

# Legal Services National Technology Assistance Project



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## LouisianaLawHelp.org Site Evaluation and Design Input RFP

### Summary of Essential Information

Deadline for Full Proposal: January 25, 2019

Required Project Completion Date: March 30, 2019

Maximum Funding Available: \$15,000

No Travel Expenses Covered.

### Background

This Request for Proposal (RFP) seeks submissions to provide website evaluation and design input to streamline and modernize [www.LouisianaLawHelp.org](http://www.LouisianaLawHelp.org). LouisianaLawHelp.org is a free civil legal information and resource site administered by Southeast Louisiana Legal Services (SLLS). Louisiana's LawHelp site adopts the overall format of LawHelp.org sites nationwide. SLLS receives substantial support from the federal Legal Services Corporation (LSC), including LSC's Technology Initiative Grants (TIG) program. SLLS has a TIG grant to improve LouisianaLawHelp.org. That grant includes funds for an outside consultant to provide the services described in this RFP. Site enhancements must be compatible with the LawHelp.org network website template administered by Pro Bono Net (PBN). Pro Bono Net supports website technology projects of civil legal aid programs like SLLS. Pro Bono Net will work with SLLS to implement changes and improvements to the site. Southeast Louisiana Legal Services provides free civil legal aid to lower income people across 22 Louisiana parishes. Some SLLS projects extend service statewide. LouisianaLawHelp.org represents a collaborative effort among SLLS as the site administrator, Pro Bono Net, and Louisiana's civil legal access to justice partners.

The site's mission is to connect people with free legal help and to bridge the justice gap for those who do not qualify for free legal aid or cannot otherwise find or afford a lawyer.

LouisianaLawHelp.org has an extensive searchable directory of free legal aid, pro bono, and other providers of free legal help. There is information about basic legal issues. There are forms, information guides and related materials for self-represented people without legal counsel. The site has "LiveHelp," an embedded live chat feature. Law student volunteers staff LiveHelp and guide visitors to relevant information on the site. SLLS seeks proposals to provide a website evaluation overview and report with the above goals in mind. Proposals should also cover basic design input for site elements aimed at boosting LouisianaLawHelp.org's visual appeal and ease of use. The site has a mobile-responsive platform. The site's organization and design must be

modernized to maximize effectiveness and appeal for mobile users. SLLS is streamlining and paring content to make it easier for visitors to find and use information they are looking for.

LSC commissioned a statewide website user experience (UX) evaluation embracing the nation's entire collection of LSC-supported LawHelp.org sites. One of SLLS' TIG project goals is to incorporate feedback from that report during this TIG project to refresh LouisianaLawHelp.org. Those responding to this RFP should bear in mind that SLLS is striving to achieve that goal. The report is available online here: <https://webassessment.lsc.gov/>

SLLS has experience with a range of sites. SLLS administers [probono.net/la](http://probono.net/la), which also uses a template offered by Pro Bono Net. The [probono.net/la](http://probono.net/la) site provides practice resources, listservs and other tools to support the work of civil legal aid, pro bono and other civil legal access to justice attorneys and advocates. SLLS administers its own program site ([slls.org](http://slls.org)).

## **RFP Responses**

Please be sure to include the following information in your response.

### **1. General information**

1. Legal name of firm.
2. Address.
3. Name and title of owner, principal or managing partner.
4. Federal Employer Identification Number (FEIN).
5. Organization type (Private for profit, private non-profit or governmental corporation, sole proprietorship, community based organization, etc.).
6. Phone number and email address/website of the firm.
7. Name of primary contact for this RFP.
8. Phone number and email address of the primary contact.

