

NHS Orkney Website – Brief

Introduction:

NHS Orkney is seeking quotations for the redesign of the public website including initial content population, training and ongoing support and maintenance costs. The NHS Orkney website is hosted by the current website provider, however we may wish to explore hosting the website on the Scottish Health on the Web (SHOW) webspace, or other hosting options.

Quotations including example(s) of redesigned front page should be submitted to:

Procurement Officer
NHS Orkney
Garden House
Kirkwall
KW15 1BQ

Closing date for receipt of submissions: 4 March 2016

Background:

The NHS Orkney website (www.ohb.scot.nhs.uk) was substantially redesigned in 2007. The website is no longer fit for purpose in relation to the expectations and desires of both the public and staff and a full redesign of the website with content management system is required.

The primary audience for the website is anyone requiring to access / or find information about NHS Orkney. This includes patients, carers, visitors, communities, professionals, prospective employees, press and media and the general public.

Project Objectives:

The primary objective is to have an effective way of communicating organisational and health-related information to patients and the public, and to give them choices in the way that they communicate with NHS Orkney. We want everyone who looks at our website to be able to find what they are looking for quickly. We want it to be attractive to the eye with photographs / pictures and links to other relevant sites as well as social media links such as Facebook and Twitter live feeds.

The website should be accessible to search engine spiders and be coded with good on-page search engine optimisation. The navigation system should be intuitive and allow the visitor to quickly navigate the site starting from any page. The site should feature drop down menus on every page. The site should include NHS Orkney's logo and conform to NHS Scotland corporate colours. The site must comply with Web Content Accessibility Guidelines (WCAG 2.0).

Functionality Requirements

<p>Browser Compatibility and Multi-channel delivery</p>	<ul style="list-style-type: none"> • Displays on IE versions 6 and above • Displays on Firefox versions 3 and above • Displays on Opera versions 9 and above • Displays on Safari (both Mac and Windows) • Displays on Google Chrome • Content can be delivered to any device capable of displaying a browser; e.g. tablet devices, smartphones, kiosks and digital TV. • Browser should auto resize on mobile devices.
<p>Accessibility Features</p>	<ul style="list-style-type: none"> • Compliant with Web Accessibility Initiative (WAI) Guidelines and meet their A, AA, AAA standards and RNIB standards • Alt Description and Long Description for multimedia • Accessible table production • Accessible form production • Access keys • Accessible navigation aids such as site map, skip navigation and breadcrumb trail are used. • Non-recursive links • Low bandwidth / text only version of site • To assist screen readers configure the html element's language and xml:lang attribute to indicate the spoken language of the page. • Use of accessible Flash if necessary • Navigation to be structured in an unordered list.
<p>Functionality must-haves</p>	<ul style="list-style-type: none"> • Google style search with concept search functionality and advanced search • Different information routes for different users – I am a patient, I am a visitor etc, driven by Metadata • Social networking tools such as share / rate this page, social media bookmarks. • RSS news feeds • Support for all multimedia types • Directory of ward / departments and contact details • Online forms and feedback • Listen to page functionality (e.g. Browsealoud, Readspeak) • Press office / newsroom updated through docstore updates by Communications – no replication of content uploading. • Ability to create micro-sites as required • 'What's New' teaser headlines to highlight new content • Frequently asked questions • Multimedia support to publish You Tube style videos and content and downloadable documents. • Events diary

- Contact Us email proforma
 - Sitemap
 - Find a GP, Hospital, Optician, Dentist etc
 - Ability to provide links or display directly, maps from online mapping service to show how to get to hospitals etc
 - A-Z for NHS Orkney Services
 - Interactive organisation charts i.e. when you click on a name/department you have the option of clicking directly to that department/persons page
 - Separate areas for i) open to general public and ii) secure area for sharing of information between approved stakeholders.
 - Secure area to include collaboration tools such as discussion forum, shared library with both read-only and write documents, wikis, etc
 - Website / page counters should enable the numbers of visitors by date/time and other criteria to be determined.
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- Home page will give visitors an overview of NHS Orkney with clear signposting to site content.
 - Visitor polls with real time results – e.g. Google analytics
 - URL friendly naming convention with the ability to produce specific campaign URL's
 - Internal search Google-style advertising. For example, search for 'smoking' and be shown content advertising smoking cessation classes.
 - Automatically maintained site map
 - Opt in – opt out email updates and newsletters
 - Events calendar for meetings/classes / groups etc
 - News groups / discussion forums
 - Podcasting
 - Blogs
 - Email this page
 - Print this page
 - User driven content (via blogs or events)tags and tag clouds

Design Requirements

Page Layout	<ul style="list-style-type: none"> • Appealing to identified target audience(s) • Consistent site header / logo • Consistent navigation area • Page footer area – copyright, contact us, last update. • Displays without horizontal scrolling at 1024x768 resolution • Balance of text / graphics / white space on page • Repetitive information (header / logo and navigation) takes up no more than one-quarter to one-third of the top portion of the browser window at 1024x768 resolution. • Home page to have compelling interesting information above the fold (before scrolling down) at 1024x768. • Home page to download within 10 seconds on slower connections.
Colour and Graphics	<ul style="list-style-type: none"> • Use of different colours in page backgrounds / text is limited to a maximum of three or four. • Colour is used consistently and has good contrast with associated text. • Use of colour and graphics enhances rather than distracts from the site content. • Graphics are optimized and serves a clear purpose and does not significantly slow download. • Image tags use the alt attribute to configure alternate text to display if the browser does not support images.
Templates	<ul style="list-style-type: none"> • Agreed number of templates to choose from including one for microsites • Ring fenced corporate identity within each template. • Consistent look and feel to each template. • Print friendly and text only templates.

Content Requirements

Content Presentation	<ul style="list-style-type: none"> • Common fonts such as Arial are used and colour and size is consistent. • Content is organised in a consistent manner. • Information is easy to find (minimal number of clicks) • Hyperlinks use a consistent set of colours to indicate visited / non-visited status. • If graphics and / or media is used to convey meaning, the alternate text equivalent of the content is provided. • Corporate information complies with FOISA publication scheme.
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	<ul style="list-style-type: none"> • Non-replication of information provided elsewhere – signpost / link wherever possible. • Initial content population to be carried out by the web designer, with initial launch to include basic information and site layout. • NHSO website administrators to be responsible for content population, ongoing editing, website updating, etc • Department users to be responsible for content population and updating of their own area(s) of the site.
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Training:

NHS Orkney website administrators – training to include advanced editing and authoring and must be carried out Face to Face.

Other users (e.g. department users) - training required to support editing and population of departmental information/areas. Can be carried out via webinar or similar.

Ownership:

All documentation, code, graphic design and other intellectual property specific to the proposed solution will become the property of NHS Orkney

Outputs and Milestones:

This project will be led by the Communication Group that meets monthly. It is anticipated that the revamped website will be go live within the next three months.

Selection Criteria:

Web designers will be selected using the following criteria.

- 40% price
- 60% quality

Award Criteria:

When awarding the contract the following criteria and weightings will be used:

Quality will be based on:

Previous experience

Understanding of project requirements
Proposed Design
Delivery of service with proposed time scales

Price will be based on best value for money

Quotes must include any travel costs, including accommodation and any other costs associated with travel to Orkney. Ongoing support and maintenance costs must be identified separately. Quotes should also include costs for hosting the site as a separate option.

(Please note that we reserve the right not to award the contract should we so choose).

Additional Information:

Key contact details:

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