

INOVAIT – Request for Proposals: INOVAIT Online Membership Portal and Database

Issue Date: Tuesday, February 20, 2024

Question Period: Tuesday, February 20 – Monday, March 4, 2024

Close Date & Time: Monday, March 4, 2024

Reviewal Period: Monday, March 11, 2024 – Friday, March 15, 2024

Interview Period: Monday, March 18, 2024 – Friday, March 22, 2024

Vendor Selection Date: March 29, 2024

Project Description

INOVAIT is seeking proposals from web development agencies and freelancers (known as ‘Vendors’ or ‘vendors’ throughout this Request for Proposals (RFP)) with proficient UX/UI, Divi/Wordpress and coding experience who can successfully build an integrated (1) membership portal and (2) a membership database mapping tool on our bilingual website.

About INOVAIT

INOVAIT is a national membership-based network with a strong industry focus on empowering companies and institutions to harness breakthroughs in image-guided therapeutics (IGT) power them with artificial intelligence (AI) and machine learning to advance medical imaging diagnosis and deliver precision-personalized treatments.

INOVAIT is leveraging Canadian expertise in IGT and AI to build a legacy sector through high tech healthcare jobs creation, strengthening the national economy, and creating better health outcomes, making Canada the epicentre for innovative medical technologies.

Project Components

- (1) The **membership portal** would be a members-only area of the website that would allow members to access exclusive content and information not available on the public side of the website. Members would be able to interact with each other.
- (2) The **interactive membership database mapping tool** will showcase the location of each of our members across Canada, each with a profile that would include custom fields. (see Project Scope 2.a.i)

Project Scope

(1) Membership portal

- a. Membership account types including Project Member, Associate Member, Alumni Member, Individual Associate Member, Network Sponsor/Partner with varying account access privileges.
 - i. Project Members, Associate Members, and Alumni Members will have profiles on the **interactive membership database mapping tool**. Publicly, these members will be identified or segregated into industry members or academic members, depending on their background.
- b. Membership account management functionality including membership account creation, editing, and deletion. Account activity monitoring included.
- c. Registration application journey
- d. Membership Events Calendar
- e. Membership Announcement and News Space – to have up to date information about what initiatives INOVAIT is part of and other relevant information with search functionality. This page would serve as the landing page for the membership portal.
- f. Hosting of documents with account type access levels

- g. Communication channels and message boards for members to interact with each other. (*optional*)

(2) Interactive membership database mapping tool (see **Appendix A** for a mock up)

- a. A publicly accessible webpage embedded geographic map of Canada provides the backdrop for our interactive membership directory. Each academic and industry member (as outlined in Project Scope a.i.) possesses a profile containing details on them including:
 - i. Company Logo, Company Name, Location/Address, Description, Tags (Technological categories, modalities, health care field categories), Blog articles (internal links and external links), INOVAIT Funding Programs, Company Leadership (including name and title), *Financing activity*, *Clinical/Academic Partners*, *Company Stage (TRL)*, *Regulatory Approvals*, *Devices/Products*, *Contact Form*
 - *Italicized categories* will only be visible on the membership side of the website, but a blurred version of them will exist on the public facing side.
 - These membership profile categories will require varying modes of expressing them, including tags, ranges, images, and more.

Technical Requirements

(1) Membership portal requirements:

- a. Membership Events Calendar
 - i. Functionality would have to work with [Modern Events Calendar](#) plugin (although recommendations for alternative Calendar plugins/software are permitted).
- b. Membership Announcement and News Space – to have up to date information about what initiatives INOVAIT is part of and other relevant information with search functionality.
- c. Hosting of documents with account type access levels as appropriate
- d. Communication channels and message boards for members to interact with.
- e. Multi-language version (ability to support French as a language)
- f. Mobile optimized and mobile friendly (device agnostic)
- g. WCAG2.0 guidelines, level AA accessibility

(2) Interactive membership database mapping tool requirements:

- a. Filtering and Searchability: Member Profile details should be filterable and the tool should include a search bar functionality. When filters are applied, the geographic map should update based on the applied filters.
 - i. Filterable details include, location, tags, funding program, *financing activity*, and *company stage*.
- b. Mobile optimized and mobile friendly (device agnostic)
- c. French translated version

Tasks & Deliverables

The vendor, in consultation with the INOVAIT team, will develop a phased launch that starts with the membership portal launch in June 2024 followed by the roll-out of the membership mapping tool by August 2024. The French version of both project components will be set up by the INOVAIT team in Phase 6 with support from the vendor.

Phase 1 – Membership Portal Creation (April 2024)

The first phase of the project with wireframe development, mockups, and functionality testing of the membership portal:

- a. Functional listings of resources, research database, toolkits, and other digital assets
- b. Prepare a test plan for review and approval by the INOVAIT team

Phase 2 – Membership Portal Development (May 2024)

The second phase includes set-up and testing of the membership portal. This includes:

- a. Prepare a test plan for review and approval by the INOVAIT team

Phase 3 – Membership Portal Implementation and Launch (June 2024)

The third phase includes profile creation for each of the members, resource uploads, final membership portal testing and launch. This includes:

- a. Fully functional membership side of the website with all design techniques (UX and UI design and usability techniques), content publishing workflow and timeline functionality.
- b. Prepare a test plan for review and approval by the INOVAIT team
- c. Provide training documentation that clearly explains how to add and remove members, how to monitor members, how to edit member profiles.