### **2. Experience providing website evaluation, website usability and related design services to similar organizations and/or similar projects.**

1. Provide a description of your firm.
2. Describe three (3) relevant projects.
3. Describe your experience with legal aid software and technology projects.
4. If partners or other employees serve in an advisory capacity, please list such positions.
5. Indicate the levels of individuals who would be assigned to this engagement and explain how your firm will ensure continuity of staff throughout the engagement.
6. Describe your firm's basic approach to performing website evaluation, usability and related design services.
7. Please identify how a consulting engagement is planned and scheduled; the level of partner and manager commitment; quality control mechanisms; and other areas you feel are important.
8. Describe any proprietary systems or technology that would be necessary to complete the proposed project. If no proprietary systems or technology is necessary state that.

### **3. Qualifications**

Qualifications for resources assigned to this engagement are as follows.  
Please describe your qualifications.

1. Project Manager experience.
2. Website evaluation, usability and related design services specialist experience (may be the same as No. 1 for smaller companies).
3. Biography for each resource listed above, with description of projects completed.
4. Additional preferred qualifications are:
  - a. Experience working with LSC-supported TIG website related projects for civil legal aid programs.
  - b. Experience with working on website evaluation projects related to usability and design for nonprofits.

### **4. Proposed Work Plan**

Please describe your proposed work plan, schedule and budget based on the project description.

#### **Project Description - Scope of Work**

The project will consist of providing website evaluation and design focused on maximizing the effectiveness of LouisianaLawHelp.org within the confines of its present template provided by and supported by Pro Bono Net.

The project includes preparation of a website evaluation report with an overview of site design, navigation and content in light of suggested methods for optimizing these elements for site visitors, especially mobile users. The project also includes evaluation of the use of text vs. icons (or a combination of both) for substantive topics covered by the site. The project contemplates that changes to the site will not involve extensive modifications to the underlying LawHelp.org site structure. Those considering proposals may wish to go to LawHelp.org to get the best sense of the elements common to most LawHelp.org sites across the country.

The project requires ongoing communication with SLLS personnel including but not limited to the website coordinator, executive and administrative staff, as well as with other project partners as necessary, including staff with Pro Bono Net.

We also recognize that vendors may recommend approaches other than the ones we specify. We will listen to these recommendations carefully.

#### **Site Design Evaluation Report Components**

These requirements include:

1. Evaluation of the home page with suggestions for changes to that display to maximize visual appeal and ease of use for site visitors.
2. Evaluation of home page color palette and photographic elements with suggestions to maximize visual appeal and ease of use for site visitors.
3. Evaluation of major sub-pages, including topic/subtopic pages with suggestions to maximize visual appeal and ease of use for site visitors.
4. Evaluation of the site's topic/subtopic and "channel" structure with suggestions to maximize visual appeal and ease of use for site visitors.
5. Evaluation of home page graphic and text icons with suggestions for changes to maximize visual appeal and ease of use for site visitors.
6. Evaluation of content organization with suggestions for changes to maximize visual appeal and ease of use for site visitors.
7. The site evaluation will also include tools such as those outlined by Usability.gov.
8. The site evaluation may also involve specific technologies to assess the mobile-friendliness of navigation and content displayed on the newly adopted mobile-responsive template for LouisianaLawHelp.org.
9. The site evaluation should also help identify how to best enhance graphic elements for incorporation into the site's home page and sub-pages.

## **General Requirements**

The site design, navigation and content modifications suggested should be easy for site administrators to implement, manage within the parameters of the present LawHelp.org platform, or with minimal additional programming modifications to that platform by Pro Bono Net.

## **Additional Preferences**

Clean, uncluttered display.

## **Submission Details**

Please send all completed proposals via e-mail to:

Lisa Stansky, Website Coordinator  
Southeast Louisiana Legal Services  
lstansky@slls.org  
(504) 529-1000, ext. 279

**Southeast Louisiana Legal Services, 1340 Poydras Street, Suite 600, New Orleans, Louisiana 70112**

**To learn more about Southeast Louisiana Legal Services, go to [slls.org](http://slls.org). LouisianaLawHelp.org helps lower-income people connect with free legal help and information about basic civil issues. [probono.net/la](http://probono.net/la) connects Louisiana's civil access to justice advocates and attorneys.**

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