

## Idaho Lottery Web Consultant RFB Questions & Answers

Updated June 12, 2024

1. 12 months from the end of the successful project, what does your website and infrastructure look like?

**If this project is successful, the website would no longer be vulnerable to crashing during our \$1,000,000 Raffle. The digital systems are running smoothly and are easily updatable by our web development team. New features are being added on a quarterly basis.**

2. When is the estimated completion date?

**The completion date listed in the RFB document is December 1, 2025.**

3. Is there any reason why you wouldn't use a Drupal cloud hosting service instead of AWS?

**We envisioned staying with AWS hosting, but of course would be open to recommendations from our Web Consultant partner.**

4. Do you have an estimated budget for the project?

**I would imagine this could be more than \$50,000 but less the costs required to hire a company to perform development work themselves.**

5. Are you looking for a timeline and allocation of hours per project phase?

**Yes, this would be helpful for us to hear about your proposed process and the number of hours you expect to spend in each phase.**

6. Does the partner you choose need to be an Idaho company? And what about off-shore talent?

**No, you do not have to be an Idaho company to bid. We are looking for the best web partner no matter where they are in the US. We would prefer to hire talent within the United States.**

7. Is this just a formality or are you really searching for a company to provide Web Consulting?

**This is not just a formality. We are in need of a partner to provide web consulting based on the RFB. We need someone who will be able to work with all our current web partners to complete this project.**

8. Is the \$60/hr what you are expecting for an hourly rate?

**No, this is just a placeholder, the hourly rate is up to you to provide. I understand this is low.**

9. What specific performance metrics are you currently tracking, and how are these metrics influencing your goals for the new website?

**At present, we employ the Google Analytics platform to monitor metrics such as unique visitors, session duration, and site/page hits. This valuable data informs adjustments to better cater to our players' needs.**

10. Can you provide examples of traffic spikes, and what are the peak times or events causing them?

**Currently our big traffic times are when players are accessing the results during large jackpots or when we do our \$1,000,000 Raffle drawing.**

11. Are there specific user experience challenges you have identified that need urgent addressing in the new design?

**Yes, we noted these in our RFB, but we have some home page adjustments we'd like to make, such as adding the jackpot amount to where the winning numbers are listed to help provide more of the information preferred by players.**

12. How do you currently handle accessibility compliance, and are there any additional accessibility features or standards you wish to implement?

**The existing website has been crafted with accessibility compliance in mind, and we anticipate the same level of attention to accessibility in the design of the new site. We're receptive to suggestions from our chosen web consultant to ensure inclusivity and accessibility are prioritized.**

13. Could you detail any specific issues you've encountered with ExpressionEngine 6 that we should be aware of during the migration to Drupal?

**Specifically, we've had caching issues with ExpressionEngine 6 which has resulted in our site crashing during heavy traffic times.**

14. What considerations have been made for backward compatibility, especially concerning the third-party integrations with RESTful and SOAP API calls?

**We have converted most of our SOAP API calls to RESTful API calls. C308 also developed an improved API system.**

15. Can you provide more details on the desired separation between the mobile app and main site databases? What are the expected interaction volumes for each?

**Presently, we face a single point of failure, with both the mobile app and website relying on the same database. Our objective is to decouple the mobile app and website to enhance their autonomy. By doing so, if one system experiences heavy database usage, the other can continue to function smoothly, ensuring uninterrupted service for our users.**

16. Are there any preferred practices or tools your internal team is comfortable with for managing AWS and Docker environments that we should align with?

**It will depend on the chosen architecture. We don't really have practices or tools that we must use. We currently use the AWS dashboard and SSM into the instances. We are open to any recommendations.**

17. How involved do you expect your internal development team to be in the daily operations of the new website? Are there specific areas where you would need ongoing support?

**I anticipate that our internal development team will be responsible for overseeing the day-to-day operations of the new website. However, following the launch, should any issues arise, I envision our Web Consultant Company providing necessary support until we achieve smooth operation. This should be no more than 3 months.**

18. What kind of training or knowledge transfer do you anticipate will be most beneficial for your team?

**We are most interested in your proposal on the AWS infrastructure and how it will be integrated with Drupal and helping us problem solve along the process.**

19. Can you share your vision for future scalability? Are there any planned features or expansions we should consider in the architectural design?

**Yes, we would like to create an auto-scaling group, preferably dynamic scaling to respond to changes in traffic based on CPU usage.**

20. Are there any emerging technologies or frameworks you are particularly interested in exploring for this project?

**Yes, Drupal for one. Others include Elasticache and AWS services.**

21. Could you provide more insights into any critical milestones or deadlines beyond the estimated completion date of December 1, 2025?

**Of course, there will be a timeline with critical milestones and deadlines. We will ask you, our web consultant company, to provide a proposed plan.**

22. How do you envision the review and approval process throughout the project? Are there specific stakeholders who will be more involved at different stages?

