Response to Vendor Questions for

Request for Proposal for
Website Redesign

AND

Request for Information for
Mobile App Design and Implementation

Issued by

Multi-State Lottery Association

RFP/RFI Date of Issuance: April 19, 2017
Response to Vendor Questions Date of Issuance: May 4, 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

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

Response to Vendor Questions

MUSL has reviewed all questions submitted by interested Vendors and made an effort to compile and categorize a distinct list of the questions for which it has a response. Some questions may have been slightly modified or excluded at MUSL’s discretion.

RFP/RFI

1. What is the anticipated budget range for this project? Please identify the breakdown between the website and mobile app if any.
   a) A preliminary budget has been established for the website, but is not being disclosed. It is expected that bids will be appropriate for the size of the site and the design and product quality expected for a significant brand.

2. Does the budget include CMS integration and ongoing maintenance?
   a) Bids may include CMS integration as a separate, optional line item.
   b) Ongoing maintenance is not expected, but can also be included as a separate, optional line item, along with details of what would be covered.

3. How many bids do you expect to receive as part of this process and is there an incumbent?
   a) There is no incumbent. Approximately a dozen bids are expected at this time.

4. Please confirm there are 2 parts, and thus 2 deliverables for this RFP/RFI. We expect to deliver: 1) the RFP response for website redesign; 2) the RFI response for mobile application design. We are expecting to deliver 2 separate documents. Please confirm.
   a) This is accurate. Vendors can choose to respond to either the RFP for the website, the RFI for the mobile application, or both. Vendors responding to both would be expected to deliver two separate documents.

5. Please provide great clarify on what is expected with the RFP submission regarding the “concept” for the project – (i.e. design mockups)?
   a) This is intentionally nebulous and open to interpretation. Potential items include process and methodology, statements describing designs concepts and site flow, customer engagement and experience, and even design mockups. Considering design is
a significant element of this project, it is not expected that vendors submit detailed mockups.

6. If we were to approach this RFP by our standard process it would include a workshop to confirm costs and requirements before confirming a scope. Will that be acceptable?
   a) Yes

7. Since a vendor isn’t selected until early June, would a potential launch date later than September 2017 be accepted (if more time is needed)?
   a) Yes, the date is open to negotiation as part of the final contract agreement with the selected vendor.

8. Will you team need training on the solution as part of this engagement?
   a) A brief training for 1-2 staff members. Only a handful of staff will potentially make updates to the site, and there is adequate technical knowledge internally that in depth training and documentation should not be necessary.

9. Is there any preference on the software life cycle methodology to use? Is it Agile or PLM etc.
   a) Agency preference.

10. Are there any Vendor specific security requirements that Vendors should be aware of?
    a) There are no requirements beyond those stated in the RFP.

11. If the Vendor hires outside resources, are third-party partners required to work onsite?
    a) No

12. Is it preferred by MUSL to work with a Vendor who can provide both site design/development AND app design/implementation services?
    a) No, vendors for each service will be considered independently.

13. We do not provide mobile application design and implementation, but can recommend a 3rd party Vendor that is practiced and experienced. Would MUSL be open to receiving an RFI response from our recommended 3rd party Vendor?
    a) Yes

Design

14. Can you provide us with any current style guide documentation that would give us insights into the governance of the style – brand parameters for the new design?
    a) A style guide exists for the Powerball+PowerPlay logo and has been provided alongside these responses. No further style guides exist.

15. Are there any design preferences and process workflows that you would like us to consider as requirements?
    a) No

16. As the site is expected to be ADA (American Disabilities Act) compliant, can you clarify if the site should be compliant with level A or AA (i.e. WCAG2.0 “AA”)?
    a) It is not required, but we would be interested in level A compliance.

17. Do you require copywriting services or will you be providing all website copy?
    a) Copywriting services in collaboration with MUSL would be beneficial.