Phase 4 – Interactive membership database mapping tool set up (July 2024)

The fourth phase of the project includes wireframe, mockups and functionality testing of the mapping tool. This includes:

- a. Prepare a test plan for review and approval by the INOVAIT team

Phase 5 – Interactive membership database mapping tool launch (August 2024)

The fifth phase of the project includes final testing and launching the mapping tool.

Phase 6 – French version (*INOVAIT Team to complete with assistance from vendor*)

- a. Provide training documentation that clearly explains how to modify and adjust the membership database mapping tool
- b. Provide maintenance and support for a period of twelve (12) months commencing from the project final launch date (Phase 5 complete)

Additional Remarks

- INOVAIT would like to see bi-weekly status update meetings incorporated into the project proposal.
- INOVAIT will work with the vendor to develop the web content including copywriting, membership profile details, and translation in the other official language
- Mock-ups (see Appendix A) provided in this request for proposals are merely a tool to illustrate the rough functionality and layout we are looking for. Vendors are encouraged to use these mock-ups to inform their proposals.
- Built using the INOVAIT brand elements
- Our website uses Divi (Wordpress theme) and our content management system is Wordpress.

Project Budget and Financial Requirements

The budget range for this project is \$18,000 – \$27,000 CAD excluding taxes. Additional costs for software, will be covered by INOVAIT. These costs should be included in the proposal, identified separate from the proposed budget for the project.

Proposal Requirements

In submitting proposals, vendors must explain and demonstrate how they propose to meet the requirements and how they will carry out the work. A quote (financial bid) must be submitted in

accordance with the financial and budget requirements outlined below. Vendors should include the following sections in their proposals:

1. A brief description of their company (or themselves) and area of specialization
2. Web development experience (a portfolio, preferably for similar web design projects, that demonstrate experience designing websites that are user centric, and the creative approach used to meet the needs of the target audience)
3. An estimated project timeline with milestones demonstrating a clear understating of project requirements and describing the proposed services and approach of the brand/web design and development process.
4. Provide a detailed budget with all-inclusive prices for task completion (please use the table provided below)

Task Description	Cost to complete task
Task 1 (e.g. concept/wireframe)	
Task 2	
Task 3...	
Total cost of tasks (taxes excluded)	

Evaluation Procedures and Basis of Selection

The INOVAIT team will review the proposals and make recommendations to the Board of Directors. The INOVAIT team will fairly evaluate eligible proposals against the following criteria and reserves the right to make final decisions about awarding a contract.

Technical Requirements	Description
Web development	Web development experience (a portfolio, preferably for similar brand and web design projects, that demonstrate the agency experience designing websites that are user centric, and the creative approach used to meet the needs of the target audience).
Accessibility	The Vendor should demonstrate its experience developing websites that meet WCAG 2.0 guidelines, level AA
External user account management	The Vendor should demonstrate its experience implementing different solutions that allows for user account management from an external system
User centric design	The Vendor should demonstrate its experience designing websites that are user centric by providing one sample website with a description of the methodology used to meet the needs of their target audience
Site composition	The Vendor should demonstrate its experience in site composition by providing one sample website with a description of the creative approach used to meet the needs of their target audience addressing design and structure.
Other services	The Vendor should explain their services' package including media production, maintenance, on-going support, and other services provided within the proposed budget

Selection will be based on best overall value.

Questions about this RFP should be submitted to Clara MacKinnon-Cabral at clara.mackinnon-cabral [at] sunnybrook.ca .

Please submit proposals as a PDF to Clara MacKinnon-Cabral at clara.mackinnon-cabral [at] sunnybrook.ca with the following subject line: INOVAIT Online Membership Portal and Database.

APPENDIX A

INOVAIT Mapping Tool Webpage Mock-Up



INOVAIT Member Network Map

The INOVAIT network is composed of over 90+ members from coast to coast. Within the Network, members from academic or industry backgrounds are work together towards advancing image-guided therapy (IGT) with artificial intelligence and machine learning. Every month, our network continues to grow and expand, reaching new developments and new companies within the IGT sector in Canada. Don't miss an opportunity to connect with the leaders of the IGT sector in Canada!

Search...

Technology Type ▾ Healthcare Field ▾

Modality ▾ Province ▾

25 INOVAIT members matched your criteria

Member A

123 Blue Ave
Toronto, ON
M4M9T9

Member B

123 Blue Ave
Toronto, ON
M4M9T9

Member C

123 Blue Ave
Toronto, ON
M4M9T9

Member D

Member A

123 Blue Ave
Toronto, ON
M4M9T9
www.membera.com

CLINICAL PARTNERS: MEDICAL DEVICES & TOOLS
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PILOT FUND 2021
FOCUS FUND 2022

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INOVAIT MEMBERS-ONLY INFORMATION

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