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National Geospatial-Intelligence Agency (NGA)



Statement of Work (SOW)

for

Web User Experience Design (WUED)

for

Xperience (X) Directorate

19 November 2015

## 1.0 Introduction

The National Geospatial-Intelligence Agency (NGA) has a mission requirement for Web User Experience Design services. These efforts will support NGA's Web Presence as part of the Xperience (X) Directorate's mission to fundamentally change the user's experience and connect customers to GEOINT content and online capabilities in a dynamic and easy-to-use online environment. NGA requires support to update and improve its web presence and, by extension, improve customers' ability to find and use NGA's products and services.

In order for NGA to be relevant in the future, the processes whereby NGA geospatial intelligence products and information are disseminated must change substantially to take full advantage of improvements in web and electronic publishing technology. The expertise will assist the X Directorate in meeting a broad spectrum of requirements for providing Web User Experience Design services to a wide customer base.

## 2.0 Scope

NGA requires Web User Experience Design expertise to provide the front end web development and fielding of enterprise web elements including web design, web applications, web services, design standards and governance, design integration, and user experience testing and evaluation for NGA's activities associated with online/On-Demand GEOINT Access and NGA's Web Presence for the National System for Geospatial-Intelligence (NSG) spanning TS/SCI, Secret, SBU, and WWW networks.

## 3.0 Requirements

This Statement of Work covers the requirements for Web User Experience Design, Web User Experience Research and Evaluation, Web Content Management, and Program Integration for NGA's X Directorate.

### 3.1 Web User Experience Design

The Contractor shall:

- Execute the full spectrum of enterprise web design and design activities including acceptance of design requirements, initial design discussions, concept development, information architecture, wire framing, prototyping, and final design. (CDRL 005)
- Design and develop high-fidelity graphic mock-ups, user models, and user interfaces for new and existing products and features. (CDRL 002)
- Conduct customer engagement sessions to understand, validate and accept design requirements.
- Create wireframes for initial web interface layouts and navigation. (CDRL 003)

- Create and implement Cascading Style Sheets, HTML markup language, and other markup language as needed to support design implementation. (CDRL 004)
- Configure and implement JavaScript and other browser-based technologies, such as AJAX, JQuery, and Bootstrap. (CDRL 006)
- Develop the design rationale and explain visual choices to cross-functional teams; express concepts verbally and visually. (CDRL 001)

### **3.2 Web User Experience Research and Evaluation**

The Contractor shall:

- Assist in developing the strategy, organizational model and concept for operations for conducting enterprise User Experience (UX) at NGA. (CDRL 010)
- Conduct Heuristic Evaluations and Usability Testing for NGA's web enterprise to enable the build out of respective web designs to make the user's experience and processes predictable and available to NGA customers. (CDRL 011)
- Design User-entered test plans across the design cycle from concept phase to post-release evaluations. (CDRL 0007)
- Conduct usability tests to assess user characteristics, requirements, needs, goals, and opportunities, and make recommendations to improve design and functionality. (CDRL 008)
- Communicate research findings via written reports and oral presentations. (CDRL 012)
- Develop and deliver UX educational and informational briefs. (CDRL 009)

### **3.3 Web Content Management**

The Contractor shall:

- Assist in the development of a process for managing web content utilizing Microsoft SharePoint 2013 (and subsequent versions) to support NGA's web enterprise across all domains. (CDRL 014)
- Develop and manage web site content management capabilities.
- Implement and maintain SharePoint farm architectures.
- Create and maintain site collection, web applications, and corresponding components, libraries, and web pages. (CDRL 013)

- Analyze and mitigate proposed capabilities and features that are in conflict or duplicative of each other.
- Develop and deliver UX educational and informational briefs.