18. Will the selected vendor be charged with (a) providing photography services, (b) selecting stock photography, or (c) will you be providing all photography that is to be incorporated into the new website?
    a) MUSL will provide existing photography, which may be of limited use. Vendor should assume it is responsible for providing stock photography or photography services to produce their design.
Website Scope

19. Can you please confirm that only those pages appearing on the domain http://www.powerball.com/ are in scope for this redesign?
   a) That is correct

20. You have approx. 300 pages on your current site – will all current pages need to be migrated to the new solution?
   a) No

21. Do we need to migrate data off of the current website into a new website?
   a) Yes, although game related dynamic content (jackpot information, winning numbers, etc.) is stored in a database and can be pulled directly or via web services. As stated above, not all current pages need to be moved.

22. Presuming that most of the contents in the existing site would be reused, do you anticipate that new contents would be added before the site is being launched? If so, how many?
   a) It is expected that minimal additional content will be added prior to a new site being launched, the majority of additions would be to Winners’ Stories / New of Latest Winners and ongoing drawing data.

23. Can you provide an initial site map/page list for the new site? Should we assume that the same pages/buckets of content that currently exist on the site will be included on the new site? Will you be adding or removing any content? We will make user experience recommendations about how to possibly combine or add new pages in order to make the site easy to use. Knowing the kind of content you’ll want on the new site will help us determine how many pages/sections will be required
   a) We want to remove extraneous and outdated data from the existing site
   b) In general, the following items are needed:
      1. Current drawing details (numbers, jackpot, high tier winners)
      2. History/Timeline
      3. How to Play
      4. Media Section
      5. Winner Stories
      6. Prizes and Odds
      7. State links
      8. View the Drawing (for Powerball)
      9. FAQ
      10. Play responsibly
   c) This should not be considered a complete list.

24. Can you provide examples of “additional game content” and “sub-content”
   a) This eludes to additional games, such as 2by2, Hot Lotto, etc.
   b) For each game, the following items would be needed
      1. Winning numbers
      2. Jackpot information
      3. How to play
      4. Prize information
      5. Winners’ Stories (option)

25. Are there any components of the current site that will not be part of this new redesigned site?
a) The non-Powerball portions of the website are not a requirement, although navigation to non-Powerball games will be required. At this time, only the 2by2 portion of the website should be considered beyond the primary Powerball portion of the site. Do not include Hot Lotto, Wild Card, Megahits, All or Nothing, or Mega Millions.

26. For planning purposes, how many different lottery games do you foresee being included on the site at launch?
   a) 2-3

27. What’s a realistic number of lottery games that could be added over the next few years, so we can properly plan for expansion in the future?
   a) 2-4

28. In order to best plan the geolocation functionality and user interface, can you please provide us with a list of the different state lotteries that will be on the website and their locations?
   a) There will be users from every state. Not every state has a lottery, but it is possible we will want to display a piece of specific content and/or link for each state that does. This could be a small placement consisting of the name and logo of the lottery linking to their website or mobile application. A static map or page with links may be an alternative depending on the design.

29. Will the website need to communicate with the potential App or vice versa?
   a) There is no requirement that there is communication between the two.

Dynamic Content

30. Does your current site cooperate with any third parties that affect your website’s workflow? If so, please explain the workflow.
   a) The only third party that has any impact on our website is the production company that handles the actual Powerball drawing. We depend on them to upload the drawing to YouTube for viewing on the Powerball website.

31. How often is the current lottery information updated? Hourly? Daily?
   a) Game information and winning numbers are updated promptly after the drawing. Winners stories and a media section will also be updated at most daily.

32. How is lottery content (winning numbers, jackpot, etc.) currently updated? Manually? Through an API?
   a) Manually triggered – some data is entered manually, and some is created and entered automatically as part of the draw process. These updates are done via a website using direct calls to a SQL Server database.

33. Please detail an external data or content feeds that needs to be integrated into the solutions for any and all content or data that does not originate from the CMS?
   a) Game data (winning numbers, current jackpot, past numbers, etc) can be provided via XML or JSON, written somewhere appropriate for the CMS upon creation/update, or queried directly from the source database. This information resides within a SQL Server database in MUSL’s hosting environment.

