

No.	Question	Answer
1	Will the content strategy be ready for the project kick-off?	Unfortunately we have not had capacity to develop a content plan, although it has been our intent to do so. We will be working on it in the coming months, most likely in parallel with the implementation project. It will be closely linked to prioritized target groups and goals in the web strategy.
2	Do you plan to migrate content (most or some of it) 1:1, or do you plan to create a lot of new content for the new website?	We plan to migrate quite a lot of the "updated" content but not all the old inactive pages, articles etc. We will of course also add new content. I think the takeaway here is that we are not thinking to create all content for the page from scratch. We want to use what we have when it makes sense.
3	Who will be responsible for UX writing - labels, headers, and other more "permanent" elements of the website - the selected agency or NCA?	We expect the vendor to be our UX expert. We have limited competency and resources when it comes to UX. And when it comes to UX writing specifically, this is something we can figure out together. Maybe our internal resources will be used for this task, or maybe the vendors. We figure this out together.
4	Do you expect the design for components (blocks) and most characteristic pages (homepage, search, article), or do you also need more templates for some typical landing pages (e.g., various campaigns, about us, any other selected by NCA)?	Both
5	What is the current approach for the English website? Do you translate selected pages, or do you create them from scratch?	Both
6	Do you have any validated knowledge about users of English website?	Some via Google Analytics and internal feedback.
7	Do you use Google Analytics and follow its measurements to improve/change the website?	Yes, but we want to use it even more.
8	Can you elaborate a bit about the process of web strategy creation? How was your UX research done, and what other activities were used to reach functional assumptions? Was it created in direct contact with target groups or based on your domain knowledge and experience?	Web strategy was created with consultations with internal stakeholders in NCA and based on two exploration processes with a consultancy firm that helped us dive deeper into our web needs and visions. We did not contact target groups.
9	Do you have contact channels with your target groups that could be used in order to plan and test the new, redesigned website (during the implementation process)?	
10	The strategy speaks about encouragement of website visitors to make donations. Should we stick to this approach or should we consider making donating via main website a possibility?	Not sure if we understand this question. We want donation via main website to be highly prioritized.
11	Is there any legal basis on the ways of accepting donations and other payments that we should be aware of while planning / making suggestions?	We must give donor the option to send their Norwegian Id Number so that the donation can be eligible for tax refund. The donation must be registered in the CRM-system. Other than that, no requirements.
12	How significant (this can be described as a number, percentage or priority level) will the investment (of money and other resources too) be into the income-generating elements of your digital ecosystem in the upcoming 3 years? In other words, how important do you see the webshop, campaign page and donation-encouraging elements of your main page within your digital strategy?	High importance

13	Regarding the requirement F20: Can you elaborate on how, from technical point of view, Vipps gives you access to the postal codes of donations?	Vipps makes a file with donations + postcodes available on a server. The webpage "picks up" the file and processes the data to show statistics on each congregation, each municipality, each county, and the country as a total.
14	Regarding the requirement F21: Can you elaborate on how a congregation is ordering equipment on the lenten campaign website? Is this a store where all congregations can purchase the collection boxes from some kind of a vendor, or does the solution search for the best offer available, or is it completely different solution altogether?	Congregations can log in to their own "my page" and there is a webshop (woocommerce) where they can order equipment. The equipment is free so there is no payment involved. The order/packing slip is sent to the warehouse via email.
15	Regarding the requirement F14: What kind of statistics and metrics would you like to present, and in what way? We would like to know what kind of statistics and metrics should be collected by the application in order to present them afterwards	Three examples: * How many beneficiaries have gained access to clean water in each country * How many countries we operate in and number of beneficiaries in each country * How many women and children have received psychosocial support through our GBV programme The source of this data would have to be decided upon together.
16	Regarding the requirement NF09: Can you explain how and where is Spleis payment integration used currently?	No Spleis integration currently.
17	Regarding the requirement NF09: Can you explain how the NGO Online integration is used currently? In the dossier it says it is only a "future possibility"	No NGO Online integration currently.
18	Regarding the requirement NF09: Can you explain how and where is PowerBI integration used currently? Does it connect to the F14 requirement or is it something different altogether?	No PBI integration currently, and yes it is connected to F14.
19	It's a bit unclear what the strategy for the online revenue generation is and how important it is for NCA. For example, even though the online store exists, there's no trace of it on the main website, as if NCA didn't want the main website's visitors to find it and use it. The same goes for online donations and the campaign page. Is this intentional?	No, this is not intentional and it is something we want to improve.
20	Re: "Revenue generating channels" - i.e. Online Store, Donations and Campaign Page: We have analyzed these three sites in the context of maximizing the value of transactions from them. To provide as much valuable proposal we would like to define some parameters or expectations in that regard. For example, the timeframe of the roadmap of online revenue generation development we should suggest in the answer to RFP. Could you please specify your expectations in that regard?	Apologies, we do not understand this question. Please rephrase.

21	How important is it (from a KPI perspective, but also from the operational perspective) to keep the current e-commerce engine (WooCommerce) and plugins specified in the RFP	It is not important to keep the current solution, but we need the same needs covered in another solution. Also an important clarification: this procurement is about www.kirkensnodhjelp.no . The other two pages are possible future projects. We want you to answer, in general terms, how your CMS could handle those pages but you do not need to go into detail.
22	A lot of KPI values are missing from the "Web Strategi" document. Will you be able to provide an update with specified values before the RFP response deadline please?	No. KPIs are being worked on now but will not be ready before deadline.
23	Do you have a specified list of functionalities regarding your webstore that you know you will be adding in the timeframe specified in relation to the roadmap (as asked for in Q21 above)? If so, would this be a requirement for these to be added as plugins to your current solution (WooCommerce) or would you consider a different tech stack if it was to help you reach your goals faster?	We would consider totally different tech stack if there are good reasons for it. Yes, there are needs for improvements on the webstore, but they are not critical. See "Important clarification" on question 21.