



Making the Internet work better

UI/UX Services

A Request for Proposals issued on 2022-06-21

IETF Executive Director
exec-director@ietf.org

About the IETF

The Internet Engineering Task Force (IETF) is the premiere Internet standards body creating open protocols to ensure that the global Internet is built on the highest-quality technical standards. These standards, shaped by rough consensus and informed by running code, are developed by a large volunteer community of leading engineering and technical experts from around the world. IETF processes are open and transparent, and IETF standards are freely available to anyone.

Standards and protocols developed at the IETF provide a core framework for today's online world. Everything from video conferencing, to email, to cloud storage is built on standards developed in the IETF community. In short, our work makes the Internet work.

www.ietf.org

Overview

The IETF has a web presence spanning multiple sites controlled by different bodies within the IETF and with different but overlapping sets of purposes and users. The sites use a range of underlying platforms and content/design management processes. The most actively used sites are developed and maintained by in-house and contracted developers. Some of these sites have been through a design refresh that incorporates user experience objectives, while others have grown entirely organically.

The IETF is seeking a specialist UI/UX service provider to support our developers and content managers in all aspects of UI/UX with a view to driving a significant improvement in the user experience of these sites. We expect this assistance to include formally scoped projects and ad-hoc advice and consultancy. The initial term of the contract will be for three years with the option to renew for a further three year term by mutual agreement.

Timeline

21 June 2022	RFP Issued
06 July 2022	Questions and Inquiries deadline
13 July 2022	Answers to questions issued and RFP updated if required
03 August 2022	Bids due
17 August 2022	Preferred bidder selected and negotiations begin
31 August 2022	Contract execution and work begins

RFP Process

The process for the RFP is as follows:

1. The RFP is publicly issued, posted to our website¹ and announced to the RFP Announcement mailing list², which anyone can subscribe to.
2. Potential bidders have until 06 July 2022 to submit any questions by email to ietf-rfps@ietf.org. Questions will be treated as anonymous but not private, as

¹ <https://www.ietf.org/about/administration/rfps-and-contracts/>

² <https://www.ietf.org/mailman/listinfo/rfp-announce>

explained below. If you do not receive confirmation that your questions have been received within 24 hours then resend until you do.

3. A written response to all questions is provided on or before 13 July 2022, direct to those parties that sent questions, by email to the RFP Announcement Mailing List and posted on our website³. The response will include the questions asked and the answers, but will not identify the company asking the question. If required, the RFP may be updated to correct or clarify any issues identified.
4. Bids are due by 03 August 2022 by email to ietf-rfps@ietf.org. If you do not receive confirmation that your bid has been received within 24 hours then please resend until you do. The bid should include the following information:
 - a. Executive Summary
 - b. Your standard project approach, including any specific methodologies or tools.
 - c. A statement confirming that you can meet all the listed requirements along with any additional information required to substantiate this.
 - d. Key personnel experience and general availability.
 - e. Fee and payment schedule. Your fees should be specified as daily or hourly rates.
 - f. Standard warranties including any fee reductions or refunds due to late- or non-delivery.
5. The IETF Administration LLC and designated contractors and volunteers will select a preferred bid and notify the bidder by 17 August 2022. The selection process may include questions by email and/or conference call.
6. The IETF Administration LLC then enters into contract negotiation with the preferred bidder, based on its standard contract and using the relevant sections of the Statement of Work below. If contract negotiation fails then a different preferred bidder may be chosen.
7. Contract negotiation is anticipated to complete by 31 August 2022 and result in the award of the contract. All RFP contract awards are posted on our website and announced to the RFP Announcement mailing list. The terms of the contract are later posted publicly on our website, with the fee information and signatures (where possible) redacted. In addition any Conflict of Interest

³ <https://www.ietf.org/about/administration/rfps-and-contracts/>

declarations required of the preferred bidder are also posted publicly on our website. This transparency is non-negotiable.

8. Work generally begins immediately after award of the contract, unless specified otherwise in the Statement of Work or negotiated contract.

