

Request for Proposal: Website Design and Development

Introduction

[Your community bank] is seeking proposals from qualified website development companies to design and build a new website for our bank. Our current website is outdated and does not reflect the level of customer service and innovation that we strive to provide. We are looking for a company who can create a modern, user-friendly, and responsive website that aligns with our branding and goals.

Background

[Your community bank] is a [insert brief overview of your bank's history and mission statement here]. We serve a diverse group of clients in our community, providing a range of financial services, including checking and savings accounts, loans, and investments. We pride ourselves on our commitment to customer service and innovative solutions.

Scope of Work

We are seeking proposals for the design and development of a new website that will meet the following requirements:

- A modern and responsive design that aligns with our branding and values.
- A user-friendly interface that is easy to navigate for customers of all ages.
- An easy to use content management system (CMS).
- Clear and concise messaging that reflects our customer-centered approach.
- Implementation of security measures to protect customer data and prevent fraud.
- Integration with third-party tools, such as loan calculators and online account access.
- A mobile-friendly design that works seamlessly on all devices.
- A website that is compliant with industry standards and regulations, such as the Americans with Disabilities Act (ADA).

Proposal Requirements

Proposals should include the following information:

- An overview of your company, including relevant experience working with financial institutions.
- A detailed project plan that includes milestones, timelines, and deliverables.
- A breakdown of project costs, including a detailed quote for design and development services.
- Examples of previous website designs and developments completed for financial institutions or similar clients.
- A list of team members who will be working on our project, including their roles and qualifications.
- Details about your CMS platform and any other third-party tools that you use.
- A description of your process for ensuring compliance with ADA standards and regulations.
- An overview of your QA and testing processes to ensure a bug-free launch.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience and qualifications of the development team.
- Creativity and innovation in design.
- Ability to meet project timelines and deliverables.
- Cost competitiveness.
- Understanding of industry standards and compliance.
- Quality of proposed CMS and third-party integrations.
- Quality of proposed QA and testing processes.

Timeline

RFP Release: [Insert date of release]

Proposal Deadline: [Insert deadline for proposal submission]

Finalists Notified: [Insert date finalists will be notified]

Presentations/Demonstrations: [Insert date of presentation/demonstration]

Vendor Selection: [Insert date of vendor selection]

Contact Information

Please submit proposals to [Insert contact information for your RFP coordinator]. If you have any questions regarding this RFP or the proposal process, please contact [Insert name and email of bank representative].