



Request for Proposal

TorahWeb.org 2019 Redesign and Expansion

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ISSUED BY

TorahWeb Foundation

CONTACT

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Background

The TorahWeb Foundation, a 501(c)(3) not-for-profit organization, was founded in 1999 at the initiative of members of the community. Its goal is to disseminate divrei Torah and hashkafa, with special attention to contemporary religious and social issues. TorahWeb's board consists of Rav Hershel Schachter, Rav Michael Rosensweig, Rav Mayer Twersky, and Rav Mordechai Willig. Neither the authors/speakers nor any other individuals involved in TorahWeb earn any money from TorahWeb. TorahWeb is supported by donations and income from sales of seforim it publishes.

TorahWeb has three ongoing projects:

- 1) Publishing a dvar Torah each week from one of a set of rabbis (see torahweb.org's front page for the list of authors). All past divrei Torah are available on the web site.
- 2) Free in-person public shiurim a few times a year given by a subset of the same rabbis. These shiurim take place in the NY metro area. Audio and video recordings are posted on torahweb afterwards. Audio and video from past events are available on the web site.
- 3) Publishing seforim. Thus far we have published 6 volumes of Rav Hershel Schachter's notes from Rav Yosef Dov Soloveitchik's gemara shiurim, as well as 3 volumes of English divrei Torah generated by our other two ongoing projects.

In addition, we hope in the foreseeable future to begin the posting of hundreds of audio shiurim by Rav Mayer Twersky.

The objective of this RFP is to identify a web development company that is familiar with the Orthodox Jewish market in America and can execute a redesign of our web site as well as create a mobile app for TorahWeb.



Project Description

The purpose of this project is as follows:

1. Redesign TorahWeb.org to:
 - a. have a “scalable” user experience, which will maintain ease of use as the amount of content grows
 - b. be mobile friendly
 - c. be easier for users to find what they want
 - d. be easier for users to share TorahWeb content with others
2. Create Android and iOS apps for TorahWeb
3. Enable users to easily discover and purchase the books we have printed

Customer interactions to support:

1. For divrei Torah, audio, and video:
 - a. receive notification of new content, and/or the content itself, via email
 - b. get notification of new content and events via the app, Twitter, WhatsApp, blog/Feedly, etc.
 - c. receive notifications of upcoming events/shiurim
 - d. keyword search on TorahWeb
 - e. tag, topic, and category based search
 - f. navigate to any content via TorahWeb UI (by author, by parsha, etc.)
 - g. highlight new, or other specific, content on the home page
 - h. tag and view favorite content
 - i. show a user their recent reads/listens/views
 - j. users share content with other users
2. For all Audio & Video:
 - a. Play, at variable speeds
 - b. save locally (web site or app)
 - c. continue where left off
 - d. Share, and share at a specific point/time
3. Books

- a. purchase
- b. purchase in bulk
- c. donate towards printing of
- 4. General
 - a. Create an account and subscribe to content (free)
 - i. Login using Google and/or LinkedIn accounts
 - b. Contact us
 - c. About
 - d. Donate - general donations as well as targeted donations for something specific. Already registered and using PayPal Giving Fund.
 - e. Search engine optimization.

Technology:

1. The technology stack must be as simple as possible and not require excessive ongoing administration beyond what a web hosting firm provides
2. No gratuitous server side generation of content
3. It must be simple for a competent programmer to add new content of any/all kinds to the web site
 - a. Manual editing of HTML, uploading via FTP, etc. are acceptable. We do not have a need for non-technical users to add or edit content.
4. Google analytics must be used to track users on the site
5. The server side of the site must not be dependent on a specific hosting company. It should be hostable on a generic hosting provider (e.g. GoDaddy), on the Amazon Cloud, etc.
6. All libraries, etc., used on must be open source - no commercial software
7. All design documents, code, and assets for browser client, the server side, and the apps must be checked in to a GitHub repository that TorahWeb will provide access to



Project Stages

1. Proposals submitted. **Proposals must include:**
 - a. Basic initial visual design ideas/sketches for site and app
 - b. Description of technology to be used on clients and server

- c. Project road map, including:
 - i. visual and technical design
 - ii. iteration on, and acceptance of, designs
 - iii. a description of stages of development, preferably using an agile CI/CD software development approach
 - iv. Time to complete each step
 - d. Cost
2. TorahWeb interaction with bidders for clarifications, etc.
 3. Winning bidder selected, contract signed
 4. Execution of proposed plan
 5. Final delivery



Evaluation Factors

TorahWeb will rate proposals based on the following factors:

1. Responsiveness to the requirements set forth in this Request for Proposal
2. Relevant past performance/experience
3. Samples of work
4. Cost, including an assessment of total cost (time and money) of ownership
5. Technical expertise/experience of bidder and bidder's staff

TorahWeb reserves the right to award to the bidder that presents the best value to TorahWeb as determined solely by TorahWeb in its absolute discretion.