34. As a part of this redesign, are there any new features you would like to add to the site, that does not exist in the current website?
   a) Media / ‘Press Packet’ area to download logo, branding information, and other items
35. Does the re-designed site need to present content in a language other than English? If so, Would the vendor be responsible for content translation? What languages would need to be supported?
   a) It is not a requirement, but multicultural support for the site is worth vendor consideration. At this time, only Spanish should be considered. The vendor would be responsible for content translation.

36. Are you happy with the current google search or do you have plan to change the search provider?
   a) There are no plans to change.

37. Will the Powerball number "Search Frequency Charts" page be included on the new site? Will it be updated regularly with figures manually entered onto the site, or do you want the site to communicate with an existing database to automatically pull this information? If so, please provide information about the existing database (database type, where it's hosted) as well as information about any existing web services and APIs that can be integrated into the new site to communicate with the database. Any documentation will be helpful. Please clarify if web services and API's will need to be developed
   a) Yes. Access to the existing SQL Database or a web services layer can be provided. Web services for this would need to be developed by MUSL.

38. Historical winning numbers - will you continue to want to allow download of historical winning numbers for ALL games in Microsoft and plain text documents? Would this be part of the optional game content for all of the games?
   a) No.

Website Use

39. Who internally uses the website daily?
   a) Communications specialist, Director of Drawings

40. What existing research do you have on website users?
   a) No specific research beyond analytics data.

41. What analytics do you have about the current website?
   a) Google Analytics dating back to 2012.

42. Are there any specific requirements for site analytics?
   a) We would prefer to continue using Google Analytics.

43. For browser compatibility, please confirm if compatibility with the last two versions of the browsers is sufficient.
   a) Safari 10.0+
   b) Chrome 44.0.2403+
   c) IE 11
   d) Edge 14.14393+
   e) Firefox 52+

44. Is personal information about visitors being stored on the site?
   a) The only personal information stored is that of users that subscribe to receive winning numbers. Users never have to log in for any purpose, and no sensitive data (credit card numbers, social security numbers, etc.) is collected.

45. Are there any specific security requirements for handling of data (e.g. encryption in transit, encryption at rest). If so, can you share the specific security requirements?
a) Both encryption in transit and encryption at rest for any personal information that a user may submit.

46. When visitors subscribe, what happens with they click submit (i.e. does the site simply send a formatted to an administrator, does it write the data to a database table, does it send the data off the an email platform system)?
   a) Data is written back to a SQL database. E-mail blasts are sent out as a manual step after a drawing has been held, using the e-mail addresses from SQL.

47. Please provide details about how your current email notifications are handled. Do you have a current list of users who are registered to receive email notifications? What tool/platform do you currently use to distribute emails? Is the data (winning numbers, jackpot amount) manually entered into an email template, or are you seeking some sort of automated solution? Should the website allow new users to register for email updates?
   a) We currently use an internal system to draft and send e-mail notifications. The data is pulled automatically. The new website should allow new users to register for e-mail updates. An alternative to the existing solution for drafting and sending e-mails is acceptable (using our internal mail relay). A designed template for e-mails is desirable, as current e-mails are little more than text.

48. What is the platform (or mechanisms) that is being used to serve up the ads that are displayed on the site (i.e. adserver)?
   a) Direct tags with passbacks from multiple providers.

49. Do you have a merchandising strategy to your website currently based on the feature ads? Do you have results for these ads?
   a) There is no specific merchandising strategy. We use multiple providers, and prohibit a few content categories, but otherwise to not direct what ads are placed.

Performance Requirements

50. How many users are on the current website?
   a) The number of users varies drastically depending on the amount of the current jackpot. On an average day, we receive a few hundred thousand users. With large jackpots (>$300M), which are infrequent, we will receive millions of users the day of and the day following the drawing.

