

**Avarra Solutions, LLC**  
**Request for Proposal Document**  
**for Product:**



**August 13, 2009**

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<b>Version</b>	<b>Description of Change</b>	<b>Author</b>	<b>Date</b>
1.0	Initial Document	Lisa Pecunia	8/14/09
1.1	Added testing paragraph to team section.	Lisa Pecunia	8/15/09

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# 1 INTRODUCTION

The best way to introduce you to Grouvia is to provide you with some of the messages we have developed for Grouvia.com. This speaks to how we plan to market this product.

## “Elevator Message”:

Grouvia is an easy-to-use, easy-to-set up online application that allows you to manage, track and enjoy all of your online club, group and association activities.

## Key Features:

- Manage all of your group activities or manage your group
- View your group activities, whether you're a member of one group or many
- Schedule events and track attendance
- Upload photos and videos for your groups' events
- Publish newsletters, articles, blogs and upload group-related files
- Participate in public or private discussions about topics you're interested in
- Maintain privacy in a secure environment

## Key Benefits:

- Easy to set up groups and organize, schedule or hold events
- Easy to use
- Consolidate all of your groups in one location
- Communicate easily with your groups, organizers, family, coaches, trainers, etc., and Grouvia's support team
- Private and secure

## **1.1 Company Background**

Avarra Solutions, LLC is a new startup company that was started last year and is funded solely by the founder. The plan for the company is to release a series of membership-based web applications, starting with Grouvia.com. Avarra Solutions has another application that it “inherited” from the founder's previous company, Red Horizon, LLC. That application will be renovated, re-tooled, and re-released some time next year. Avarra Solutions has one more project planned for a late-2011 launch. This third project will be built from scratch, similar to Grouvia.

Avarra Solutions was founded by Lisa Pecunia in October of 2008. Lisa has close to 25 years of experience in software development in a wide range of capacities. She received a Bachelor's Degree in Psychology from Marist College in 1983 and a Master's Degree in Computer Science from Sacred Heart University 20 years later. She is well-versed in the full development life-cycle, and her core strengths are in Business Analysis and User Interface Design. Her profile can be found on LinkedIn by searching “Lisa Pecunia”.

## **1.2 Grouvia Project Scope**

The Grouvia.com project has six initial releases planned:

**Alpha – October 1, 2009**

**Beta – November 15, 2009**

**Release 1.0 – February 1, 2010**

Release 1.1 – March 1, 2010

Release 1.2 – April 1, 2010

Release 2.0 - TBD

The project outlined in this RFP covers Alpha, Beta, and Release 1.0. It is presumed that the development team who works on the initial project will also work on the subsequent projects, however the scope and estimating of the future projects will be covered at a later time.

### **1.3 Proposal Terms and Conditions**

#### **1.3.1 Terms**

**Term of Contract:** The initial term of the project award resulting from this RFP will be for a minimum of 6 months and a maximum of one (1) year. The expected period will be from September 1, 2009 to August 31, 2010.

**Contract Value:** The estimated expenditures for services to be provided as a result of this project award is estimated at \$12,000-15,000, and no higher than \$20,000. This information is provided for informational purposes only and should not be construed as a commitment by Avarra Solutions to purchase any specified amount of services.

**No Exclusivity:** It should also be noted that any project award resulting from this RFP will not be an exclusive contract and we will reserve the right to purchase other similar or dissimilar services in any manner deemed by Avarra Solutions to be in its own best interest.

**Method of Award:** Each proposal will be evaluated by a committee comprised of Avarra Solutions' employees and advisors. The award shall be made to the most responsive and responsible respondents offering the best value and most economical proposal based on the list of decision criteria determined by us. All respondents, in submitting proposals, concur with this method of award and will not, under any circumstances nor in any manner, dispute any award made using this method.

**Estimated Timetable:** The following schedule will apply to this RFP, however Avarra will reserve the right to make changes as necessary;

Release of RFP August 13, 2009

Cutoff date for Inquiries August 18, 2009 @ 5:00 PM (EDT)

Submission of RFP Due August 21, 2009 @ 2:00 PM (EDT)

Anticipated Award Date September 1, 2009

Project Start Date September 15, 2009 (or earlier)

We are aware that the above timetable is very aggressive. This timetable and the release schedule outlined in section 1.3 Scope represents our most optimistic schedule and is subject to change at any time for any reason.

