Digital Transformation Services

Detailed description:

Waterways Ireland's Digital Transformation project covers the design, development, migration and delivery of two websites. What is required is a new digital infrastructure that is comprised of two websites with all accompanying content and digital marketing requirements designed to cater for our key stakeholders, users and the general public needs and satisfy them appropriately. The websites should be designed to support the achievement of our Long-Term Plan objectives and our brand strategy. The digital transformation programme must address and deliver upon the strategic objectives set out in the 5-Year marketing plan. Phase 1: Content Review, & Preparation The objective of this project phase is to specify a new Information Architecture (IA) for high quality Waterways Ireland websites based on: (a) comprehensive analysis of all current website content; and (b) the findings and outputs of any user research conducted. Phase 2: User Interface Design & Testing In tandem with work conducted under Phase 1, Content review & Preparation, work under Phase 2 will focus on UX and Visual design site templates and front end components. Phase 3: Build & Support At tender stage Waterways Ireland will be seeking recommendations from tenderers on their proposed hosting and content management solution of the website redevelopment project. Such recommendations should include a detailed and comprehensive description which demonstrates how their proposed solution will address the requirements as detailed.

Type of contract:

Services

Response deadline (Irish time):

10/06/2022 15:00:00

CPV codes:

72413000-8 World wide web (www) site design services
72000000-5 IT services: consulting, software development, Internet and support
72212200-1 Networking, Internet and intranet software development services
72212220-7 Internet and intranet software development services
72212480-7 Sales, marketing and business intelligence software development services
72212481-4 Sales or marketing software development services
72212783-1 Content management software development services
72400000-4 Internet services
72420000-0 Internet development services
79340000-9 Advertising and marketing services
79342000-3 Marketing services
79413000-2 Marketing management consultancy services