### **3.4 Program Integration**

The Contractor shall:

- Develop and manage transition of Globe management capabilities from Release function to Operations and Sustainment function. (CDRL 015)
- Research, develop and coordinate a Globe Ten Year Plan to include technology projections, software innovations, Director of National Intelligence and Intelligence Community policy, and NGA Strategy and Vision. (CDRL 016)
- Create and maintain site Discrepancy Reports and Enhancements, and corresponding components, libraries, and web parts. (CDRL 017)
- Research and develop recommendations for Globe transition to IC ITE by studying requirements analysis and information needs. (CDRL 018)
- Propose recommendations to the government Globe capability product owners for how to properly sequence artifacts for each release and update the Globe Release Workflow as needed. (CDRL 019)
- Design and develop process workflows, white papers, diagrams, charts, and briefings. (CDRL 020)

### **3.5 Program Management**

- The Project Management (PM) team shall provide a single Program Management Plan to include personnel names and positions of the entire WUED Program inclusive of all functional areas. The PM team shall monitor and assess the work activities and notify the Government of any duplication of efforts with other NGA/NSG activities ensuring affordability, efficiency, and effectiveness. (CDRL 021)
- The PM team shall host and support formal and informal reviews and meetings as directed by the CO, COR, and WUED Program Manager to include periodic WUED Program reviews, executive sessions and weekly progress reviews at designated Government facilities. The program reviews shall report progress, status, issues, and findings of work performed, and /or special related topics. The PM team shall propose agenda topics for the Government's approval. The PM team shall submit proposed agendas to the Government five workdays before executive sessions and progress reviews, and 30 days before program reviews. The PM team shall prepare

and submit meeting minutes for review and approval not more than ten days following the reviews. (CDRL 022)

- The PM team shall provide a delivery schedule for the Cost Reports (Cost Expenditure Report) [CER] and (Contract Funds Status Report) [CFSR] for the WUED contract which is consistent with all corporate accounting and fiscal calendars. Monthly status reports shall be submitted to the CO on the frequency specified in Section 4 (Deliverables). The Contractor shall maintain a cost control and reporting system providing the Government visibility in identifying planned, budgeted, actual hours, and cost for Labor and Travel. (CDRL 023)

**3.6 Labor/Skill Mix:** The Contractor shall supply these WUED services with a labor mix as shown in Table 1.

**Table 1- Labor Mix**

<b>FTEs</b>	<b>Level</b>	<b>Labor Category</b>
2	Senior-Level	Web User Experience Designer
1	Mid-Level	Web User Experience Designer
3	Senior-Level	User Experience Researcher
2	Senior-Level	SharePoint Specialist
1	Mid-Level	Program Integrator
2	Junior-Level	Program Integrator
<b>Surge FTEs</b>	<b>Level</b>	<b>Labor Category</b>
1	Senior-Level	Web User Experience Designer
1	Mid-Level	Web User Experience Designer
1	Senior-Level	User Experience Researcher
1	Mid-Level	User Experience Researcher
2	Mid-Level	Program Integrator

#### 4.0 Deliverables

The format of the deliverables, as identified in Table 2, is Contractor defined but is subject to Government approval. Delivered documents are subject to Government approval. Disapproved documents must be modified and resubmitted for approval. Format will be compatible with Microsoft Suite (MS) Office environment. Deliveries will be made to the Contracting Officer Representative (COR) and/or alternate COR. All deliverables produced by the Contractor personnel during the performance of this SOW will become Government property in accordance with DFARS 252.227-7020 Rights in Special Works.

**Table 2 – Contract Data Requirements List (CDRL)**

CDRL	Title	Frequency	Requirement
	<b>Visual Design:</b>		
CDRL 001	Visual Designs for User Interfaces that promote ease of use	As required	3.1
CDRL 002	Information architectures and navigation schemas	As required	3.1
CDRL 003	Wireframes and Prototypes	As required	3.1
CDRL 004	Cascading Style Sheets, Hypertext Markup Language and other Markup Languages	As required	3.1
CDRL 005	Prototypes for Proof of Concept and Initial Design	As required	3.1
CDRL 006	Templates, Master Styles, Site Column Designs and other features necessitated by Content Management	As required	3.1
	<b>Enterprise User Experience:</b>		
CDRL 007	User-Entered test plans across the design cycle from concept phase to post-release evaluations	As required	3.2
CDRL 008	UX usability assessments with written report of findings and recommendations to improve design and functionality	As required	3.2
CDRL 009	UX educational and informational briefs, written reports, and oral presentations	As required	3.2
CDRL 010	Enterprise-level standardized web UX models and methodologies	As required	3.2