**Yes, we will want to review and approve at different stages. C308 will need to approve mobile app integrations and Intralot will need to approve AWS security group services. The Marketing Director will approve and help make decisions along the way. We will also need to work with Brandmovers for integrations with our VIP Club. Lastly, we have integrations with HubSpot for our coupon server.**

23. What are your current practices for QA and testing, and how do you measure success in these areas?

**In the past we've used internal staff to do the QA and testing in phase 1, then we usually open it up to a small group of players for final testing. Drupal also offers unit tests that we could utilize. We would look to our Web Consultant company to provide the best plan for QA and testing.**

24. Are there any particular tools or methodologies you prefer for automated testing and continuous integration?

**We've used Selenium, PHPUNIT and JUNIT. These are the ones we would prefer, but are open to recommendations.**

25. How frequently would you prefer to have check-ins or progress meetings, and who are the key stakeholders involved in these sessions?

**We are open to your recommendations for check-ins and progress meetings. Both our Developers will be in these meetings and the Marketing Director will attend as needed.**

26. Can you describe an ideal feedback loop for iterating on design and development elements?

**An ideal feedback loop for iterating on design and development elements should at the very least involve the following two elements. First, it begins with the creation of an agreed-upon wireframe that incorporates use cases and user scenarios. This wireframe serves as a visual representation of the project's layout and functionality, providing a clear understanding for all stakeholders. Second, UML class diagrams are utilized to depict the structure and relationships of the system's objects and classes. These diagrams help in conceptualizing the design architecture and identifying potential areas for improvement.**

27. What specific KPIs will determine the success of this project, both from a technical standpoint and user satisfaction perspective?

**Zero downtime.  
No crashing.  
Low latency.  
Proper caching.  
Positive user email feedback.**

28. How will you measure the ROI of the new website in terms of user engagement and operational efficiency?

**We will use Google Analytics to measure increase which would then correlate to an increase in sales based on average player spend/year.**

29. Is the site on a fixed or scalable infrastructure? If fixed, would switching to a platform that scales with traffic be an option?

**The site is fixed. Yes, one of our goals is to make the site scalable.**

30. Is any memory caching like Redis or Memcached being used?

**Yes, Redis is used, but would like to look into Elasticache.**

31. Are there particular API calls that are less performant or is overall volume of calls the issue?

**Overall volume is the issue because the site also supports 3rd party API calls that depend on the same database. There is at least one time in the year where we must anticipate for extremely high traffic on the site.**

32. Would you like a Drupal backend with a decoupled frontend or a Drupal theme for the frontend?

**Drupal Backend and Drupal Theme front end.**

33. Should the "Bid Pricing Worksheet" be sent as a separate PDF than the rest of the proposal or should there be just one PDF with all the parts of the RFB proposal?

**Please supply a .pdf with your bid including the Pricing Worksheet.**

34. The RFB states "Additionally, one (1) complete redacted electronic version (.pdf file) of your entire bid must be provided for public record request purposes in accordance with, and subject to, Appendix B, herein, Public Records And Requests For Confidentiality, p.14." Can you explain what needs to be redacted?

**For the additional redacted, this is up to you if you have any proprietary information in your bid that you would not want to be shared with the public. Anyone, including other bidders can request copies of the bids submitted. However, it truly has to proprietary info, you can't just redact the whole bid. Hope that makes sense.**

35. **Would you mind just clarifying if you wish to see just the hourly rates or you wish to see a more comprehensive pricing model to fit your current full dev requirement?**

We need an hourly pricing and an estimate from you of how many hours you think it will take. Please include a proposed timeline as well.

36. **Does this need to be done in Drupal, or could we suggest an alternative, such as a PHP MVC framework?**

We intend to use Drupal as the framework of our site. Drupal utilizes Symfonys framework so by extension Drupal is not traditionally MVC, but is presentation-abstraction-control (PAC) architecture which is quite similar to MVC.

37. **With any website or web application, we need to think of the future and how the system will be able to accommodate more users, traffic, additional functionality and increased data. In other words, how will it scale? An MVC PHP Framework offers scalability, multiple user types, integrations, automations, and various custom functionality and features.**

Drupal with Symfony components offers scalability though provided or custom module, service, plugin, and hook development. Traffic increase will be headlined though AWS services with auto scaling EC2 instances.

38. **Many PHP MVC frameworks incorporate security features and best practices out of the box, which helps our developers mitigate common security vulnerabilities such as SQL injection, cross-site scripting (XSS), cross-site request forgery (CSRF), and session hijacking. These frameworks often provide**

**tools for data validation, encryption, user authentication, and authorization, enabling developers to build secure web applications with minimal effort.**

Drupal with Symfony components offer out of the box security modules and classes to protect against most vulnerabilities.

39. **PHP MVC frameworks often include features for optimising application performance, such as caching mechanisms, lazy loading, and database query optimization. By implementing these performance-enhancing techniques, our developers can ensure that the website or web app is responsive, scalable, and capable of handling high traffic loads efficiently.**

We intend to use elasticache/memcache/redis DB to optimize caching and improve performance.

40. **When it comes to consulting on the project, would it also need to include project management? or purely consulting from a development point of view? (and quality assurance as mentioned on page 11 of the PDF)**

We are requiring project management. Not sure if the PM would need to be in all dev meetings. Consult the ID lottery devs on construction of website based on provided architecture, code review, possible hurdles to overcome and so on.