

**Task Order**

**User Experience Research to Inform Allegheny County Department of Human Services Re-Branding**

**Project Description**

The Allegheny County Department of Human Services (DHS) is seeking a user research partner to observe and understand DHS for the purposes of more effectively reaching people. We want to do a better job of conveying what services DHS offers and how to access them.

**Background**

We are aware people struggle to navigate the complicated web of entries into our system of care. Through human-centered design (HCD) techniques like observing, interviewing, stakeholder mapping, personas, etc., we want to understand who our current and prospective clients are and how they view us.

Like with many companies and organizations, there is a natural tension between what people need and what we believe they should know. We’re seeking to eliminate the organizational obstacles and silos that have prohibited us from offering one cohesive identity to the public. Instead, we want to make it abundantly clear how to access services for whatever issue people are struggling to overcome.

**Expectations**

While we do have researchers on staff who work with clients for specific purposes and have insights from that, we expect the successful applicant to:

* Speak to internal stakeholders (DHS staff and contracted providers) to understand their experiences with DHS
* Work with our internal team to identify a good cross section of current clients to speak to and gather information from them to understand their experiences with DHS services
* Develop ways to survey Allegheny County residents who may never have accessed DHS services

**Award Details**

Based on what you know about this project and DHS, please propose an approach and estimated budget.

All parties who contract with Allegheny County must comply with our standard terms and conditions, available for review on our Solicitations webpage: <http://www.alleghenycounty.us/Human-Services/Resources/Doing-Business/Solicitations-(RFP/RFQ/RFI).aspx>. For more information, please section 7 in the Request for Qualifications (RFQ) under which you were qualified.

**How To Submit a Response**

Respondents to this task order must be pre-qualified under the [RFQ for Design, Content and Digital Strategy](https://www.alleghenycounty.us/WorkArea/linkit.aspx?LinkIdentifier=id&ItemID=6442474299).

Please respond to this Task Order by typing your responses to each requested item directly into this Word document. All inquires and questions should be submitted via email to [DHSProposals@alleghenycounty.us](mailto:DHSProposals@alleghenycounty.us). Your written Response should not exceed three pages.

Note that we will review the Application that you submitted to become qualified under the RFQ in conjunction with your response to this Task Order. Therefore, there is no need to duplicate information that you provided in that Application. Your Response to this Task Order should be specifically tailored to this project.

Submit your completed Response electronically to [DHSProposals@alleghenycounty.us](mailto:DHSProposals@alleghenycounty.us) no later than 3:00 p.m. Eastern Time on Friday, September 3, 2021. You will receive an email when your Response is received. If you do not receive this notification with 48 hours of submitting your Response, please contact [DHSProposals@alleghenycounty.us](mailto:DHSProposals@alleghenycounty.us). If additional information is required after receipt of your Response, you will be contacted.

**Timeline**

Task Order Issued: Thursday, August 19, 2021

Response Deadline: 3 p.m. Eastern Time on Friday, September 3, 2021

Estimated Award Decision: Friday, September 17, 2021

Estimated Start Date: Monday, September 27, 2021

**How We Will Evaluate Your Response**

DHS will convene an Evaluation Committee to evaluate the Responses using the process described in the section 5 of the RFQ. The maximum score that a Response can receive is 50 points. The Evaluation Committee will assign scores to each Response by awarding points based on the following evaluation criteria:

* Relevant Experience (25 points possible)
  + Successful track record with similar projects
  + Adept at using HCD methodologies and techniques both in-person and virtually
  + Experience observing, interviewing and interacting with people of all backgrounds, abilities and ethnicities
  + Demonstrated ability to provide content that supports organizational values, such as antiracism, inclusion and diversity
  + Experience collaborating and responding quickly to a variety of stakeholders
* Task Order Approach (25 points possible)
  + Proposed HCD methodologies and techniques for the Task Order
  + Plan to adhere to and support [DHS values](https://www.alleghenycounty.us/Human-Services/About/Vision-and-Guiding-Principles.aspx), including antiracism, inclusion and diversity
  + Plan to collaborate with and respond quickly to a variety of stakeholders within DHS
  + Achievable timeline for completion
  + Estimated budget

**Response**

Respondent’s Name: Click or tap here to enter text.

1. Provide example(s) of similar project(s), including the approach, implementation, challenges encountered, insights and actions taken because of those insights. Include as many examples as you feel appropriate to sufficiently describe your experience: 1) using HCD methodologies and techniques both in-person and virtually, 2) observing, interviewing and interacting with people of all backgrounds, abilities and ethnicities, 3) providing content that supports organizational values and 4) collaborating and responding quickly to a variety of stakeholders. Feel free to include links or attachments.

Click or tap here to enter text.

2. Briefly describe the approach and methodologies you propose for the project described in the task order. Please include: 1) your proposed HCD methodologies and techniques, 2) how you will adhere to and support DHS values, 3) how you will collaborate with a variety of DHS stakeholders, 4) your proposed timeline and 5) your budget.

Click or tap here to enter text.