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CDRL 011	Enterprise-level standardized web UX usability and testing guides	As required	3.2
CDRL 012	Enterprise-level usability guidelines and tools	As required	3.2
	Content Management System Definition:		
CDRL 013	Efficient and logical databases for clients	As required	3.3
CDRL 014	Project Work Plans, revised as necessary, to meet changing needs and requirements	As required	3.3
	Program Integration:		
CDRL 015	Globe management capabilities from Release information to Operations and Sustainment	As required	3.4
CDRL 016	Research, develop and coordinate Globe Ten Year Plan to include technology projections	Initial Draft at Proposal Delivery; Final Due 30 calendar days after government review' Revisions as required	3.4
CDRL 017	Discrepancy Reports and Enhancements for components, libraries and web parts	As required	3.4
CDRL 018	Research and recommend Globe transition to IC ITE by requirements analysis	As required	3.4
CDRL 019	Properly sequence artifacts for each release and update Globe Release Workflow as needed	As required	3.4
CDRL 020	Design and develop process workflows, white papers, diagrams, charts, and briefings	As required	3.4
	Program Management:		

CDRL 021	Program Management Plan (PMP)	Initial Draft at Proposal Delivery; Final Due 30 calendar days after government review' Revisions as required	3.5
CDRL 022	Program Management Reviews (PMRs)	Quarterly	3.5
CDRL 023	Cost Expenditure Report and Contract Funds Status Report	Monthly	3.5

## 5.0 Primary Place of Performance

5.1 The place of performance for this SOW is Government and Contractor facilities in the Washington, D.C. and/or St. Louis MO metropolitan areas, and at various Contractor remote locations within the United States.

5.2 The Government will provide work area, computers, associated software, and other routine office equipment and supplies at government facilities. The contractor shall provide work area, computers, and associated software at contractor facilities.

## 6.0 Security

The Contractor associated with this effort will require all personnel to hold a Top Secret/SCI clearance based on a current Single Scope Background Investigation and the contractor must have a facility held at the Top Secret clearance level. Eligibility requirements will be assessed at time of Security volume submission and shall provide sufficient information to conduct an evaluation. Access will be provided to all NGA networks both classified and Sensitive but Unclassified/ For Official Use Only. Contractors will be required to abide by all NGA security and facility rules and regulations. NGA will sponsor security clearances, NGA Badge and Common Access Cards (CAC) for required program personnel. Contractors must abide by the DD Form 254, Contract Security Classification Specification, and applicable security policies and regulations.

## 7.0 Travel

The Contractor shall travel as necessary to accomplish the tasks described above.

- Local Area Travel Requirements: Local travel is required.
- TDY Travel Requirements:
  - Base Year: A maximum of three (3) Travelers for one (1) round-trip from NCE Springfield, VA to NCW St. Louis and/or Arnold, MO or from NCW St. Louis and/or Arnold, MO to NCE Springfield, VA.



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- Option Year One: A maximum of three (3) Travelers for one (1) round-trip from NCE Springfield, VA to NCW St. Louise and/or Arnold, MO or from NCW St. Louise and/or Arnold, MO to NCE Springfield, VA.
- Option Year Two: A maximum of three (3) Travelers for one (1) round-trip from NCE Springfield, VA to NCW St. Louise and/or Arnold, MO or from NCW St. Louise and/or Arnold, MO to NCE Springfield, VA.
- Option Year Three: A maximum of three (3) Travelers for one (1) round-trip from NCE Springfield, VA to NCW St. Louise and/or Arnold, MO or from NCW St. Louise and/or Arnold, MO to NCE Springfield, VA.
- Option Year Four: A maximum of three (3) Travelers for one (1) round-trip from NCE Springfield, VA to NCW St. Louise and/or Arnold, MO or from NCW St. Louise and/or Arnold, MO to NCE Springfield, VA.

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