

Q&A

1. Are there any formulated problems with the current website, or any surveys that show that these objectives are not currently being met or not being met adequately? How will you make sure that they are being adequately met for the new website?

- Meetings have been held with each service of the French Institute during which the requests and the different problems were discussed and listed. These are qualitative surveys detailing the objectives of the future website as well. The document will be published soon.
- Besides that, it is asked to the contractor to hold workshops during the conceptional and development phase, where each service will have the opportunity to explain more in details the problems they are presently facing with the current website.
- On the other hand, during the test phase, eventual errors can be corrected in order to verify that the objectives are being met.

2. A website redesign alone will not necessarily increase the number of visitors and event visitors, is it possible to know what else will help and support this (e.g. new content, new marketing activity, etc.)?

- The content is always a variable content so it is more interesting than a static one.
- The point is to make the website more user-friendly, so that the website is easier to use for each category of audience, thus more ergonomic, it will make users come back more frequently and spot other events organized by the French Institute.
- The language school which is bringing most of the audience at the French Institute will be more valued on the new website, but also the cinema.
- Another goal is to highlight other activities of the French Institute that are currently hidden.

3. What will be the working language used in the meetings mentioned in section 2 / 2 and throughout the project?

- If the team of the contractor does not speak French, it will be English.

4. In relation to section 2 / 3, will it be possible to agree in the meetings referred to above on each of the functions to be tested as a separate, stand-alone unit? Is there a specific requirement as to what exactly the test coverage should cover? What should be tested, has this been defined?

- Each function can of course be tested separately. The contractor will be free to organise the tests as he wants (what should be tested and when), we just want to avoid many feedback.

5. In the Centre de Langue mentioned in section 4 / 1, the document mentions in a line the possibility of online payment. What exactly does this relate to, what does it cover?

- Up until today, the only possible ways to pay for a course are either through bank transfer or to come to the Institute in person to finalise the payment. An online payment with card data is the one which is the desired form of payment.

6. What exactly do you mean, how precise and detailed are the timetables and implementation stages requested for the application? After all, the content of the project is only roughly known at this stage (as far as the current website allows).

- We expect the contractor to give us their rhythm of work including their timetable.

7. The Excel spreadsheet to be submitted contains two tables. These are the DPGF and BPU sheets respectively.

On the DPGF sheet, the unit of work appears in the quantity column and the unit price column, excluding tax. The d/h is not clearly understood.

If it's a daily/hourly price, is it an hourly rate for the whole project, e.g. Data management 100 hours (quantity) x hourly rate (unit price excluding tax)?

However, on the BPU page, the quantity column is no longer included, so please help me to interpret the price list displayed in which currency (HUF, €) and unit should be included in the spreadsheet to be submitted on the DPGF and BPU pages.

- In the DPGF, the d/h refers to day/human or person, so it means the work provided by one person in one day. This is to that file that the French Institute will refer to evaluate the cost of the project.
- In the BPU, the quantity column is no longer included as the price should be indicated without quantity in order to give an indication of the prices applied generally in the case if the French Institute wish to order new tools once the project is finished. It is like a price reference table.
- The price is calculated in HUF.

8. Is Drupal or WP your preferred platform for this site? Or are you open for other suggestions as well?

- The French Institute is open to other platforms as long as it remains affordable.

26/10/2023

9. In part 10 (security) of those specifications, the following points are the responsibility of the website hosting provider and not of the service provider in charge of the website:

- Regular update of the server (OS and software), in its latest stable version, applying all security patches within reasonable time limits
- Firewall and its management
- Alerting monitoring system:
 - o Hardware problems
 - o Software problems
 - o Network problems
- An automatic backup with the possibility of data recovery on D-1-->D-10 from the server
- Ideally, "high availability" with redundancy and failover.

Apart from the specifications in point 7 - hosting, indicates that the company “MOON42 RDI Informatikai Szolgáltató Kft.” is responsible for this hosting. If this remains current, these points are therefore their responsibility and not the new website development contractor.

- We are open to change the hosting provider of the website if it is more efficient and more convenient.

10. Apart from the rythm of work (timeline proposal), what else do you expect to see in the methodological brief?

- We would like the team to present themselves in a way that who is going to be charge of what during the different phases.
- Provide references, in particular in the cultural field.
- Present the organisation’s working methods and their approach to the work.

Important note:

- We have added in the DPGF sheet line 18 (Site operation and corrective maintenance) Fixed price **/month**.

