

## **THUMBWAR Request For Proposal**

### **1. Summary**

THUMBWAR is currently accepting proposals to design and develop an internal web-based order creation, physical item inventory and asset-management site. This will be a concept to completion production. In addition to the site, the developer will provide technical and design documentation of the new system so that it may be maintained with in-house or additional outside resources. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

### **2. Proposal Guidelines and Requirements**

- Proposals should be submitted 9/21/2012.
- The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
- The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- Upon selection, candidates must provide the name, address, and EIN of any sub-contractors. THUMBWAR will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.
- All proposals will contains a clear and concise flowchart (logic model) of page options and events.

### **3. Contract Terms**

THUMBWAR will negotiate contract terms upon selection.

### **4. Purpose, Description, and Objectives**

#### **Purpose**

THUMBWAR needs a customized, flexible, scalable web-based system to manage inventory assets, create and fulfill orders from an inventory database. Upon completion of the development of the site, THUMBWAR will assume responsibility for web site content maintenance and administration. All content, coding and graphics will become the sole property of THUMBWAR. Additional consulting for expanded services and/or programming outside of the scope of this Request For Proposal will be arranged under separate contracts. Any design, programming, or services that fall under the purview of this proposal will be included in the design and development costs quoted. Programming problems resulting in a lack of comprehensive testing will be resolved without additional fees. Upon successful completion of the project, additional hours for new features and regular maintenance may be negotiated.

#### **Description**

Create a flexible, scalable web site that is easy to maintain. We must develop a user friendly site driven by data stored within a relational database. In addition to designing a user-friendly site with an intuitive interface, we

must also develop a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code. The site needs to be viewable by authorized employees, and it needs to have an administrative backend for authorized users to control inventory assets and scheduled usage of these assets. The order creation process should have a shopping cart feel. Quotes will need to be turned into orders, every quote/order will also has a job number associated with it.

THUMBWAR will maintain ultimate editorial control of content. THUMBWAR employees will efficiently manage web publishing processes by using a system with a browser-based user interface. Administration of web content will be based on roles to control access and work flow (e.g. super-user, administrators, editors and read-only authorized users).

The site/database would require the following:

Design components:

1. Works on mobile devices (iOS)
2. Easy and intuitive
3. CSS colors optimized for easy viewing.
4. Quick to load and use
5. Branded with provided THUMBWAR graphics/style guide.
6. Visually appealing
7. Works the same way on cross-platform systems via multiple current browser interfaces (IE, Firefox, Chrome, Safari, Opera).
8. End users can print quote order and inventory results to a PDF page branded with THUMBWAR branding. (Sample Attached)

Technical components:

1. Written in PHP
2. Resulting pages rendered in HTML5
3. Styled using CSS
4. Database-driven (MySQL preferred)
5. Strict enforcement of data relationships (either DB level or programmatic level)
6. Calendaring system that checks for time conflicts of equipment reservations Including publishing of calendar data to CALDAV server.
7. Built in system to enforce time constraints and notification of staff.
8. Safe and secure from web exploits, cross scripting, and MySQL injections
9. Error checking for duplicate inventory items
10. Grouping of items for consolidated items (cube, etc)
11. Error checking for overlapping inventory checkout events
12. Javascript code is allowable if security is not compromised, and only if it enhances usability.
13. Record and list views. Minimal drill down, interface should be easy to read on smaller screens and not require complicated navigation.
14. Notification system via e-mail.

**Objective**

Our primary project objective is to provide an efficient asset-management tool for employees to use in the following ways:

1. Track current inventory and location.
2. Track inventory usage.
3. Support for sub-letted and temporary items. (expiring items)
4. Streamline reservations of equipment for production events
5. Allow administrators to quickly see where needs are for equipment purchases. This may be part of an overall reporting system.

6. Ability for administrators to run inventory and scheduling reports
7. The ability to add custom line items to any order, may or may not be related to inventory.

#### Our Project Vision:

1. View in house inventory
2. Improve order process efficiency
3. Provide focused web-based solutions that work on both desktop and mobile devices.
4. Reduce possibility of human error.
5. Increase productivity, reduce time to build orders and check availability.
6. Error checking before order creation.

## **5. Timeline**

- This RFP is dated 8/21/12 Please send your proposals to the following address via PDF to [rfp@thumbwar.tv](mailto:rfp@thumbwar.tv)
- Proposal deadline is Monday 9/10/2012.
- Proposals will be evaluated immediately upon receiving them or after the deadline (if applicable). During this time we may require an interview with our evaluation team. You will be notified if this is requested.
- Negotiations will begin immediately with the successful candidate.
- All other candidates will be notified on or about 9/13/12.
- The project must be completed and delivered by 1/2/2013.
- Engagement work complete and web site live by 1/2/2013.

## **6. Budget**

Please provide a cost proposal to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the web site. Hosting will be addressed separately and costs for hosting are not included in the budget for this project.

List pricing for:

1. Entire project: Discovery, Requirements Planning & Site Definition ,Site Development, Testing and Deployment.

## **7. Background of Organization**

THUMBWAR is a Post and Live production company in Los Angeles, California. THUMBWAR manages a significant inventory of hardware to support rental clients and internal productions.

Client Base:

Television networks and other businesses needing rental equipment and broadcast support services.

