



Canadian Association of  
Professional Immigration Consultants

L'Association Canadienne des  
Conseillers Professionnels en Immigration

# Request for Proposal

## Website Redesign & Development

This RFP is for design and development services for a new website for CAPIC.

### Timeline

RFP Sent: June 20, 2024

Responses Due: July 10, 2024

Send proposal and any questions on the RFP to: Anna Loginova, Membership Services Manager,  
[anna.loginova@capic.ca](mailto:anna.loginova@capic.ca)

Finalist agencies Selected & Contacted: July 20, 2024

Chosen Agency Selected & Contacted: July 30, 2024

Project Kick-off: August 7, 2024

New Website Launch Target Date: January 30, 2025

### Company Overview

The Canadian Association of Professional Immigration Consultants (CAPIC) is the non-profit professional association for immigration and citizenship consultants (RCICs), dedicated to promoting their best interests. CAPIC is recognized as a key stakeholder in immigration issues and a national leader in professional development programs and is credited with promoting professionalism in the immigration consulting industry.

### New Website Objectives

- Modern, clean and visually appealing, fully responsive design following CAPIC's brand guidelines that meets required accessibility standards
- Have the current sites as subsites of one: [capic.ca](http://capic.ca); [myconsultant.ca](http://myconsultant.ca); [ncic-cnci.ca](http://ncic-cnci.ca)
- Well organized information and easy to follow visitors' journeys (membership, events, advocacy, education, resources, volunteers, members' list, etc.)
- Improved SEO
- Bilingual
- CAPIC team to be able to maintain and update after the initial set-up
- Seamless integration with existing CRM – CAPIC Connect 2.0 (volunteers' list, events, resources, members' list, staff members, organization chart, other) using available API
- The same as current level of security or higher
- Provide improved design templates for the CAPIC Connect member portal



Canadian Association of  
Professional Immigration Consultants

L'Association Canadienne des  
Conseillers Professionnels en Immigration

## Current Websites

[www.capic.ca](http://www.capic.ca)

Launch: July 2017

Platform: Dot Net & SQL Server

Integrations: None

Host: Microsoft Azure Cloud

Code repository: Microsoft DevOps

[www.myconsultant.ca](http://www.myconsultant.ca)

Launch: April 2018

Platform: Dot Net & SQL Server

Integrations: Integrated with CAPIC Connect because MC is running on isolated resources to keep it secure. The integration gets data from CAPIC Connect API.

Host: Microsoft Azure Cloud

Code repository: Microsoft DevOps

[www.ncic-cnici.ca](http://www.ncic-cnici.ca)

Launch: December 2021

Platform: Dot Net & SQL Server

Integrations: None

Host: Microsoft Azure Cloud

Code repository: Microsoft DevOps

## Current Pain Points

[www.capic.ca](http://www.capic.ca)

- Limited search capabilities
- Disorganized menu structure
- Buried information
- Content overload: dense information presentation; lack of visual hierarchy
- Upcoming events and training need to be more prominent
- Membership application requirements are too detailed. Not simple enough. More prominent membership categories information

[www.myconsultant.ca](http://www.myconsultant.ca)

- Challenging navigation due to overwhelming unorganized content, presented in a very dense format. Extensive and overlapping categories of posts
- Not enough visual aids
- Forum registration and participation is difficult and not straightforward
- Member directory is not prominent enough
- No dedicated area and format for sponsors info. Sponsors' information mixed with website content

[www.ncic-cnci.ca](http://www.ncic-cnci.ca)

- Navigation complexity
- Cluttered information presentation
- Inconsistent French version
- Registration process and details (installment plans for example) must be more prominent
- Not enough visual aids

## Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Scope of your work (research, design, development, post-launch errors correction etc.)
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- Any key differentiators about you?
- Pricing with optional elements line-itemed
- Long-term and short-term support options with pricing
- Terms & conditions

We look forward to your proposal!