51. Expected number of maximum user hits during spike times?
   a) Up to a few million during large jackpots, during which time we would expect to leverage a CDN. Having an optional, more lightweight splash page during this time is desirable.

52. What’s the approximate size of the digital content (images, videos, texts etc.) to be handled?
   a) Current homepage is 1.6MB. There is no strict requirement on size.

53. Any other specific performance requirements
   a) An nginx server will be in place upstream. It is expected that the majority of requests can be cached and served from a short-term cache to limit direct requests to the origin web server.

54. What performance enhancing capabilities exist within the hosting environment? How much additional RAM can be added to expand the amount of caching that can be implemented?
   a) In our environment, we are using nginx as a reverse proxy with the majority of requests cached. Our current configuration has 5GB of cache, in RAM, which can be significantly increased if needed.
55. Are there any site traffic and load testing requirements? If so can you share them?
   a) Assuming the site remains largely static and/or ‘cache friendly’, there are no such requirements.

Content Management

56. How strong is the preference to stay with Respond CMS?
   a) There is not a strong preference to stay with Respond CMS and other solutions are welcome. The appeal of Respond CMS is a minimal footprint and backend, and the production of static HTML for both performance and portability.
   b) Both Windows+.Net and Linux+PHP CMS solutions are acceptable, as are proprietary and open source solutions, with a slight preference for .Net. Microst SQL Server for the database is highly desired.

57. What SEO standards do you require? Have you developed a URL structure/model to be followed?
   a) We currently do not require or conform to any SEO standards, but are open to recommendations. The existing site does not have a well-defined URL structure, but the new site should.

58. Have you considered the number of unique templates to have on the new site? Or can that be determined be the selected vendor?
   a) This is open to vendor preference, site design, and platform requirements.

59. Is there an existing CMS or workflows in use?
   a) No

60. Is there an existing digital library system / Asset management tool used? If yes please provide the full details.
   a) No

61. Are role based workflows or content publication approval required?
   a) No.

62. How should user management be done in the CMS?
   a) LDAP is desirable, but users only in the CMS is also acceptable.

Infrastructure

63. What is the hosting setup for this environment? E.g. local, cloud
   a) Local. Virtual machines on ESX Hosts. Primarily a Windows environment, but Linux is an option.

64. Will the CMS software be available to setup development environment? This will be the ideal scenario as it enables rapid development and easy deployment.
   a) Design and development prior to deployment should be within vendor’s environment.

65. What is the server environment that we should use? E.g. PHP, .NET, Java
   a) There is a slight preference for .Net, but PHP on Linux, with Ubuntu preferred, is also acceptable.

66. What kinds of security standards does the website have to comply with, from a regulatory standpoint?
   a) None, but PCI DSS is targeted.
67. What is the present version control system? Is there any preference from a client for the version control system? We are internally using Git for our projects
   a) Git is used internally at MUSL.

Delivery/Deployment
68. Are you expecting this proposal to include integration on your technology stack for a complete “flip-the-switch” solution, or will we hand off files for your team to integrate?
   a) We are expecting a hand off for our team to integrate and/or deploy within our infrastructure.
69. What are your expectations for post deployment support for the website?
   a) There is no expectation for post-deployment support unless deficiencies, technical questions, or challenges arise.
70. Do you have any suggestion on the different environments to be used before the application updated are pushed to live (dev, QA, UAT, Production)?
   a) Vendor (during project)
   b) MUSL Dev (during acceptance and deployment)
   c) MUSL Production (during acceptance and deployment)
Mobile App

71. Is there a preferred lead app platform?
   a) No

72. Could you provide more detail around “dedicated account manager”?
   a) A single point of contact for MUSL staff to direct important communications to, such as content updates, technical problems, etc.

73. Could you share a project launch date for the mobile app?
   a) Deployment of at least an initial app before Q3 2018 is desirable, with the possibility for additional milestone releases.

MUSL Contact Information

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

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