



REQUEST FOR PROPOSAL: WEBSITE USABILITY RESEARCH

General Information

The Puerto Rico Destination Marketing Organization, Discover Puerto Rico (“DPR”) seeks a research vendor to evaluate the consumer-facing website www.discoverpuertorico.com. This Request for Proposal (RFP) seeks research firms capable of evaluating destination marketing organization websites on their ability to meet consumer needs and convey brand sentiment. The ideal firm will be knowledgeable about the travel industry and influence attribution best practices.

About Discover Puerto Rico

Discover Puerto Rico is a non-governmental, not-for-profit organization created in 2017 through bipartisan legislation, to manage all off-island global marketing, sales and promotion of Puerto Rico’s tourism industry. Our purpose is to promote the Island as a premier leisure and business destination, powering sustainable economic growth through consumer-centric and research-based marketing, best in class industry standards and strategic partnership. Discover Puerto Rico intends to accelerate economic recovery in Puerto Rico by stabilizing tourism industry revenue/employment and optimizing immediate and long-range opportunities through targeted tourism sales and measurable marketing programs.

Growing the Island’s visitor economy has been Discover Puerto Rico’s mission since emerging from the wrath of hurricanes Irma and Maria in 2017. In the years that followed, the Island faced civil unrest and earthquakes, and remains in the midst of a global pandemic. Through it all, Discover Puerto Rico has remained steadfast in our commitment to growth, supporting local businesses, and marketing our destination to the world.

Purpose

Discover Puerto Rico debuted a website focused on leisure travel in February 2019 after consultation with local industry stakeholders as well as consumers. Since that time, Discover Puerto Rico has established a brand identity that was not yet in place when the initial website was developed.

The Website Usability Research should focus on functionality of the site as well as its ability to convey the established brand sentiment of Discover Puerto Rico. The study should focus on how travelers interact with and respond to the consumer-facing website www.discoverpuertorico.com.

Scope of Work

Discover Puerto Rico is open to a variety of data collection options for this research. However, the objectives are often best served through a qualitative approach that allows for consumer feedback while utilizing the site. For this research, please consider in-depth in-person or online usability session.

Given the majority of the traffic to the site is accessed via mobile, incorporating non-desktop devices should be a priority.

Objectives:

1. Brand sentiment – aesthetics and overall look and feel of the site
2. Navigation – ease of use and intuitive design to meet consumer needs

DiscoverPuertoRico.com

3. Content – appeal and usage of narrative components of the site
4. Industry Product – usability of product listings, such as hotels and attractions

Respondent specifications:

Demographic:

Adults age 25+

HHI \$75K+

A leisure travel decision maker

Takes leisure trips requiring an overnight stay

Takes leisure trips requiring air service

Utilizes online sources to plan travel

Geographic:

Respondents and panelists should be selected from Discover Puerto Rico’s target markets, including: Atlanta, Baltimore, Boston, Charlotte, Chicago, Miami/Ft. Lauderdale, New York City, Orlando, Philadelphia, Raleigh, Washington, DC, Hartford, Houston, Dallas, Detroit, Nashville and Tampa.

Deliverables

Respondent profiles

Recordings of qualitative sessions

Written report detailing actionable guidelines and recommendations for improving the website’s functionality as well as how to best convey Discover Puerto Rico’s brand through the owned media resource

Proposed Budget/Costs

Please share all tasks and budget for the project, including any/all travel as well as respondent compensation. Please also include any details on payment schedule.

Timeline

Please share a timeline and milestones for next steps.

Proposal

Requirements for proposal (please limit to no more than 20 pages):

1. Company history and background in serving destinations
2. Detailed methodology of requested services covering respondent selection, development of discussion brief, testing technology, testing methodology and analysis
3. Overview of assigned team, identifying roles of each who would service Discover Puerto Rico
4. Current destination client list
5. Example reports featuring services similar to those described herein (clients names may be removed)
6. Two client references for projects similar to that proposed
7. Fee structure for the project

Selection Criteria

While cost will be considered in the review of proposals, a decision will not be made solely on the fee estimate. The selection criteria used to evaluate proposals are shown below.

- ❖ Responsiveness of the written proposal to the study objectives and proposed methodology: 40%

- ❖ Demonstrated experience and expertise in similar projects: 15%
- ❖ Personnel assigned: 10%
- ❖ Cost effectiveness: 20%
- ❖ Proposal presentation (quality and clarity of response): 15%

Other Considerations

Once selected, the firm must be prepared to begin work with DPR immediately.

Evaluation of the proposals will be under the jurisdiction of DPR. DPR will evaluate all material submitted and engage in interviews and/or discussions with the respondents deemed as most qualified, based on initial responses.

After the completion of the interview/discussion process, DPR will select the firm that best represents itself as capable of meeting the needs of Puerto Rico as a tourism destination. Discussions will then take place between DPR and the firm to define a more detailed scope of work. Ultimately, a contract will be executed between the selected firm and DPR.

If DPR is unable to negotiate a satisfactory contract with the selected firm, negotiations with that firm shall be terminated and the organization shall undertake negotiations with another qualified firm until a satisfactory contract is negotiated. If DPR is unable to negotiate a contract with any of the selected firms, the organization shall re-evaluate the scope of services and fee requirements.

DPR and the Selection Committee reserve the right to reject any or all qualification submittals or to waive any minor defects or irregularities in any submittal. DPR further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for qualifications or otherwise request additional information from any or all applicants.

Timing

RFP release date: **September 17, 2021**

Proposals must be received via e-mail by **5:00 p.m. AST on Thursday, September 30, 2021**. Please email to Director of Research and Analytics Alisha Valentine at alisha.valentine@discoverpuertorico.com.

Final agency selection will be completed on or before **October 8, 2021**.

By submitting the proposal, the applicant agrees that Discover Puerto Rico's decision concerning any submittal in any respect is final, binding and conclusive upon it for all purposes, and acknowledges that Discover Puerto Rico, in its sole and unqualified discretion, may waive or deviate from the procedures and/or timeline outlined.

All materials submitted become the property of Discover Puerto Rico and may be made available to the public. All costs incurred in connection with responding to this Request for Proposal will be borne by the submitting organization.

Confidentiality

The recipients hereto agree that this Request for Proposal, its concept, and all matters relating to Discover Puerto Rico and its marketing plans are strictly confidential. This information is not to be discussed with any parties not directly involved in this process.