLBI staff, contractor staff, and the contractor staff involved in developing the Web infrastructure and the collaborative work flow application.

1. In Phase I, write a work plan to create the content for 20 priority diseases and conditions selected by the NHLBI and definitions for 148 diseases and conditions. The plan shall be approved by the NHLBI Project Officer. The content and definitions shall be approved by the NHLBI prior to the public launch of the DCI six months after task order award. The plan shall describe the process, responsibilities, and schedule for:
 - a. Writing the full content for 10 of the 20 priority diseases and conditions and definitions for the remaining 10 and send each to the NHLBI when completed for style, scientific review, and approval.
 - b. Revising the content based on the findings from the usability study of the DCI prototype.
 - c. Writing the content for the remaining 10 priority diseases and conditions and definitions for the other 148 diseases and conditions.
2. In Phase I, write a work plan to conduct usability studies of the DCI prototype containing content for 10 priority diseases and conditions and definitions for 10 priority diseases and conditions, selected by the NHLBI, with a broad range of potential users. The plan shall include the purpose, objectives, outcome measures, sample description, methods, instruments, testing sites, recruitment of usability study participants, and a timeline. It shall be approved by the NHLBI Project Officer.
3. In Phase II, write a work plan to create the content for the remaining 148 diseases and conditions, 36 procedures, and 87 definitions following the public launch of the DCI with 20 topics. It shall also include a strategy to update existing content as needed over Phases II-IV. The plan shall be approved by the NHLBI Project Officer.
 - a. The plan shall describe the process, responsibilities, and schedule to write the following:
 - 1) Content for 30 diseases, conditions, and procedures during the last six months of the first year (Phase II). Topics related to coronary heart disease shall be the emphasis during this period.
 - 2) Content for 100 diseases, conditions, and procedures in the second year (Phase III).
 - 3) Content for 54 diseases, conditions, and procedures and 87 definitions in the final year (Phase IV).
 - b. When notified by the NHLBI Project Officer or the NHLBI Content Coordinator, revise or update the content on topics in the DCI when new evidence makes it necessary. New evidence may come as a result of the publication of a significant study, clinical practice guidelines, or other

scientific consensus statement. When this occurs, the contractor shall be prepared to respond quickly to keep the content current.

4. In Phase II, write a work plan, to be approved by the NHLBI Project Officer, to conduct a usability study of the DCI after it has been operational for 6 months and 18 months. Usability studies shall be conducted during Phase III (at month 13) and Phase IV (at month 25). The studies shall include some tasks that allow users to contrast the usability of the DCI with other Web sites offering similar information.

B. Meetings and Teleconferences

1. Initial meeting with the Project Officer within the first week of award.
2. Meet with the Project Officer and other key NHLBI staff to review the topics for content development.
 - a. Collect publications and other NHLBI documents related to the 20 priority diseases and conditions.
 - b. Agree on standard headings (causes, treatment, prevention, etc.) for displaying the content.
3. Weekly meetings or teleconferences for the first year or as determined by the Project Officer.
4. Meetings and teleconferences as determined by the Project Officer during the second and third years.

[For solicitation purposes, assume all meetings will be held at the NIH.]

TASK 2: CONTENT DEVELOPMENT AND MAINTENANCE

A Government-wide directive requires Federal agencies to use plain language by January 1, 2002, in all documents written for the public. Plain language greatly increases the likelihood that the audience can both find and understand the information provided. It is grammatically correct language with complete sentence structure and accurate word usage. Clear writing tells the reader exactly what the reader needs to know without unnecessary words or expression. For more information, visit the "NIH Implementation of the President's Initiative on Plain Language" page on the NIH Web site at <http://www1.od.nih.gov/execsec/plainlanguage.htm>.

