

# RFP Checklist

Specifications	Yes	No	Notes
<b>Planning</b>			

## Procurement considerations

### Consolidate and/or integrate tools

Vendor offers an all-in-one tool that covers all functions the agency wants to offer WIC participants	Y	N	
Vendor offers multiple applications and users can access them all through a single sign-on (SSO)	Y	N	

## Choosing a Product

## Tools that are user-friendly for participants

### Friendly and inviting to all users

Clear and simple design	Y	N	
Good visual cues	Y	N	
Strong graphics and inviting appearance	Y	N	
Text is welcoming and/or personalizes the process	Y	N	
Text is culturally sensitive and affirming of different identities	Y	N	
Text provides reassurances for participants and their families (such as immigrants)	Y	N	
Text addresses needs of different WIC participants	Y	N	

Specifications	Yes	No	Notes
Audio voice-overs to assist those with Limited English Proficiency (LEP) or who are visually impaired (if possible)	Y	N	
Closed captioning for videos to assist those with hearing challenges or those who are in a place where they cannot play audio	Y	N	
Text and functions comply with Americans with Disabilities Act (ADA) and Section 508 requirements	Y	N	

### Easy to use

Introductory text explaining purpose of tool	Y	N	
Video with instructions	Y	N	
Visual aids where appropriate	Y	N	
Clear directions	Y	N	
Navigation cues, user prompts, and/or progress bar	Y	N	
Help text, pop-up features, FAQs, definitions/glossary, and/or tool tips	Y	N	
Explanatory text to cue or guide user as to what is coming next and why	Y	N	
Hyperlinks to further information	Y	N	
6 <sup>th</sup> grade readability level	Y	N	
Few items or questions per page	Y	N	
Contact information to local WIC agency personnel for families with additional questions	Y	N	

Specifications	Yes	No	Notes
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### Flexible

Allows users to return to earlier screen without losing information they have entered	Y	N	
Allows users to save and complete tasks later	Y	N	
Allows users to print or save summaries of completed tasks for their own records	Y	N	
Allows users to receive automatic confirmation e-mail showing task was successfully completed	Y	N	
Allows users to set up online account (and preferably remain signed in when accessing it from trusted/secured device)	Y	N	
Allows users to submit updated information about themselves to their local WIC agency/clinic	Y	N	

### Accessible

Does not use large amount of mobile device data	Y	N	
Minimal storage space requirements	Y	N	
Can be accessed both online and via mobile app	Y	N	
Website displays well in mobile browser	Y	N	
Allows users to download content and complete tasks offline	Y	N	
Can be read easily on all types of devices	Y	N	
Provides users opt-in or opt-out text messaging services	Y	N	

Specifications	Yes	No	Notes
Clearly communicates privacy and security considerations reassuring users that personal information will be protected	Y	N	
<b>Tools that support staff and agency processes</b>			
Allows users to pull data from tool into easy-to-read and easy-to-share reports	Y	N	
Allows users to edit content easily	Y	N	
Allows users to seamlessly work across digital devices	Y	N	
Allows users to modify tool	Y	N	
<b>Tools that will be maintained and updated regularly</b>			
Initial costs include ongoing updates and maintenance (and if not, additional costs are specified)	Y	N	
Ongoing maintenance can be billed as monthly subscription	Y	N	
Clear schedule for providing frequency of updates and/or maintenance	Y	N	
Vendor open to changes in frequency of updates/maintenance to meet WIC agency needs	Y	N	
WIC agency can facilitate user testing of new updates	Y	N	
Vendor will solicit ideas for new functionality from WIC agency	Y	N	
Vendor will accept input from WIC agency to help inform updates and/or desired new functionality	Y	N	
Vendor can explain its approach to incorporating user experience into updates	Y	N	

### Additional questions and considerations

Vendor already offers digital tools for other WIC agencies	Y	N	
Tool is interoperable with agency's current MIS system	Y	N	
Tool is interoperable with SNAP and/or Medicaid system	Y	N	
Tool is customizable to meet WIC agency's needs	Y	N	
Vendor uses human-centered design	Y	N	
Vendor considers user experience in design decisions	Y	N	
Vendor has performed user testing with WIC participants/families	Y	N	
Vendor is willing to perform user testing	Y	N	
Vendor has safeguards in place to protect WIC participants' data	Y	N	
Tool clearly communicates users' privacy protections	Y	N	
Vendor has means to limit data access to role-based access	Y	N	
Vendor shared any experiences with security breaches	Y	N	
Vendor does not lobby state or federal officials on WIC issues	Y	N	
Vendor provided evaluation data about tool (the gold standard being independent evaluation or peer-reviewed studies)	Y	N	

## Assessing and Adjusting

### Setting a Baseline to Evaluate Data

Vendor tracks number of downloads for mobile app (if applicable)	Y	N	
Vendor tracks number of uninstalls for mobile app (if applicable)	Y	N	
Vendor tracks last activity performed before uninstalling (if applicable)	Y	N	
Vendor tracks number of distinct daily active users	Y	N	
Vendor tracks frequency of tool use	Y	N	
Vendor tracks length of user sessions	Y	N	
Vendor tracks number of times users log in	Y	N	
Vendor tracks length of time users have tool open	Y	N	
Vendor tracks features and functionalities that users visit most	Y	N	
Vendor tracks features and functionalities that users visit least	Y	N	
Vendor tracks frequency that users click on external resources or referral links	Y	N	
Vendor tracks messages users respond to most	Y	N	
Vendor tracks messages users respond to least	Y	N	

### Language Access

Tool is automatically available in English and Spanish	Y	N	
Tool is offered in other languages	Y	N	

Tool allows agency to translate content into other languages	Y	N	
Vendor plans to offer tool in additional languages	Y	N	