Jay Daley
IETF Executive Director
IETF Administration LLC

Statement of Work: UI/UX Services

Deliverables

This RFP does not contain any specific deliverables as our projects are currently still in the planning stage, but we expect to spend upwards of USD 50,000 over the next year, rising significantly over the following 2-3 years, as we ramp up our tools modernisation program.

The projects currently being considered are:

1. For 2022/23
 - a. Identifying key tasks performed on the main website by newcomers to the IETF and usability testing to understand the current experience of newcomers attempting those tasks.
 - b. Identifying key tasks performed by IETF Meeting participants and usability testing of the Datatracker meeting agenda page.
 - c. Review and redesign of author-tools.ietf.org
 - d. Review and redesign of bib.ietf.org
2. For 2023/24
 - a. Design of an interface for the self-management of mailing list subscriptions.
 - b. Complete redesign of the RFC Editor interaction model and user interfaces.
 - c. Design of a search interface intended to work across all IETF websites.

The IETF will work with the chosen provider to scope, plan and cost these projects and expects that across these projects, many if not all of the requirements listed below will be leveraged. It is expected that this scoping will begin immediately.

Requirements

1. Extensive experience of formal User Experience techniques and technologies, including at a minimum:
 - a. Identifying optimal information architecture - card sorting.
 - b. Building formal models of the different users of a site - user personas, user archetypes, user stories and customer journey map

- c. Understanding and optimizing how a site is used in practice - usability testing, A/B testing, eye tracking, click testing, voice readers and deciphering web analytics.
2. Extensive experience of modern User Interface design, including at a minimum:
 - a. Interaction design - wireframes and low-fidelity interactive prototyping.
 - b. Web content accessibility standards and best practices.
 - c. Responsive design and single page applications.
 - d. Color theory and typography.
 - e. Plain English and the use of inclusive terminology.
 3. Good understanding of the interrelationship between Search Engine Optimization (SEO) and UI/UX design, including:
 - a. Content presentation
 - b. Metadata tagging
 - c. URL structures
 - d. Optimizing site load
 - e. HTML validation and crawler behavior

Please note that all changes to existing interfaces and implementations of new designs will be undertaken by IETF's existing in-house and contracted developers. The service provider will not be expected to develop any code for our production environments.

Additional Details

Openness and transparency

The IETF operates on some key principles including openness, transparency and community consensus. In practice, this means that the results of any testing and proposed designs/recommendations will be shared with the IETF community and feedback sought.

Current sites

The sites and platforms that constitute the overall web presence of the IETF are listed below. This is not an exhaustive list as sites in the process of being decommissioned are not included. Those marked with † are under autonomous or semi-autonomous control and any projects involving them will be with the agreement of their respective bodies:

Name	URL	Platform
Main website	ietf.org	Wagtail, Django and Bootstrap
Datatracker	datatracker.ietf.org	Django and Bootstrap
Mail Archive	mailarchive.ietf.org	Django and Bootstrap
RFC Editor	rfc-editor.org [†]	Custom PHP and Docuwiki
Author Tools	author-tools.ietf.org	Flask and Bootstrap
IETF BibXML	bib.ietf.org	Django and Tailwind
IAB	iab.org [†]	Wordpress
IRTF	irtf.org [†]	Custom HTML
IETF Trust	trustee.ietf.org [†]	Wordpress

Please note that the service provider will not be expected to review the IETF's choice of domain names or the IETF's choice of development technologies and content management systems.

Web analytics

The IETF uses Matomo as its web analytics platform and collects only a limited amount of data, as explained in its [Privacy Statement](#)⁴.

Global considerations

While the IETF LLC is headquartered in Delaware, US, it operates as an entirely virtual company with staff located in the US, Canada, UK and New Zealand and all working from home. We contract with service providers based in many different countries and operate across multiple time zones as required. The volunteer community is even more international and this is reflected in the makeup of IETF leadership bodies. The working language of the IETF is English.

ENDS

⁴ <https://www.ietf.org/privacy-statement/>