

EMD UK classfinder development brief

January 2020

Overview

The following is a brief in relation to the development of EMD UK's open data group exercise search classfinder.org.uk.

The classfinder project to date has been an amalgamation of a number of developments and databases. This has led to the product moving between "interim" states, each of which carry their own complexities and have led to unknown costs of development, planning and bug-fixing.

Although the current interim state has been advantageous in reaching a go live point and alleviating the potential risks the implementation of key newly-built functionality would have had, it has also had cost implications due to the complexity it created, and associated "hidden" costs. This has demonstrated that further interim states are highly unlikely to have a justifiable return on investment.

We are looking to simplify this approach: to simplify the classfinder webapp that is currently a mix of React, Node.js and legacy PHP to a single Universal React app, with the end goal focussed on sustainability. Using the existing build and mostly off-the-shelf solutions, we feel it is possible to engineer a simplified system which reduces cost, risk and complexity overall.

Project objectives

The current solution involves two suppliers and two technology stacks (React/Node.js and PHP), which significantly increases the costs of diagnosis, bug fixing, and overall maintenance

The objective of this project is fourfold:

1. Migrate classfinder.org.uk from React/Node.js/PHP multi-supplier mix to just React / Node.js under a single supplier
2. Establish a single supplier for ongoing maintenance and improvements
3. Establish a trusted partner for ongoing advice on future product and technical direction
4. Provide UX guidance for our instructor user journey

The ideal respondent would be able to cover all four of these aspects.

1. Migration of Classfinder.org.uk to a single stack and supplier

Details of the desired migration path can be found in the table below. Whilst this is how we envisage the project working, we are open to suggestions where others exist that we have not considered.

classfinder Component	Current – React / Node.js / PHP	Desired – React / Node.js
Activity search front-end using the imin API	A React / Node.js activity search embedded in a PHP page	A standalone React / Node.js front-end
SEO pages	PHP pages provide lists of activities for the purposes of SEO	Universal React SEO pages based on results from the imin API or equivalent solution
Participant login	A participant login/signup and database in PHP	A participant login/signup and database integrated into React / Node.js. Administration page to download users. This could be via Auth0 or a bespoke login implementation.
Banner ad upload	PHP admin interface that allows for banner ads to be uploaded	Use Google Ad Manager
Blog	PHP interface allows blogs to be uploaded and edited	Use headless CMS such as Prismic.io
Mailing list	PHP admin interface allows sending of newsletters	Mailchimp or equivalent service, linked to existing civi CRM

Activity session upload	PHP admin interface	Decommissioned / Not migrated (to be provided by Bookwhen)
Cover management	PHP admin interface	Decommissioned / Not migrated (tbc – function likely to be provided by a partnership with Cover Ninja)
Home page link blocks	PHP admin lets you select links for use on the homepage	Use headless CMS such as Prismic.io

2. Single supplier for ongoing maintenance and improvements to classfinder

The selected supplier should offer bug fixes and minor interface changes on an ongoing basis, outside of larger follow-on project work.

3. Product and technical direction for classfinder

There is an expectation that occasional strategic product and technical advice will be provided by the selected supplier at no additional cost, to ensure that EMD UK are making the best decisions for its ongoing spend and technical evolution. We are interested in finding a partner who understands B2C product development and who can help guide the roadmap of the product. The ideal supplier will be trusted to provide such advice impartially.

4. UX guidance for our instructor user journey

The [instructor signup user journey](#) needs to be optimised to “Upsell” a booking system named Bookwhen, with which EMD have a special agreement.

The existing user journey is being migrated to another platform (Civi CRM), however we are interested in seeking expert advice on designing and optimising this user journey to ensure maximum number of conversions.

What do we want from you to assess suitability for this project?

An expression of interest which should include:

- Summarises key thoughts regarding how the migration can be achieved
- Presents case studies of previous relevant projects, including product advice and UX design
- Moving participant-login and SEO into “new classfinder” in Node.js
- Integration of Google Ad Manager & a headless CMS
- Turning off “old classfinder”
- A costed comparison of Auth0 vs. a bespoke login implementation for classfinder assuming 1,000 logins active logins each month
- Includes company credentials – how long you have been operating, financial turnover, location. Please also include short profiles of the staff who would be deployed on the project including qualifications and experience
- Budget breakdown, including the provision of clear on-going support costs for the project and what the support offer would look like in practice.

Mandatories

All EOIs should have our end goal at their heart and take into account the fact EMD UK are a not for profit body with a responsibility to spend funds to best effect.

Decision-makers

A panel including EMD UK and selected representatives.

Budget

To be discussed.

Deadline for Response

5pm, Wednesday 22nd January 2020 by email to shelley@emduk.org.