30/10/2023

11. What is the ideal/expected deadline of the project in 2024?

- June 2024

12. BPU Sheet / Tasks of evolutive maintenance. Can you give some examples or references of each task to be estimated? Alternatively, we can submit our official rate card or make assumptions on scope and complexity.

- We are expecting that the agency provides this information.

13. Events/Programs - Can we handle these contents with similar functionality? Does the ticket sale provider remain jegy.hu?

- Yes, it will definitely remain jegy.hu.

14. Please, confirm that Library: <https://mediatar.bibenligne.fr/> and Students: Campus France: <https://www.campusfrance.org/fr/espaces/hongrie-budapest> is out of the project's scope. We assume to provide only information pages to these services.

- On the large scale, these 2 pages which also belong to the French Institute are not going to be part of the project. As you state it, the focus is on their visibility on our site.

15. Is there any specific need for courses/exam sections? Search, filter of the courses, online pre-qualification tests and results, suggested courses, application, user registration, payment, profile, different process for target groups (individuals vs. corporate)

1. Slideshow on cover page with Language School announcement + highlighting of Language School news

2. main sections + sub-sections (see current site)

COURSES

EXAMS

3. Course filtering linked to our HANAF course management platform according to

- course sessions
- course types
- audience
- levels

Example 1:



Example 2:



4. integration of an online test (currently google form) with the possibility of activating the orientation test according to the enrolment periods + link with the HANAF course management platform in order to keep the test results

5. integration of online payment in conjunction with HANAF

6. Integration of the HANAF enrolment form

Examples:

a. <https://institutfrancais.ru/fr/preinscription-aux-cours/>

b. <https://www.institutfrancais.at/fr/kurse/1740/hanaf>

c. <https://institutfrancais.dk/fr/courses/take-the-test>

16. Does the existing Google Survey test remain in use on the new website?


- Yes.

17. Regarding bank card payment, which payment gateway do you prefer? CIB, OTP Simple, BigFish, Barion or other?


- It is to be discussed with the Secretariat.

Example:

Fizetési Mód Választás

FIZETÉS BANKKÁRTYÁVAL 

Bankkártyás fizetési esetén rendelésedet legkésőbb a fizetés napját követő munkanapon feldolgozzuk és ez a fizetési mód számodra költségmentes.

GOOGLE PAY 

KÖZVETLEN BANKI ÁTUTALÁS

A személyes adatokat a rendelés feldolgozásához, a weboldalon történő vásárlási élmény fenntartásához és más célokra használjuk, melyeket az [Adatkezelési tájékoztató](#) tartalmaz.

Elolvastam És Elfogadom Az [Általános Szerződési Feltételek](#)-Ben Foglaltakat

NE MARADJ LE LEGFRISSEBB HÍREINKRŐL, IRATKOZZ FEL HÍRLEVELÜNKRE.
 (nem kötelező)

MEGRENDÉLÉS ELKÜLDÉSE

18. Is there any preferred billing provider? (e.g. szamlazz.hu, billingo.hu)

- We don't have a preferred billing provider yet. We are open to the advice of the agency.

19. What happens on the website and what is the in-house process after the visitor paid for a course? What process should the new website support?

- That the visitor gets a successful payment confirmation. This question is to be discussed during the conception phase with the agency.

20. Does FI use a 3rd party tool for newsletter management? If so, should we keep it?

- Yes.

21. Does FI use any other 3rd party / marketing tools to be kept on the new website?

- We don't have marketing tools on our website thus there is no 3rd party to keep in regard to this question.

22. Some of the services listed in chapter 10. can be provided most effectively by the hosting partner and in general, they are part of the standard hosting services. (monitoring, backup/restore, software updates, not including application maintenance) Can you specify in more detail, which of these services should we manage?

- -

23. Will the content (text and images) of the new website differ from the current one? Should the contractor provide migration of the current content to the new website? Can you estimate the volume of content to be migrated? (existing and new)

- Text and images might differ, but some of them will be kept.
- We wish to find a solution which is affordable in connection with the migration of the site.

24. Is there any specific need or desired best practice regarding the admin functions of the new CMS? E.g. user management, workflow, search/list/manipulation of content.

- This is to be presented by the agency.

25. SEO and PPC - to suggest SEM strategy and budget we need more information. Is there any ongoing SEM activity? If so, what is the business result, conversion rate and cost of conversion? What is the marketing target on new visitors, students or income generated on this channel?

- There is no SEM activity.

26. Support and maintenance: Does FI require 24/7 availability and service or 8/5 can also be suitable (workdays, working hours)?

- 24/7.