



Alaska Seafood Marketing Institute
311 N. Franklin St., Suite 200
Juneau, Alaska 99801

RFP 2021-0824
Alaska Seafood Marketing Institute (ASMI) Website Design & Management

Amendment #2

Amendment Issue Date: October 14, 2020

IMPORTANT NOTE TO OFFERORS: Only the following items referenced in this amendment are to be changed. All other sections of the RFP remain the same. A copy of the amendment is available at: alaskaseafood.org

The following questions have been asked and answered:

Question #1: Under Design & Process Requirements, a bullet is included that states: "Audit User Experience through industry best practices including, but not limited to, persona research, surveys, focus group, analytics and data analysis."

- a. Has ASMI had any previous persona development done?
- b. Is there a separate budget for your requested comprehensive user experience research?

Answer #1:

- a. Not in relation to the domestic websites.
- b. No.

Question #2: The RFP indicates that ASMI will provide all video and image assets. Have any of them been produced within the last year?

Answer #2: Yes.

Question #3: We understand that this RFP scope is for domestic websites only. For the re-vamped recipe database, will it be English-only or need multi-language support?

Answer #3: Multi-language support is not a requirement.