Therefore, the contractor shall write the content for each topic in plain language that is easily read and understood by patient and public audiences. There are 291 topics:

Type	Action	Number
Diseases and conditions	Full descriptions	168

Diseases and conditions	Definitions	87
Procedures	Full descriptions	36

Full descriptions include complete content on the definition, symptoms, causes, diagnosis, prevention, treatment, complications, and others as defined by the appropriate template (disease, condition, procedure, etc.). Definitions are short (less than one page) descriptions of a disease or condition and one or more sentences for terms and medications. Diseases and conditions with definitions only shall also include links to a more detailed description on a Web site of another NIH Institute and Medline Plus if they are available.

Based on priorities established by the NHLBI, the contractor shall initially write content for 10 priority diseases and conditions and definitions for the remaining 10 priority diseases and conditions. Once the appropriate NHLBI staff reviews and approves the content for each topic, the NHLBI, under a separate contract, will place it in a prototype. The contractor of this solicitation shall conduct usability studies of the prototype and use the results to modify the content and guide future development. Following the public launch of the DCI (month 7) with full content for 20 diseases and conditions and definitions for 148 others, the contractor shall write the content for the remaining 271 topics (148 diseases and conditions, 36 procedures, and 87 definitions) over the next two and a half years of the contract (months 7-36).

The contractor shall identify and acquire appropriate graphics to support the content. The graphic staff may create original art, select existing images or purchase stock photos. However, graphics should be used sparingly and only when it enhances the information. ***[For solicitation purposes, assume costs of one graphic for each of the 204 diseases, conditions, and procedures that will receive full content.]***

The contractor shall also use the Web infrastructure and collaborative workflow application, when available, to place content documents online for NHLBI review and approval. However, until the workflow application is available (near the end of Phase II), the contractor shall send the content files directly to the NHLBI. An electronic copy shall be sent to the Project Officer and NHLBI Content Coordinator as an e-mail attachment. The contractor shall also send a printed copy to the Project Officer.

The specific tasks shall include:

Phase I

- A. Submit a plan to the Project Officer for internal content writing, review, and approval including responsibilities and quality control procedures.
- B. Write the content for the 10 priority diseases and conditions and definitions for the remaining 10 priority diseases and conditions within three months from the

start of the project and submit them as they are completed to the NHLBI for review and approval.

- C. After usability study is completed, discuss the findings with all the contractors' writers and reviewers.
 - 1. Identify the implications of the findings for the writers and how they will be implemented.
 - 2. Revise content if necessary based on usability study.
- D. Write the content for the 10 remaining priority diseases and conditions and definitions for the other 148 topics prior to the public launch of the DCI (month 7). Submit topics to the NHLBI as they are completed for review and approval.

Phases II-IV

- E. Following the public launch of the DCI (month 7), write the content for the remaining 271 diseases, conditions, and procedures as follows:
 - 1. Write the content for at least 30 in Phase II.
 - 2. Write the content for at least 100 in Phase III.
 - 3. Write the content for 54 diseases, conditions, and procedures and definitions for the remaining 87 in Phase IV.
- F. When notified by the NHLBI Project Officer or the NHLBI Content Coordinator, revise or update content in the DCI when new evidence makes it necessary.
- G. Use the Web-based collaborative workflow application, when completed, to place documents online for review and approval.

TASK 3: USABILITY STUDIES

The contractor shall conduct three usability studies on the Web interface and the content, i.e., the prototype with limited content during Phase I and the public site during Phases III and IV. Studies of the Web interface shall focus on appearance, layout, navigation, features, speed, intuitiveness, and user preferences and practices. The interface shall be easy to use and allow visitors to quickly find the information they are looking for. There shall also be an acceptable balance between an appealing interface and the speed on page rendering. Features and links shall be intuitive and easy to access. Navigation shall be flexible to accommodate a variety of preferences. The user interface shall also have a strong identity with the NHLBI Web Site.

Tests of the content shall focus on appearance, layout, clarity, complexity, readability, completeness, diversity of need, and perceived usefulness. The content shall be easy

to read and provide the information visitors are looking for. Thus, the font face, size of the type, and the layout of the content are important considerations and are likely to be different depending on whether the information is read on the screen or printed.

Usability studies are necessary to increase the likelihood that the DCI will be acceptable to most visitors and thus, make them repeat users.

