

JUDICIAL COUNCIL OF CALIFORNIA

QUESTIONS AND ANSWERS

RFP Number: IT-2018-05-LB
RFP Title: Website User Testing and Focus Group Facilitation

April 11, 2018

#1 QUESTION: On developing a participant recruitment strategy: Is there an existing list of users or available resource for recruitment that the Judicial Council of California will be able to provide for sampling during this research? If so, what is the origin of the JCC's participant pool? If not, does the council anticipate the chosen researchers to provide a sample?

The JCC will participate in recruiting testers via whatever channels are open to us. No such pool has yet been established.

#2 QUESTION: On page design testing for the website's Self-Help section:

- a. Are there existing page designs, working prototypes, scenarios and links that are fully developed by the JCC staff? Will the chosen researchers be responsible for any of these materials? If the chosen researcher is responsible for developing any part of these materials, will there be a deadline for the development of these tools built into the project timeline?

Testing will involve only pages, links, and sites that are already developed by JCC.

- b. Is there a required design for testing the user experience in the 3 days of Usability Testing? For instance: live, dynamic user experience testing v. a use test that can be passively collected through the website.

The JCC is flexible in terms of approaches and will consider both remote and live-testing proposals.

#3 QUESTION: On pricing: Is the \$25,000 fixed price for this project to include the facility costs for the 2 focus groups and, if intended, 3 days of live user experience testing?

Pricing did anticipate inclusion of facility; however, the JCC is open to a hybrid approach where testing can be done remotely or where focus groups and testing can be combined.

#4 QUESTION: On "Final Findings": Is there an estimated or desired time-frame for the date in 2018 when the findings should be presented to the JCC, considering the contract extends through December 2018?

Final Findings can be delivered at any time they are complete.

#5 QUESTION: The RFP indicates a \$25,000 budget ceiling. Based on our early estimations and experience recruiting for usability testing and focus groups, respectively, recruiting costs alone may nearly exceed this cost. Does the \$25,000 budget include only professional fees, or does it also include expenses, such as recruiting?

The project budget did anticipate that recruitment stipends would be inclusive of the \$25,000.

#6 QUESTION: The cost of recruiting website users can be significantly reduced if the Judicial Council of California provide user lists. What support, if any, will The JCC be able to provide in supporting recruiting efforts?

The JCC will participate in recruiting testers via whatever channels are open to us.

#7 QUESTION: Can proposers attend the pre-proposal conference remotely (i.e., via teleconference)?

There will be no pre-proposer conference for this solicitation. Inclusion of this item was included in Section 6 in error.

#8 QUESTION: The proposal requests "formal lab Usability Testing." To keep costs low, we would highly recommend the consideration of remote sessions. Is this acceptable to the JCC?

Some remote sessions for Usability would be acceptable.

#9 QUESTION: Can you provide more clarity on Section 13.0 Small Business Preference, specifically what "microbusiness performing a commercially useful function" is defined as?

- Bidder is responsible for the execution of a distinct element of the work of the contract;
- Carries out its obligation by actually performing, managing, or supervising the work involved;
- Performs work that is normal for its business services and functions;
- Is responsible, with respect to products, inventories, materials, and supplies required for the contract, for negotiating price, determining quality and quantity, ordering, installing, if applicable, and making payment; and
- Is not subcontracting a portion of the work that is greater than that expected to be subcontracted by normal industry practices.

#10 QUESTION: The proposers are asked to include Usability Testing and Focus Groups. We see opportunity to create more efficiency and cost savings with a hybrid approach. Is the JCC open to adjustments or combinations of these methods?

Yes. The JCC is open to recommendations to the methodology for greater convenience and cost-savings.