

January 30, 2018

REQUEST FOR PROPOSAL

The Government of Ontario created six French Language Health Planning Entities throughout the province. These organizations are financed by the Ministry of Health and Long-Term Care. Their mandate is to make recommendations to the Local Health Integration Networks (LHINs) to improve access to quality health services in French for Francophones in Ontario.

Entité 4's catchment area includes the Central, Central East and North Simcoe Muskoka LHIN territories. One of its priorities is to provide support and guidance to Health Service Providers and health professionals in developing French Language Services.

Entité 4 wishes to create a microsite for Health Service Providers, and is looking for a graphic design/web development firm or a designer/web developer specialized in user experience design (UX).

MAIN OBJECTIVE

Create a dynamic and interactive microsite, attached to the existing website, to help Health Service Providers within our catchment area in understanding French Language Services, and provide available tools to develop and offer services in French.

SCOPE OF WORK

Create a microsite:

- a. Conceive and develop a microsite which can be used on various platforms;
- b. Develop the interface: design, navigation, accessibility;
- c. Present the different concepts;
- d. Plan, coordinate and facilitate testing and prototyping;
- e. Integrate different tools (i.e. PDFs, hyperlinks to other sites, etc.);
- f. Integrate contents provided by Entité 4 (in French and English);
- g. Facilitate a training session on maintenance and updating.

Calendar: March 2018 to May 2018

QUALIFICATIONS

- Knowledge of user experience design principles, design practices centered on the user and design thinking;
- Experience in development of online tools;
- Be results-oriented and practical;
- Be creative and have a capacity to synthesize;
- Provide professional references upon request.

When submitting, please highlight which of the above elements you possess, and include an overview of the expected result according to your understanding of this request for proposal. Please also provide details of the number of hours and costs involved.

Please submit your proposal **before 4:00 p.m. on February 20, 2018** to:

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