Questions and Answers regarding Alive & Thrive’s RFP for Usability Testing of aliveandthrive.org

1. **Question**: What are your goals for site visitors? Should they complete specific actions? Which?
   **Answer**: We want visitors to the site to be able to easily find our MIYCN tools and resources. We want to see that these materials are downloaded for further use in their MIYCN programs.

2. **Question**: Do you have user personas or profiles already? If so, please share them? If not, please provide a basic description of their location(s), internet savvy, and user goals for each user type.
   **Answer**: We do not have user personas but we do have primitive user profiles. In order, roughly, of importance we believe these are our core users:
   
   a. **Researchers**: MIYCN researchers are interested in Alive & Thrive’s data and research findings, particularly as it appears in peer-reviewed journals. They have PhD degrees, are located around the world, and are generally affiliated with universities and organizations (multilateral development institutions, NGOs, and others). These people are interested in the latest research that they can use to inform their research and models of MIYCN theory.
   
   b. **MIYCN program designers and implementers**: MIYCN implementers are interested in Alive & Thrive’s research briefs that concisely summarize the findings of our research; our tools that are used in implementing various interventions; our diverse resources that describe how we strategically approach implementing MIYCN programs and various tactics employed; etc. These are generally people with MPH degrees who have high internet savvy and want to make sure they are using the latest evidence-based information and tools in their work. They are located globally, often living in countries as expats where they design and/or oversee the technical implementation of development projects.
   
   c. **Health and service providers**: This group includes health workers and health service managers who provide services to mothers, infants, and children at public and private clinics, health centers, hospitals and other institutions. They appreciate our practical tools, such as counseling cards and job aids, that they can use in their daily work. They are also interested in our training resources.
   
   d. **Policy makers and legislators**: This includes government officials who develop policies for their health system employees to follow and legislators who pass laws that affect MIYCN in different ways.
   
   e. **Employers**: This group includes company managers who implement programs that affect MICYN outcomes, such as workplace lactation programs.
   
   f. **Media**: The news media obtains information about MIYCN issues via our website to inform reporting.
   
   g. **Public**: The general public visits our website to find general information about MIYCN issues, such as the impact of breastfeeding on health outcomes for infants and mothers. But to be clear, we are a technically-oriented provider of information on MIYCN policies, practices, and research.

3. **Question**: Do you have any knowledge of user pain points currently? What is it?
   **Answer**: Anecdotally, we are aware that users come to the website and are frustrated at not being able to find a tool or resource they know Alive & Thrive developed in the past.
4. **Question:** Are you on Drupal 8 or 9?
   **Answer:** Drupal 9.

5. **Question:** Can you provide direct access to users if needed (email them to take a survey, do an interview, conduct a card sorting activity, etc)
   **Answer:** Yes.

6. **Question:** What is your team's experience with/knowledge of usability and usability testing?
   **Answer:** We do not have deep knowledge of usability testing. We have worked with website design consultants in the past who did leverage the data generated by our site to make design decisions.

7. **Question:** What is the ballpark budget range for the project? We can't proceed without this information. It's needed for us to understand if we can help, and if so, to what extent.
   **Answer:** We cannot provide budget information. Please simply put together the best proposal based on your expert judgment of what we are asking.

8. **Question:** Could you clarify the schedule? It looks like there's only 5 days to implement the plan (October 20-25). That won't be enough.
   **Answer:** The schedule was illustrative. We would like the usability testing to be completed within three months.

9. **Question:** We bill on a flat fee basis at the beginning of each month, with a final payment due at the end. We don't bill by the hour as that tends to pit us against each other. Flat fees incentive us to provide as much value as possible, and give you peace of mind on the budget. Please let me know your thoughts on that.
   **Answer:** Invoicing terms can be negotiated prior to award. Please offer your best value cost proposal and invoicing terms based on your expert judgement.

10. **Question:** We don't do budgeting the way you have in the spreadsheet. We have a standard method that we use for all projects to help us be efficient and keep our costs down. Please let me know your thoughts on that.
    **Answer:** We encourage to use our budget template, where possible for consistency across all bidders. However, you can use your own budget template as long as the budget is clear, easy to understand with formulas calculated, appropriate and complete.

11. **Question:** It's unlikely that we would be able to get the Submissions Requirements onto a single page. Is that a problem?
    **Answer:** No.

12. **Question:** To what extent does your site meet web accessibility guidelines now?
    **Answer:** Our site is semi-compliant; there are aspects that need to be addressed, namely in the areas of clickables, titles and graphics.

13. **Question:** Are you hoping to update your website in accordance with findings from usability testing? If so, are you looking for a partner with that capability, or do you have an existing vendor for site support?
    **Answer:** Yes, we will update our website according to the findings from usability testing. We may consider engaging a partner with that capability but have not determined to do so at this point.

14. **Question:** You have extremely global audiences–are you expecting usability testing to reflect this? (ie the more global, the more languages and considerations)
Answer: Yes. We would like to have as much insight as possible on all of our audiences, including global.

15. Question: Who are your core website audiences we want to consider for this testing?
Answer: See the answer to Question 2.

16. Question: What aspects/ journeys/ features of your site need usability testing?
   Answer: We are particularly interested in how website users access our Tools & Resources. We have anecdotal evidence that users are unable to find various resources. We want to understand further how to integrate a variety of Tools & Resources that have been used in specific countries but not shared globally on our website.

17. Question: Will you be able to provide the users for the testing?
   Answer: Yes.