#### **Inquiries:**

Direct all inquiries *in writing via e-mail* relative to the conditions and specifications listed herein to:

Lisa Pecunia

Email: [lpecunia@avarrasolutions.com](mailto:lpecunia@avarrasolutions.com)

Due to the time involved, we are not able to hold individual conference calls or discussions with each of the organizations developing proposals. If the number and nature of inquiries indicates that there is a general area of the RFP that requires major clarification, we will deem that a discussion would be beneficial to all of the proposers, and a general conference call may be held with all interested parties being invited to attend and ask questions.

### **1.3.2 Submission Format**

Your completed proposal must be submitted in PDF format either via eMail or via the Guru.com messaging system (if relevant) with this document and your proposal document attached. Other forms of submittal will not be accepted.

You must include a copy of the original RFP document in your email response that contains your proposal.

All proposals must be received on or before 5:00 p.m. (EDT) on Friday, August 21, 2009

***Any RFP proposal received after the date and time indicated above will not be considered for award and a notice will be sent to the Vendor indicating this information.***

All proposal receipts will be confirmed with a return email message to the sender.

Any exceptions and/or proposed alternates must be stated in the response to the RFP. Failure to provide required data to allow for evaluation of the RFP or failure to complete the accompanying documents may be grounds for rejecting the RFP.

### **1.3.3 General Proposal Requirements**

Avarra Solutions reserves the right to request additional information and/or presentations, if clarification is needed.

Proposals that do not substantially conform to the contents of the proposal request, consequently altering the basis for proposal comparison, may be disregarded and considered as unresponsive.

All proposals are treated as confidential by Avarra Solutions until after the award is issued. At that time they become subject to disclosure under the Freedom of Information Act. If a respondent wishes to supply any information which it believes is exempt from disclosure under the Act, the respondent should summarize such information in a separate mail and each page in the attachment should clearly state "Confidential," but otherwise be presented in the same manner as the Proposal. Avarra Solutions will make all best efforts to insure such information is kept in confidence. However, any such information is provided entirely at the respondent's own risk and Avarra Solutions assumes no liability for any loss or damage which may result from Avarra's disclosure at any time of any information provided by the respondent in connection with its proposal.

#### **Not Transferable**

This project award is not transferable. All work must be performed by the winning bidder and no part of it may be sub-contracted out without written approval from Avarra Solutions.

#### **RFP Status and Submission Information:**

Avarra Solutions reserves the right to cancel this RFP, to reject any or all proposals received, or any part thereof without penalty, to waive informalities or irregularities and to award a contract not based solely on the lowest cost, but based on an offer which, in the sole opinion of Avarra Solutions, best fulfills or exceeds the requirements of this RFP and is deemed in the best interest of Avarra Solutions.

Non-acceptance of a proposal shall mean that another proposal was deemed more advantageous to the Grouvia project or that all proposals were rejected. Firms whose proposals are not accepted shall be notified after a binding agreement between Avarra Solutions and the selected proposer exists or after Avarra Solutions has rejected all proposals.

#### **Effective Period of Proposals**

The proposals submitted must remain in effect for a minimum period of sixty (60) days after the closing date to allow time for unforeseen delays in the evaluation, approval and award of the contract.

#### **Withdrawal of Proposals**

Once submitted, a proposal shall not be modified, withdrawn or canceled by the bidder for a period of sixty (60) days following the date and time assigned for the receipt of proposals.

#### **1.4 Addenda to the RFP**

If it becomes necessary to revise any part of this RFP, notice of the revision will be given in the form of an addendum to all prospective proposers who are on record as having received this RFP. All addenda shall become a part of this RFP. Receipt of addenda must be acknowledged by each proposer, and the failure of a proposer to acknowledge any addendum shall not relieve the proposer of the responsibility for complying with the terms thereof. All addenda must be signed by an authorized Respondent representative and returned with the proposal on or before the proposal opening date. Failure to sign and return any and all addendum acknowledgements shall be grounds for rejection of the proposal response.

The response to this RFP will be considered an offer to contract.

#### **1.5.1. Insurance**

The successful bidder must be willing and able to provide, upon written request, a certificate of liability insurance that indicates coverage for errors and omissions.

#### **1.5.2. Review of References**

All offers shall include at least two (2) references for either completed or ongoing projects similar in size and /or complexity to the Grouvia project. Please include name, title, telephone number and email address of a contact person for each project. The reference should include a description of the project and/or a web site URL.

#### **1.5.3. Vendor Representatives**

The Grouvia project will require, ideally, a team of 3 or 4 individuals including one team lead/project manager. The vendor must identify the individuals it anticipates will be assigned to the Grouvia project team, and with what allocation of time. Provide names, a brief bio of each individual, their work location, a description of the individual's expected role on the project and any specific skills that qualify them to fulfill that role.

