



Request for proposal: Microsite – Mental health treatment decision aid

PROPOSAL DUE: Monday, February 3, 2025, 5 p.m., Eastern time

[The Atlas Institute for Veterans and Families](#) works with Veterans, Families, service providers and researchers to bridge the divide between research and practice so Veterans and their Families can get the best possible mental health care and supports.

Project overview

The Atlas Institute for Veterans and Families has an agreement with the National Center for PTSD to adapt their web-based [PTSD treatment decision aid](#).

The Atlas Institute is currently working with subject matter experts to adapt the content in the tool to the Canadian context. We are seeking a Canadian-based vendor to work collaboratively with us to build the web-based tool, hosted on a microsite, with the adapted content. Content (web copy, PDFs, videos, etc.) will be developed by the Atlas Institute and provided to the vendor for upload. The vendor will develop a microsite that will follow a parallel architecture and logic to the National Center for PTSD's treatment decision aid, with updated design and adapted content.

The successful contractor will be responsible for:

- Developing design for the microsite, in accordance with the Atlas Institute's branding guidelines
- Developing wireframes for the microsite, using the existing [PTSD treatment decision aid](#) as a prototype
- Adapting the back-end logic model for the [treatment decision tree](#) and other interactive components
- Building a microsite in both English and French, include a language toggle – all content will be provided to the vendor for upload in both English and French
- Uploading content provided by the Atlas Institute
- Providing project management expertise and leadership for design, build, review and user testing plan
- Ensuring the website meets [Accessibility for Ontarians with Disabilities Act \(AODA\) standards](#) and [Web Content Accessibility Guidelines \(WCAG\) 2.1 Level AA](#), is mobile-first, desktop-friendly with print-friendly elements
- Providing a guide to Atlas Institute staff for the ongoing maintenance and updates of the microsite

Key considerations

- The web domain and hosting service (*LAMP stack architecture*) will be provided by the Atlas Institute.
- The Atlas Institute works in a collaborative culture, working closely with key stakeholders and subject matter experts. This will require additional review phases and a careful eye to integrating feedback.

Deliverable 1: Project plan for deliverables 2-4, due by March 11, 2025

The contractor will develop, in collaboration with the Atlas Institute team, a detailed project plan outlining key phases of web and design development, review and testing. This should include key accountabilities and processes, including consideration of review and inputs from people with lived experience and subject matter experts, as well as user testing and related updates. Each deliverable should include one round of review and revision.

Deliverable 2: Wireframes and visual sitemap, due by March 28, 2025

The contractor will develop draft wireframes for an adapted microsite. The wireframes should propose updated UX best practices and follow AODA standards and be mobile-first and desktop-friendly, easy to maintain, AODA compliant viewable on desktop and mobile devices. Additionally, the contractor will provide a visual sitemap outlining the microsite's structure and navigation hierarchy to ensure logical organization and seamless user experience.

Deliverable 3: Draft design mockups, due by March 28, 2025

The contractor will provide an updated design and branding for the Atlas Institute treatment decision aid in accordance with the Atlas Institute's branding guidelines. This may include a process of providing visual treatments, mood boards or other phases of work involved in the design process – TBD. Design will need to compliment the core Atlas Institute brand and be AODA-compliant.

Mockups required for:

- Homepage ([example](#))
- Inside page ([example](#))
- Elements

Deliverable 4: Decision-tree logic, due March 28, 2025

The contractor will use reverse-engineering to develop an adapted logic model for the Atlas Institute treatment decision aid “decision tree,” using the [National Center for PTSD's treatment decision aid](#) as a prototype. Please note the Atlas Institute has a written agreement to adapt.

Deliverable 5: Project plan for deliverables 6-8, due by April 11, 2025

The contractor will develop, in collaboration with the Atlas Institute team, a detailed project plan outlining key phases of web and design development, review and testing. This should include key accountabilities and processes, including consideration of review and inputs from people with lived experience and subject matter experts, as well as user testing and related updates. Each phase should include 3 rounds of review and revisions, including a quality assurance review round to ensure requested changes have been implemented.



Deliverable 6: Design finalized, timeline TBD

The contractor will provide final microsite design and branding assets which will be integrated into the development phase. Design assets should be provided as source files. Final designs must integrate feedback from people with lived experience and subject matter experts, as well as Atlas Institute staff.

