Request for Proposal
for
Website Redesign

AND

Request for Information
for
Mobile App Design and Implementation

Issued by

Multi-State Lottery Association

Date of Issuance: April 19, 2017

Proposals to RFP Due May 15, 2017 by no later than 5:00 P.M. CT

Responses to RFI Due: May 17, 2017 by no later than 5:00 P.M. CT

Introduction
The Multi-State Lottery Association (MUSL) is an unincorporated non-profit government benefit association owned and operated by thirty-six (36) governmental lotteries (Member Lotteries). MUSL assists both Member Lotteries and additional lotteries licensed to sell multi-jurisdictional lottery games such as Powerball, in the operation and sale of those lottery games. As part of its services to Member Lotteries, MUSL develops and maintains websites for the promotion of these games.

Currently, MUSL is pursuing two projects: (a) a website redesign, and (b) the possibility of developing a mobile application.
RFP for website redesign - background information: The Powerball web site is extremely popular and earns substantial advertising revenues for the MUSL in click-through ad revenue. The website averages approximately 400,000 page views daily with spikes many times this average during high jackpot periods.

RFI for mobile application - background information: MUSL is interested in obtaining information about what types of services vendors supply as related to mobile application design, implementation and maintenance. Currently, MUSL is reviewing requirements for any future app design that will highlight content used in the Powerball website. Additionally, MUSL would like to review information and requirements for mobile app to be user friendly to our players the ability to: enter and save ticket numbers; view present and past winning numbers (manual, camera and/or OCR entry availability); receive notifications to users regarding various events; and, create accounts to sync information to other devices.

**Summary of Services Requested**

MUSL is requesting proposals for the design of the Powerball™ website (powerball.com), and possibly associated sub-content for other games.

Additionally, MUSL is requesting information on the design, implementation and maintenance of a mobile application for use by players and others interested in the lottery games.

**Vendors may submit responses to either, or both projects. If you chose to respond to both projects, please submit separate responses.**

**Timeline for the RFP**

- May 1, 2017 - Written questions from interested Vendors due
- May 5, 2017 - Written responses to Vendor questions and distributed to all Vendors
- May 15, 2017 - Proposals due
- Week of May 22, 2017 - Vendor proposal evaluation and selection process
- June, 2017 - Successful Vendor selected
- June, 2017 - Contract negotiations
- June, 2017 - Project kick-off Meeting

**Timeline for the RFI**

- May 17, 2017 - Information submitted by Vendors interested in the mobile application design
REQUEST FOR PROPOSAL - Website Design Services

1. Requirements
   a. The selected Vendor (hereinafter “selected Vendor”) will be required to produce an attractive and engaging website design. MUSL shall provide the final approval of the website design.

   b. Proposals must also include a plan for annual updates and a description of the Vendor’s capacity to perform the updates, and costs associated with updates.

   c. Additionally, the Proposal should include an option for integration of the sub-content for other games and provide a solution for the simple management of additional game content, including the ability to remove and/or add game pages.

   d. The website design must include state lottery links and/or display of appropriate lottery through geolocation.

   e. The website design must incorporate a variety of information (including but not limited to current jackpot amount, winning numbers, number of winners, email notifications) and include a page dedicated to recent winners. Critical to this requirement will be the ability of non-technical employees to update the information as needed.

   f. Space for advertisement placement, including at least two (s) tower ads on the home page, and space for at least one advertisement on all pages.

   g. Space for information that defines how to play Powerball, rules regarding the game, where to play, and playing responsibly.

   h. Three comparable pieces of work the Vendor has designed and developed during the past three (3) years.

   i. Vendor’s vision and concept for the project.

   j. Any back-end should run on a Microsoft technology stack (IIS, Microsoft SQL Server, etc.)
k. Vendor proposals should take into consideration the total page size (DHTML, html, js, css and images).

l. Vendors should anticipate that MUSL will own the code for the proposed solution without additional royalty or other payments.

m. A list of the staff who will likely be working on this website redesign, including professional background information.

n. Three client references, names and contact information.

o. Vendor’s anticipated cost to MUSL for all services, including as a separate cost for the integration of the site into a Content Management System, preferably “Respond CMS”. CMS solutions should be based on Microsoft SQL Server.

2. Deliverables
   a. Initial designs
   b. Modified design and test of website
   c. Final design and fully-functioning website
   d. Clean, static source DHTML (html, js, css) for integration and deployment (upon final acceptance of design)
   e. All optimized images (png, jpg, etc.) (upon final acceptance of design)
   f. All source files and images (illustrator files, vector graphics, etc.) (upon final acceptance of design)

3. Anticipated Project Schedule
   a. Kick-off meeting: June, 2017
      Discuss in greater detail content requirements
      Assignment of tasks
   b. Weekly meetings during the project
   c. Anticipated website launch: September, 2017
4. Evaluation and Vendor Selection

Vendor Evaluation and Selection will begin May 22, 2017

The following are criteria which will be used for consideration of Proposals (order not necessarily indicative of evaluation weighting):

- Prior design work and vision for the Project
- Ability to perform the Scope of Services
- Proposed Costs

MUSL may contact any Vendor for clarifications or additional information regarding their Proposals and may negotiate contract terms including Scope of Work, deliverables and budget.