#### **1.5.4. Requests for Clarification**

**Requests for Clarification by Avarra Solutions:** Avarra Solutions may request that any vendor clarify or supplement any information contained in their response. Vendors are required to provide a written response within two (2) business days of receipt of any request for clarification by Avarra Solutions.

**Requests for Clarification by Vendor:** Avarra Solutions will provide a written response to all written requests for clarification within twenty-four (24) hours (48 on weekends) after its receipt of such request.

#### **1.5.5. Additional Contract Requirements**

**License:** The Agreement will not grant the vendor a license or other right to duplicate or use any image or intellectual property of the University in any manner other than as may be expressly approved in writing in connection with the performance of the contract.

**Advertisements:** Unless specifically authorized in writing by Avarra Solutions on a case by case basis, the vendor shall have no right to use, and shall not use, the name of Avarra Solutions, its officials or employees, the company logo, the name of Grouvia or Grouvia.com or the Grouvia logo in any advertising, publicity, or promotion. Avarra Solutions is amenable to granting permission to use such marks provided the usage conforms to the corporate brand or Grouvia message, deemed by Avarra Solutions at the time of request, and subject to change without advance notice.

#### **1.5.6. The Project Team**

**Development Team Skills Required:** The development team is expected to have, collectively, the following set of technical skills. Minimum experience levels are 6 months for front-end technologies and 2 years for back-end and database technologies. Minimum experience levels shall be the exception rather than the rule.

- HTML, XHTML, DHTML, CSS, Ajax, Flash
- XML, Web 2.0 APIs
- PHP, Java, Ruby JavaScript or other ability to provide programming support for Web access to electronic databases.
- Drupal, Joomla or other OpenSource CMS module-driven platform
- LAMP technology, Apache, Java Servlets
- MYSQL, PHP (required), Ruby/Rails, Tomcat, Zend (preferred)
- Efficient Object-oriented database design, triggers, indexing, stored procedures
- Previous experience with design and development of database applications and integration of database management systems with Web/Internet access methods.
- Experience with previous projects building CMS and/or membership based systems.
- Must provide 4-hour response time support at minimum from 8am to 6pm US Eastern time Monday – Friday. Weekend support is negotiable.

Design: This RFP does not have a graphic design component as the design is already done. However it is desirable to have a team member who has good design sense as the need will arise for tweaking our existing design and filling gaps in areas such as reformatting graphics, recommending more efficient UI features, creating icons, etc.

Testing (section added in V1.1): In addition to developers, the vendor must include a series of testing cycles using a combination of the vendors own testing resources as well as Avarra's team members (see next section for Avarra team info.) There should be a minimum of two structured system testing cycles for each phase of the project. No regression testing will be required until after the 1.0 release.

**The Avarra Solutions Team:** The individuals involved in this project on the Avarra Solutions team will be comprised of a small agile team of business analysts and UI designers. For the most part this will be two core people, one of whom will be the founder, who will be involved with the project in a very detailed way in order to maintain the integrity of the vision of this web site.

Our approach is to meet regularly with all team members to discuss status, address issues, and review ongoing work product.

## **2 HIGH LEVEL FUNCTIONAL REQUIREMENTS**

### **2.1 Data Requirements**

Context level diagrams are not available for this project. Avarra Solutions will attempt to promptly answer any questions that arise from Vendors about data requirements.

### **2.2 Functional Requirements**

The following functional requirements are categorized primarily by page. Each section described below represents a single dynamic web page that can be found by a person using Grouvia as a logged in member.

Additional requirements that do not represent pages, such as “Navigation” and “Inline Help” are either also included here in the functional requirements listing.

The following requirements are NOT THE FULL REQUIREMENTS. The full requirements are extremely detailed, with functional specs, mockups, permissions matrices, use cases, and wireframes. The full requirements documentation is currently over 150 pages long and after we iron out all the final details it will be much longer. The full requirements documentation is not available for review by the firms participating in this proposal process, so please do not ask for it.

Mockups provided do not represent the actual design of the page. They are included for reference only, and used to show how the page described might look as compared to similar pages. Some of these mockups are merely screenshots taken from other public web sites, whereas other mockups were created using tools such as PhotoShop or PowerPoint.

#### **2.2.1 Member Requirements**

##### **Register**

###### Overview

A user can sign up for a Grouvia account. This will support both a standalone process and as part of other processes.

###### Navigation

The user will arrive at the Register page by clicking on the Sign Up link in the Public Home page or Public sub-page navigation menus. Only users who are not logged in see this link.

A user can also arrive at this page by clicking on an invitation link in an email.

This page may also appear during the following processes, if the user is not logged in or a member of the relevant group when he attempts them: join a group, start a group, respond to an event.

