Frequently Asked Questions about the ED.gov Redesign Challenge

1. What is your definition of a prototype?

A clickable mockup created in Adobe XD would be sufficient. Submissions should be interactive, high-fidelity prototypes that clearly demonstrate the types of functional features being presented.

2. Do the mock-ups need to be coded?

No, mockups do not need to be coded.

3. Are you expecting participants to provide you full CMS solution?

You may submit designs in Wordpress, Drupal, or design applications, such as Adobe XD.

4. Will a new technical approach have any impact on your evaluation criteria?

The design prototypes received will be used to inform the development of requirements for a future acquisition for the rebuild of ED.gov. Platforms outside of Wordpress and Drupal may not produce a solution ED could technically implement in the future, so we're asking designers to stick to Wordpress and Drupal.

5. Will the content be evaluated in addition to the page design?

ED will be evaluating the design based on the judging criteria listed on the Challenge. Prototypes may incorporate text and content already available on the website, or dummy text. This content will not impact judging.

6. Should submissions include representations of the mobile experience for each of the six pages?

It is not a requirement to include representations of the mobile experience for each of the six pages. However, as required in the solicitation, submissions must be interactive, redesigns must be usable on common mobile devices, and participants should provide back-up documentation for the prototype to support mobile compatibility.

7. Will ED provide space on its platform to host mockups? Can we create something like www.organization-name.com/Ed-Challenge/ to share with you?

The Department will not provide space to host submissions. We will accept the six mockups in the form of links to personal and business domains.

Please use the Submission Form available on the challenge posting and insert links to any large files.

8. How should submissions be made? What about large attachments?

To submit, please send the Submission Form, available on Challenge.gov, along with wireframes, mock-ups, and design details and parameters to Challenge@ed.gov. Links to design prototypes should be provided where indicated on the Submission Form. Submission emails, including attachments, cannot exceed 25MB.

The Department will not grant an entrant an extension if the entrant fails to submit an entry by the submission deadline date and time.

9. Would ED consider solutions developed on enterprise/COTS platforms as well?

At this time, we're asking participants to submit designs using Wordpress or Drupal. You may also submit prototypes created in design applications, such as Adobe XD.

10. The Challenge mentions that designs are to align with current ED.gov branding. What are the current brand standards?

The only design elements we'd like Challenge participants to keep consistent are the ED colors, blue and green. At the same time, there's flexibility to introduce other colors and shading as part of the creative process. For reference, these colors are HEX #215A95 and #CDD0C.
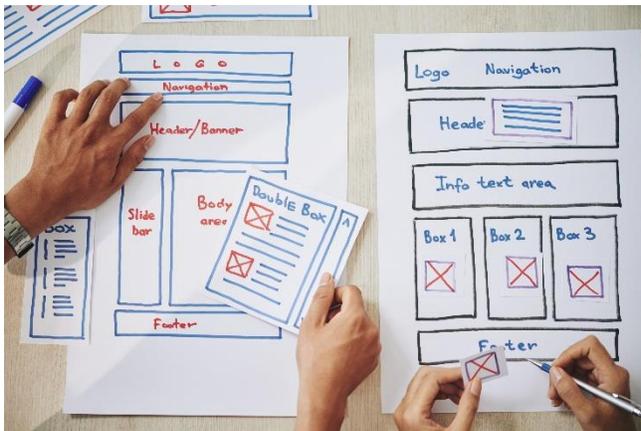
11. Under the Timeline and Notification section it states, "All are invited to compete for the implementation contract expected to request proposals by August 28, 2020." At that time, will vendors competing be able to propose a CMS of their choice and recommendation?

To meet the needs of this Challenge, we're asking participants to submit designs using Wordpress or Drupal. You may also submit prototypes created in design applications, such as Adobe XD. Details about the implementation contract will be released at a later date.

12. Are there any restrictions on team size, composition and their location?

There are no restrictions on who may respond to the Challenge. Prospective international participants are directed to Federal Acquisition Regulation (FAR) Part 25 for rules on acquisition from foreign sources.

13. Are there site analytics available for ed.gov?

Publicly-available site analytics are available here.

14. Who are the audiences ED.gov serves, and what is the breakdown of the site's total users across these audiences?

The website serves students and parents; press; educators and administrators; state and local officials; non-profit stakeholders; representatives from community organizations; and advocates, among others. For more details on the most visited pages and most downloaded content, please visit the site analytics page.

15. Do we need to register in order to take part in the Challenge?

Registration is not required. If you would like to participate, simply provide submission by the given deadline (June 15).

16. Are there any special credits for businesses with designations such as minority or women-owned or 8(a) small business taking part?

There are no set-asides or other preferences for businesses with special designations that take part in this Challenge.

17. Is the Department working with any third party to develop and market this Challenge?

No, there is no other entity working on behalf of the Department on the Challenge. All information needed to submit a response is included on the Challenge.gov site. Participants need not use any third party as intermediary.

18. What social media accounts does the Department run? What about newsletters?

You can find our primary social accounts here, as well as a list of ED's most popular newsletters. The Department distributes almost 500 different email lists in total.

19. Can our agency submit more than one design to be independently judged?

Agencies are permitted to submit more than one design to be independently judged, provided that the submissions sufficiently differ from one another.