The specific tasks shall include:

- A. Conduct a usability study of the Web interface and content in the prototype of the DCI during Phase I based on the work plan approved by the NHLBI Project Officer.
 1. Prepare a written report on the findings.
 2. Prepare an electronic presentation of the findings in Microsoft PowerPoint and Adobe Acrobat.
 3. Make an oral presentation of the findings to the NHLBI at a meeting arranged by the Project Officer.

- B. Conduct a usability study on the DCI 6 months after the public launch (Phase III, month 13) based on the work plan approved by the NHLBI Project Officer.
 1. Prepare a written report of the findings.
 2. Prepare an electronic presentation of the findings in Microsoft PowerPoint and Adobe Acrobat.
 3. Make an oral presentation of the findings to the NHLBI at a meeting arranged by the Project Officer.

- C. Conduct a usability study on the DCI 18 months after the public launch (Phase IV, month 25) based on the work plan approved by the NHLBI Project Officer.

1. Prepare a written report of the findings.
2. Prepare an electronic presentation of the findings in Microsoft PowerPoint and Adobe Acrobat.
3. Make an oral presentation of the findings to the NHLBI at a meeting arranged by the Project Officer.

Writing Sample of the Content for a Disease

In responding to the Statement of Work, the offerors should exemplify their approach to the project by writing the content for "sarcoidosis," using information on the NHLBI Web site <http://www.nhlbi.nih.gov/health/public/lung/other/sarcoidosis/>, in plain language for patients and the public. The information on the Web site is taken directly from the NHLBI's publication, Sarcoidosis. The sample should be written in the following template:

What is [Disease/Condition]
Who Gets [Disease/Condition]
Signs and Symptoms
Causes
Diagnosis and Tests
Treatment
How to Live with [Disease/Condition]

The sample should give the Government a clear understanding of how the offeror would organize and carry out the content development of this project. The content development should be written in addition to the offeror's response to carrying out the tasks under the Statement of Work. It must adhere to a 10-page limit including any illustrations. Offerors should submit the analysis in a separate section, following their technical proposal (response to tasks under the Statement of Work).

REPORTING REQUIREMENTS

A. Technical Progress Reports

The contractor shall submit reports in printed and electronic formats. Electronic copies shall be submitted in Adobe Acrobat's portable document format (PDF) on a floppy disk, Zip disk, or CD-ROM. The PDF file shall be created with the Acrobat Distiller, version 5 or higher, using the "Print" job option with all fonts embedded. Reports shall follow a template provided by the NHLBI Project Officer upon award and include bookmarks to the major headings and subheadings, active links to all reference Web addresses, and other links as appropriate.

1. **Monthly Reports:** Two printed reproducible copies and one electronic copy shall be due 5 days after the end of each month.

2. **Draft Final Report:** One electronic copy shall be due 15 days prior to end of performance period.

3. **Final Report:** Two printed reproducible copies and one electronic copy shall be due on the last day of performance period.

B. Work Plans with Timeliness, Responsibilities, and Milestones

The contractor shall submit reports in printed and electronic formats. The narrative part of the electronic copy shall be submitted in Microsoft Word, WordPerfect, or PDF. The timeline, responsibilities, and milestones shall be in a Microsoft Excel, Microsoft Project, or PDF file. Supporting diagrams or illustrations shall be in encapsulated postscript (EPS), tag image file format (TIFF) or PDF. Use TIFF only if the source file is a bitmap image. All PDF files shall be created with the Acrobat Distiller, version 5 or higher, using the "Print" job option with all fonts embedded. It shall include bookmarks (when appropriate) to the major headings and subheadings, active links to all reference Web addresses, and other links as appropriate. The electronic files may be submitted on a floppy disk, Zip disk, or CD-ROM.