## Login Page

### Overview

There will be certain places in Grouvia where a Login link is more appropriate than having the actual login form embedded on the page. This login link requires a Login Page.

### Navigation

The user will arrive at the Login Page by clicking on any Log In link on the Grouvia site.

### Mockup(s)

Mockup #1

### Facebook Login

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Email:

Password:

Remember me

[Login](#) or [Sign up for Facebook](#)

[Forgot your password?](#)

Mockup #2

### Trouble Accessing Your Account?

---

Forgot your password? Enter your login email below. We will send you an email with a link to reset your password.

Email:

[Reset Password](#)

If you have a different problem accessing your account, please see our [Login Problems Help Page](#).

## **Member Home Page**

### Overview

The Member's Home Page is similar to a Dashboard and shows a snapshot of what is going on in the person's Grouvia network of groups. Sections include information about:

- the groups I'm a member of
- Group events on my calendar
- latest news and updates from all my groups
- Navigation
- Email messages I have recently received

## **Member Profile and Settings**

### Overview

The user may enter information about himself, and decide which information is viewable to the public or other group members.

### Navigation

The member profile page is reachable by two avenues:

- Any member may click on another member's name or picture on any page where it appears, and Grouvia will display the member's public profile in an overlay. There will be a “close” link to close the overlay and return to the main page.
- A member may see their own public profile by selecting “View Public Profile” from the left nav menu on the Member Settings page.

The Account Settings pages (Personal Information, Interests, Privacy Settings, and Group Settings) are available from the left nav menu on the Settings page.

**[ DOCUMENTATION REMOVED FROM THIS SECTION.  
THIS IS A SAMPLE DOCUMENT ONLY FOR PURPOSES OF  
THE LISAPECUNIA.COM PORTFOLIO. IT IS NOT AN  
INVITATION TO BID. ]**

### **3 OTHER REQUIREMENTS**

This section contains non-behavioral requirements.

#### **3.1 Interface Requirements**

The 1.0 release will have a minimum of interfaces, however, starting with subsequent releases, Grouvia will have additional Web 2.0 features included. Some of the features already asked for by potential users are integration with Google Calendar and Twitter feeds as well as RSS functionality.

The only interfaces known right now for early release are those that will be used for Photo and Video storage, and embedding of Google location maps.

#### **3.2 Software Requirements**

[Provide a description of the hardware and software platforms needed to support the system.]

##### **3.2.1 Platform Requirements**

Avarra Solutions will hear all recommendations for effective platform selection. Currently the decision is leaning towards LAMP and Drupal. This preliminary decision was made after a moderate amount of research. The expertise of the chosen development team may have some impact on this decision. The key concept here is that an OpenSource CMS or module-driven platform will be used to aggressively re-use existing codebases and place the Grouvia User Interface on top of it.

##### **3.2.2 Security and Privacy**

Grouvia must have a highly reliable level of member security built into it. As a membership site, our ability to give members both high value and flexible security is critical to the success of this site.

In your proposal please include your approach for security and member privacy.

##### **3.2.3 Audit Trail**

For support issues and troubleshooting, an audit trail feature must be enabled in the Grouvia database. Basic date and timestamps of critical data changes must be tracked and a temporary history retained. This feature must NOT slow down the application in any way.

##### **3.2.4 Site Performance**

Today's Internet users are accustomed to very fast web sites. The time between page loads creates impatience and frustration. The Grouvia UI will rely heavily on current UI design patterns that make use of overlays and "stay on page" concepts. These features will use Ajax, DHTML or similar technologies to keep the user's experience flow as smooth and uninterrupted as possible.

Please address how your company will meet this challenge for Grouvia and its users.

##### **3.2.5 Error Handling**

Do you have a standard error-handling technique or strategy that you usually employ in your projects? Please explain briefly.

## **4 VENDOR INFORMATION**

### **4.1 Vendors Information Disclosure**

All vendors are required to include the following information with their response:

1. Indicate exactly the name by which this organization is known.
2. How many years has this organization been in business under its present business name?
3. What is the primary commodity/service provided by this business?
4. Has your organization ever failed to complete a contract? If so, indicate the circumstances leading to the project failure.
5. What are your best available payment terms?
6. Explain any assumptions you made in formulating your proposal.
7. Include your ability and willingness to communicate within the following parameters:
  - during 7am to 7pm business hours based on Eastern US timezone
  - good to perfect skill of English spoken by your team
  - ability for the team to attend no less than weekly conference calls and/or online meetings

Thank you for participating in this RFP, we look forward to reviewing your proposals!