MUSL may contact any client or former client of the Vendor for additional information on the Vendor’s services.

MUSL will notify all Vendors submitting proposals as to its selection of a contracted vendor.

Notes: The Selected Vendor is subject to successful completion of a financial and criminal history background check of the organization, its owners and any staff which will be assigned to work on the website redesign. Any resulting contract will include requirements regarding confidentiality, bonding and insurance, compliance with MUSL security requirements, intellectual property assurances and other provisions.

Vendors are responsible for their own costs in the submission of Proposals as a result of this ITB; MUSL will not reimburse any vendor costs incurred in the submission of their Proposal. MUSL is not required to enter into a contract with any Vendor as a result of the issuance of this ITB.

By issuing this RFP and RFI, MUSL is not offering to enter into a contract with any interested Vendor, nor does acceptance of a proposal or additional information constitute an agreement to enter into a contract with any interested Vendor. Vendor selection schedule may change.
REQUEST FOR INFORMATION – Mobile App project

Please describe if you can meet the following anticipated Vendor minimum qualifications:

1. Vendor must be regularly and continuously engaged in the business of providing services performed by their Information Technology professionals during the past three (3) years. This must be verifiable through the Vendor’s website, references, and past projects completed.

2. Vendor must have significant experience with the provision of application development and maintenance services.

3. Vendor must have a comprehensive understanding of all aspects of technology, including future trends in the industry.

4. Vendor must have the extensive experience required to understand an organization’s technology needs and provide the appropriate qualified personnel for the project.

5. Vendor must have a strong customer relationship model that proactively partners with the client to place the right resources at the right time and quickly resolve issues. This must be verifiable through references.

6. The Vendor will provide MUSL with qualified personnel that have the expertise required to assist MUSL IT personnel in all aspects of application development and maintenance services. These services include, but are not limited to:
   a. system architecture;
   b. analysis;
   c. programming/software engineering;
   d. data management;
   e. test automation;
   f. quality assurance;
   g. web support;
   h. mobile apps;
   i. consulting; and
   j. project management.
7. Vendor personnel who have undergone criminal background checks, as well as verification of education, work history, and references.

8. Personnel with at least three (3) years of experience dedicated to designing, building and supporting mobile apps with a company, and/or the Vendor.

9. Dedicated account manager.

Please provide responses to these questions:

10. Does your company have a process for replacing individuals who are not qualified or are unable to work well with outside staff? Please briefly describe the process.

11. What type of insurance does your company carry currently, and what additional types of insurance do you recommend obtaining for app development?

12. What type of warranty do you provide for the app from the date of the public release?

13. Can you provide any current samples of your company’s work? If yes, please provide several examples of apps created by your company and/or current employees of the company.

14. Will you be able to transfer all ownership of the source code, keys, and external sources used and required to run, maintain, and download the application?

15. Will you provide training on technical and non-technical requirements necessary to maintain the app?

16. Will the app allow for modifications? If modifications are performed by staff other than our company, what impact will those modifications have on the warranty you provide (if any)?

17. On what mobile operating systems will your proposed app work?
18. Please provide in detail the experience your company has in building applications involving cellular triangulation or GPS?

19. What is your recommended platform (including functionality of the same, such as hosting and infrastructure availability, device and development support, backend integration, team-based development and collaboration, administration and app management, reporting, scalability, and administration) for this application?

20. Is the platform cloud-hosted? What is the disaster recovery capability?

21. Which devices and operating systems are supported for the development of hybrid and native apps?

22. Describe how the platform handles integration with back-end systems and data.

23. Does the platform provide multiple environments for developers to separate development and production?

24. Describe the options available for managing data security from device to back-end systems.

25. Outline the hosting options supported by the platform (e.g. Public/Private/Hybrid), providing examples.

26. Describe your experience in developing apps that are downloaded through the Apple App Store, Google Play, and Microsoft Store.

27. Please provide a sample of the terms and conditions that you require users to accept.

28. Please provide a copy of the legal and privacy notices associated with apps you have developed and deployed.

29. How do you notify, facilitate and manage user updates?
30. What are your capabilities to capture user input, and how to you store, share, and use historical data?

31. What types of processes do you use to address downtime, interruption of services, and detecting/alleviating bugs?

**MUSL Contact Information**

Interested vendors may submit their questions and Proposals by email only (no phone calls) to:

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Multi-State Lottery Association
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