Deliverable 7: Final microsite, due March 31, 2026

The successful candidate will develop the microsite in the fiscal year 2025-26. The vendor will be expected to have regular project status meetings with Atlas Institute staff.

To be effective, the website must be:

- Fully functional
- Available in both English and French
- Follow UX best practices — visually pleasing, easy and intuitive to navigate while maintaining a relationship to the Atlas Institute’s brand guidelines
- Safe and secure, ensuring privacy of users, quick to load and operate
- Compatible with all popular browsers
- Compatible with mobile devices
- Accessible and all web content (detailed in this RFP) must comply with [AODA standards](#). The website and all web digital assets (PDFs, graphics, video, audio, etc.), must conform to [WCAG 2.1](#) at level AA except where this is impractical.

Project schedule

The deadline for the completion of Deliverables 1-4 is **March 28, 2025, 5:00pm EST**. All other deliverables must be completed by **March 30, 2026, 5 p.m., Eastern time**.

Please note that user testing and launch of the website will carry forward to fall of 2026 — timelines TBD. Contract with the successful candidate may be extended to conduct user testing prior to launch.

Proposal guidelines and requirements

The submission must include the following elements. Excluding attachments and portfolio, the proposal should not exceed 5 pages.

- A general overview of the company
- The names, credentials and roles of all project team members, including subcontractors, with resumé’s attached.



- A one-page narrative outlining the applicant’s strengths and distinguishing skills or capabilities as they might relate to this RFP
- An outline of methodologies relating to:
 - Creative and technical development
 - Project management
 - Feedback from the Atlas Institute team and advisors built into the timelines/proposed schedule
 - Client interaction and communications
- A representative portfolio of past projects
- A high-level schedule and work plan outlining the stages for deliverable, identifying available team capacity, project team meetings with the Atlas Institute, key milestones, review phases, approvals and invoicing. The Atlas Institute must sign off on the completion of each project milestones throughout the process before the next phase can begin.
- A detailed and itemized budget
- Three references for related projects

The price quoted should be inclusive of all relevant fees, charges and taxes.

Submission of proposals

Responses to the RFP should be clearly marked “Microsite – Mental health treatment decision aid” in the email subject line and emailed to kmb-atlas@theroyal.ca by 5 p.m., Eastern time on **Monday, February 3, 2025**.

Anticipated selection schedule

Request for RFP issued: Monday January 20, 2025

Deadline for applicant questions: Thursday January 30, 2025, 5 p.m., Eastern time

Deadline for receipt of proposals: Monday, February 3, 2025, 5 p.m., Eastern time

Proposal review period: Tuesday, February 4 – Friday, February 14, 2025

Contract award: Tuesday, February 18, 2025

Work begins: Monday, February 24, 2025

Deliverables 1-4 and invoice received: By Friday, March 28, 2025

Final deliverables and invoice received: By Tuesday, March 31, 2026



Selection criteria

The successful candidate will:

- Have direct experience in design and developing bilingual websites that include multimedia and interactive components.

Bonus points will be given to bidders who have direct experience working with or have a demonstrable understanding of the Canadian Armed Forces (CAF), Royal Canadian Mounted Police (RCMP), Canadian Veterans and/or the Canadian mental health sector.

Evaluation criteria	Score (out of 100)
Technical experience and creativity Experience with website development and design. Past projects exhibit creativity, interactivity, innovation and a high level of quality.	25
Qualifications and experience Company/team expertise and credentials, experience working with non-profits or other similar organizations, experience with/developing websites, experience/understanding of co-creation with lived expertise.	25
Project work plan and schedule Proposed plan and schedule are detailed and aligned with schedule requirements, project management capacity and tools are articulated, key accessibility criteria are incorporated, review, feedback and approvals are built into timelines.	25
Budget Project costs are articulated by item, explained, and reasonable.	20
BONUS Experience with CAF and/or RCMP Veteran and Veteran Family and/or Canadian mental health sectors	5

*Note: The selection committee may request an interview with selected bidders. Reference checks may be made before offering a contract. The Atlas Institute may choose not to accept any consultant from those submitting and is not bound to select the lowest bidder. All work products, assets and research developed for this project will remain the sole intellectual property of the Atlas Institute

Contract amount

Total: Not to exceed \$100K

Contact details

Questions on this RFP can be emailed to kmb-atlas@theroyal.ca Please include the project name, "Microsite – Mental health treatment decision aid" in the subject line.