1. **Content Development—Phase I** (full content for 20 diseases and conditions and definitions for 148 diseases and conditions): Two printed reproducible copies and one electronic copy shall be due two weeks from the first day of the performance period.
2. **Content Development—Phases II-IV** (271 topics): Two printed reproducible copies and one electronic copy shall be due 15 days prior to the beginning of month 7 (Phase II) of the performance period.
3. **Usability Study 1:** Two printed reproducible copies and one electronic copy shall be due 5 days after the beginning of the second month of the performance period.
4. **Usability Study 2:** Two printed reproducible copies and one electronic copy shall be due 15 days after the beginning of the second year of the performance period.
5. **Usability Study 3:** Two printed reproducible copies and one electronic copy shall be due 15 days after the beginning of the third year of the performance period.

C. Usability Study Reports and Oral Presentations

The contractor shall submit reports in printed and electronic formats. The narrative part of the electronic copy shall be submitted in Microsoft Word, WordPerfect, or PDF. The presentation component shall be in Microsoft PowerPoint and PDF formats. Supporting diagrams or illustrations shall be in encapsulated postscript (EPS), tag image file format (TIFF) or PDF. Use TIFF only if the source file is a bitmap image. All PDF files shall be created with the Acrobat Distiller, version 5 or

higher, using the "Print" job option with all fonts embedded. It shall include bookmarks (when appropriate) to the major headings and subheadings, active links to all reference Web addresses, and other links as appropriate. The electronic files may be submitted on a floppy disk, Zip disk, or CD-ROM.

- I. **Usability Study 1:** Two printed reproducible copies and one electronic copy of both the report and oral presentation (in two electronic formats—PowerPoint and PDF) shall be due 30 days following the completion of the usability study.
- II. **Usability Study 2:** Two printed reproducible copies and one electronic copy of both the report and oral presentation (in two electronic formats—PowerPoint and PDF) shall be due 45 days following the completion of the usability study.
- III. **Usability Study 3:** Two printed reproducible copies and one electronic copy of both the report and oral presentation (in two electronic formats—PowerPoint and PDF) shall be due 45 days following the completion of the usability study.

DELIVERABLES

Satisfactory performance of the contract shall be deemed to occur upon delivery and acceptance by the Contracting Officer, or the duly authorized representative, of the following items, or their equivalent, during each year of the contract, in accordance with the stated delivery schedule:

Item	Description	Quantity	Delivery Schedule
1.	A work plan for the development and launch of the DCI with content for the 20 priority topics and definitions for the remaining 148	3*	3/29/2002
2.	Plan to conduct usability studies of the prototype populated with limited content	3*	5/20/2002
3.	Content for 10 topics and definitions for 10 other topics available for review	1 each	5/30/2002
4.	Usability study of the DCI prototype completed	N/A	6/30/2002
5.	Report of findings from the usability study of the DCI prototype	3*	7/30/2002
6.	Oral presentation of findings from the usability study of the DCI prototype	N/A	8/2/2002
7.	Work plan to write the content for 271 topics and updating content following the public launch of the DCI site	3*	9/30/2002
8.	Content for the 20 topics and definitions for 148 other topics available for review**	N/A	8/30/2002

Item	Description	Quantity	Delivery Schedule
9.	Notice that content for at least the 35th topic is available for review**	N/A	12/16/2002
10.	Plan to conduct a usability study of the DCI after 6 months of operation	3*	3/30/2003
11.	Notice that content for at least the 65th topic is available for review**	N/A	3/14/2003
12.	Usability study completed	N/A	5/10/2003
13.	Report of findings from the usability study	3*	6/24/2003
14.	Oral presentation of findings from the usability study	N/A	6/27/2003
15.	Notice that content for at least the 90th topic is available for review**	N/A	6/16/2003
16.	Notice that content for at least the 115th topic is available for review**	N/A	9/15/2003
17.	Notice that content for at least the 140th topic is available for review**	N/A	12/15/2003
18.	Plan to conduct a usability study of the DCI after 18 months of operation	3*	3/30/2004
19.	Notice that content for at least the 265th topic is available for review**	N/A	3/15/2004
20.	Usability study completed	N/A	5/10/2004
21.	Report of findings from the usability study	3*	6/24/2004
22.	Oral presentation of findings from the usability study	N/A	6/27/2004
23.	Notice that content for at least the 190th topic is available for review**	N/A	6/15/2004
24.	Notice that content for at least the 215th topic is available for review**	N/A	9/15/2004
25.	Notice that content for at least the 270th topic is available for review**	N/A	12/15/2004
26.	Notice that content for at least the 291st topic is available for review**	N/A	3/1/2005

