

**Clark County Selection and Use of Consultants
for
Web Site Design and Development**

Phase I Audit and Critique of Existing Site

Consultant Cost (Estimated \$25,000 - Actual \$25,000)

- What was right
- What was wrong
- What was needed, what should we do

Phase II Design of New Site

Consultant Cost (Estimated \$50,000 - Actual \$107,000)

- The "RFP"
- The Selection Committee
- The Steering Committee
- The Plan
 - The Requirements Analysis
 - The Technical Architecture
 - Technical Environment
 - Development Environment
 - The "Look and Feel"
 - The Site Architecture
 - The Blueprint
- The Buy-off

Phase III Development and Deployment of New Site

Consultant Cost (Estimated \$115,000 - Actual \$125,000)

(About \$42,500 consulting, \$82,500 for temp employee)

- Goals
 - New Site
 - Growth in technical understanding by our staff
 - Ability to maintain and improve site on our own
- Consultant's Contract
- Temporary Employee
- Follow the Blueprint
 - The Technical stuff
 - System Hardware and Software
 - Development Environment
 - The "Look and Feel"
 - The Site Architecture
 - Training the Authors
 - Conversion
 - QA
 - Going Live and Beyond

RFP Evaluation

Evaluation Committee:

- Have a decent size committee (6-10)
- You may know what you want; but, do you understand why you want it
- Have diversified interests (graphics, marketing, top management, citizen, technical folks, etc.)
- Have some spirited conversations
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Tip: In my opinion, you need to realize this is a technological task that requires a lot more than technological expertise

References

- What are these folks like to work with
- Do they work equally well at all levels of your organization
- What is your level of satisfaction with their work
- Would you do business with them again

Examples

- Look at sites the vendor has created
- Look at their own site

Business History

- Have they done other government sites
- Are they creative and imaginative enough to suit your needs
- How big are they (too small– too big)
- How long have they been in business
- How booked are they for their size

Tip: This is a relatively young field. Don't go overboard on a firm that has been in business 25 years. They haven't been doing Web sites that long.

Substance:

- How do they address the requirements
- Look at their methodology
- Are the people you meet, the people who will do the project
- What do they see as guiding principles of quality Web design
- What standards should be set for a quality site
- Are they familiar and comfortable with ADA requirements