



Connecticut's Official Health Insurance Marketplace

EVALUATOR RATING SHEET

Web Design RFP

Date: _____

Vendor Name: _____

Evaluator Signature: _____

INSTRUCTIONS:

At the end of each vendor presentation, the evaluator must complete the following evaluation rating sheet, sign and date above, and return both sheets to the Official Contact.

The Evaluator must assess each section of the rating components below to determine to what extent the information provided exceeds, meets, somewhat meets or does not meet project deliverables. Each section of the evaluation sheet corresponds to information requested in the written RFP process, as well as information presented during the in-person vendor presentations.

Evaluators will assign a rating (point values for each criterion) based on their assessment. The maximum points allowed for each criterion are listed.

EVALUATION RATING SHEET

Web Design RFP

SECTION	DESCRIPTION	MAX POINTS	RATING
A	Background and qualifications This includes, but is not limited to: <ul style="list-style-type: none"> • Summary of past projects which provide evidence of being able to successfully perform this work • Experience in healthcare and health insurance • Examples of work with designing user-friendly web properties • Agency staffing plans 	15	
B	Creativity of Approach This includes, but is not limited to: <ul style="list-style-type: none"> • Look and Feel of suggested changes to web properties • Brand cohesion of suggested changes 	35	
C	Usability This includes, but is not limited to: <ul style="list-style-type: none"> • Recommended changes to site navigation and organization of content 	20	
D	Cost Proposal This includes, but is not limited to: <ul style="list-style-type: none"> • Quality of the narrative supporting cost proposed • How competitive cost is 	30	

Total Score	100	
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