Item	Description	Quantity	Delivery Schedule
27.	Electronic copy of the initial content for each topic submitted for review and the final content for each topic approved by the NHLBI	2	3/14/2005

- * The quantity for action plans and reports include 2 printed copies and 1 electronic copy.
- ** These items represent milestones and not the schedule for delivery for each of the 291 topics.

All of the above items (1-27) shall be delivered to the Project Officer. One printed copy of the monthly reports and the final report shall be delivered to the Contracting Officer and one printed copy and the electronic copy shall be delivered to the Project Officer. Addresses are as follows:

<p>Project Officer Glen Bennett, M.P.H., C.H.E.S. NHLBI/OPEC 31 Center Drive MSC 2480 Bldg. 31 Room 4A03 Bethesda, MD 20892-2480</p>	<p>Contracting Officer NHLBI/DEA/Contracts Operations Branch BDR Contracts Section 6701 Rockledge Drive MSC 7902 (Room 6138) Bethesda, MD 20892-7902</p>
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G. TECHNICAL EVALUATION FACTORS:

Technical Evaluation Factors

1. Understanding of Technical Requirements for Writing Health Information in Plain Language (25 points)

Quality, feasibility, innovativeness, and completeness of the proposed approach to plan and write appropriate content in Task 1 and Task 2 for 291 health topics for patient and public audiences. Demonstrated understanding of how the public uses the Internet and the growing interest in health information on the Web. Demonstrated understanding of health education theory and practice as it relates to the communication of health information in ways that are understood and acted upon by members of the public. Demonstrated understanding of plain language concepts in writing and how they apply to health education.

2. Understanding of Technical Requirements for Usability Studies of Web Sites (25 points)

Quality, feasibility, innovativeness, and completeness of the proposed approach to plan and conduct usability studies in Task 1 and Task 3 of the Web interface and health information. Demonstrated understanding of how the public uses the Web and best Web design practices for getting user to the content they want. Demonstrated understanding of how users read content on the Web and design strategies to increase legibility and readability.

Demonstrated understanding of qualitative research methods, sampling, and instrumentation and how to apply these to usability studies of Web sites. Demonstrated understanding of the limitations of usability studies.

3. Experience of Personnel (20 points)

Documented experience, educational background, training, and availability of the proposed staff and their designated responsibility on the project. This includes training in health education theory and practice and the experience, managerial competence, and time commitment of the proposed project manager; the education and the experience of the proposed content writers in understanding and using plain language in writing and communicating health information to patients and the public; and the education and the experience of the proposed usability coordinator in behavioral and survey research methods and experience conducting usability studies. Previous corporate experience of the offeror and any subcontractor(s) in managing similar or related contracts of comparable size and technical complexity is also included, in addition to the adequacy of the offeror's facilities for performing the tasks.

4. Quality of the Writing Sample (15 points)

Demonstrated ability to write health information in plain language for patients and the public. Evaluation of writing sample will be based on the content using information on the NHLBI Web Site (<http://www.nhlbi.nih.gov/health/public/lung/other/sarcoidosis/>). The writing sample should be developed by proposed staff, and the role of the proposed staff in the development of the sample must be identified.

Submit one printed copy with each copy of the technical proposal and one electronic copy. The electronic copy may be submitted as a Corel WordPerfect or Microsoft Word document on a CD or locked floppy disk.

5. Experience Conducting Usability Studies on Web Sites (15 points)

Documented experience in conducting usability studies on Web site design and content which resulted in the adoption of design elements that promote ease of use and enable visitors to find health information.