THUMBWAR Website

<http://thumbwar.tv>

## 8. Guidelines

Development Guidelines:

The web site designed by the successful candidate must meet the following criteria:

- Create a content management system that will permit non-technical staff to instantly update web site content on specific pages.
- Once completed and accepted, the site's database inventory content can be managed through a combination of the site's backend web interface AND/OR a MySQL stand-alone tool (such as phpMyAdmin or Navicat).
- Once completed and accepted, the site's source code and template pages can be edited via code editors.
- Inventory data can be imported into the database via common spreadsheet formats, such as CSV files.
- Inventory data can be exported and saved as CSV.
- Reports and quotes. confirmations can be exported into printable PDF formatted files for delivery to clients. Styling will be provided by THUMBWAR
- The web interface should be accessible and usable on common mobile devices and standard desktop browsers.
- Adobe Flash should not be used in any programming of the site.
- Consistent Design – As stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than 2 levels of “drill down” for the user to find the desired information.
- Development of navigation to accommodate the necessary proposed web pages. Navigation should be logical.
- Provide necessary software and licenses to maintain site internally or externally, as decided by THUMBWAR
- Email notifications sent to users to alert of upcoming return deadlines, overdue notices, and equipment problem notices.
- Web site must not require plug-ins as a default.
- Site must be built in accordance to the Web Content Accessibility Guidelines 1.0, provided by the W3C and should also be easily accessible to the novice as well as the experienced internet user.
- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads fast, 2 seconds or less on the average computer (using a T1 circuit).

- Notification of expiring items, such as client insurance certificates.
- Dashboard to provide important information and status at login.

#### User Features:

- 1) Basic user management tool for admins, basic but built into web interface.
- 2) User profile interface. users, be able to update personal information and track order history.
- 3) There should be multiple roles, with admins defining who users get the different roles

#### 4) Roles

##### a) Super User

- can create, modify, and delete users/profiles.
- can create, modify, delete inventory assets.
- can create, modify, delete job reservations and corresponding asset lists
- can create, modify, delete asset types
- can create, modify, delete access types
- can run reports and generate pdfs

##### b) Inventory Admins

- can create, modify, delete inventory assets
- can create, modify, delete job reservations and corresponding asset lists
- can create, modify, delete asset types
- can run reports and generate pdfs

##### c) Job Admins

- can create, modify, delete job
- can create, modify, delete job reservations(quotes) and corresponding asset lists
- can run reports and generate pdfs

##### d) Users

- can view inventory asset data, project schedules, list of available equipment
- can run reports and generate pdfs

##### e) Everyone

- no outside access

#### Possible DB tables

##### Users

- fname
- lname
- uname (user name)
- client number(PRIMARY KEY)
- email
- office phone
- mobile phone
- title
- notes
- fname (foreign key)

- lname (foreign key)
- uname (user name) foreign key)
- client number(foreign key)
- PO
- invoice

### **Assets**

- asset\_ID/barcode# (primary key)
- item name
- item type (asset\_type.type\_ID") (foreign key)
- S/N
- model
- in/out status (rental status)
- future availability status (rental reserve?)
- manufacture date
- warranty status (date expires, notification for expired status)
- parts included (text field)
- description
- image (jpg, png, gif url reference to image in file system)??
- purchase date
- purchase locations
- purchase receipt
- item value
- vendor order number
- notes

### **Asset Type**

- type\_ID (primary key)
- type

### **Access**

- access\_ID (primary key)
- type

### **Job**

- job\_ID (primary key)
- job\_title
- job\_lead
- location (OR separate fields for address1, address2, city, state, zip)

### **Job-Based Inventory**

- ID (primary key)
- job (foreign key to "job.job\_ID")
- item (foreign key to "assets.asset\_ID")
- date\_start
- date\_end

### **Rentals**

- jobid
- symptoms
- diagnosis
- project\_start (date out for rental)
- project\_est\_date (estimated date of return)
- project\_end (date returned)

THUMBWAR will provide documents for additional design and relational data references upon candidate selection.

### **Testing**

Testing of the site will be performed during development on all applicable platforms to ensure web site works as promised. Explain testing plan through development process (i.e. focus groups, etc.). Specifically, Unit Testing, Integration Testing, White Box testing, and Black Box Testing should be applied during the production of the site.

### **Delivery**

Delivery and uploading of site from client to our servers hosted by MediaTemple.  
White box and black box testing should be done on THUMBWAR hosted MediaTemple servers.

Sample Branding and PDF reference material:  
Will be provided to selected candidate after the RFP process at start of project.

## **9. Technology Resources and Integration Concerns**

- THUMBWAR will be importing existing records into this new database. An import tool for CSV records should built into the tool.
- This system will not be required to connect to any other management systems.
- The site should be developed in a modular and scalable way so that it can be easily expanded upon later.

## **10. Staff Resources**

The following THUMBWAR staff members will be involved with this project in the following capacities:

Trevor Carlson - Project Management  
David Vottero - Brand and Copy  
Brian Carr - Brand and Copy

## **11. Qualifications**

1. Please provide examples of other web and database programming projects to which you have significantly contributed. A portfolio is acceptable as well.
2. Provide references upon request.
3. Please discuss your testing and support plan.
4. Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
5. Please discuss your terms and conditions.

## **12. Evaluation Criteria**



The following criteria will form the basis upon which THUMBWAR will evaluate proposals. The mandatory criteria must be met and include:

An emailed PDF copy of your proposal must be received no later than 12:00pm/noon PST, 9/21/12. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the attention of: RFP  
rfp@THUMBWAR.tv