RFP N° PTD/10/079 – BIDDERS' QUESTIONS AND WIPO RESPONSES

1. Please let us know the duration of the course you are looking at and the preference of tool (Articulate, Lectora, Captivate, Flash) to be used for online course development.

    The scope of the text content to be provided by the patent information specialists is expected to be approximately 180 to 240 pages. The duration of the complete course is expected to be approximately 8 to 12 hours (including reading text, following examples, and completing exercises), though users may elect not to follow all topics covered in the course.

    No specific technology is preferred for the development of the e-tutorial. However, the technology must not require the payment by WIPO of recurring license fees nor the installation or use by end users of applications or plugins for which any fees must be paid. As indicated in Annex I, Part B (Tasks), the e-tutorial must be accessible using all common web browsers, including previous generations thereof, running on major operating systems, preferably without requiring the installation of additional plugins. SCORM compliance would be an asset. Please also see question 22 regarding the learning management system being adopted by WIPO.

2. Please refer page 5, point (g) Sample exercises: At least two sample exercises for the e-tutorial. Include illustrative graphics.Please let us know if you are expecting Storyboards and Screen shots on two topics relevant to the e-tutorial - Using Patent Information or Can we provide samples from previous work done by us?

    At least two exercises should be provided for one or more topics indicated in Annex I, Appendix III (Structure). Additionally, sample exercises from previous work may be provided; however a brief explanation should be provided as to how these exercises relate to and might be adapted to the topics indicated in Appendix III of Annex I.

3. The content delivery system will use XML for all the text and standard formats for other media. This content can be changed to different languages by changing the text in the XMLs and replacing the media files. Does WIPO also require a tool/ application using which they will get a user interface to input the translated text?

    As indicated in Annex I, Part B (Tasks), the content delivery system must allow localization of the e-tutorial into multiple languages. A tool or application for facilitating this process would be considered an asset. See also question 14.

4. Can you provide access to more sample material related to the 'Patent Landscaping Reports'

    A few examples of patent landscape reports prepared within the framework of WIPO cooperation activities can be found below:

    Patent-based Technology Analysis Report: Alternative Energy Technology - http://wipo.int/patentscope/en/technology_focus/pdf/landscape_alternative_energy.pdf
    Technology Landscape: Rice Genome - http://www.patentlens.net/daisy/RiceGenome/
    Technology Landscape: Influenza Genome - http://www.patentlens.net/daisy/influenza/

5. Could you please specify what you mean by 'Content Delivery System', we are assuming that you are using this phrase to describe an e-learning module that meets the criteria described under Part B

'Tasks' on page 2 of Annex 1 of the RFP. Is our assumption correct? If no, please provide a description of the key features of the 'Content Delivery System' you envision.

> The content delivery system should be understood as an interactive means for delivering training content or means for providing computer-based training, meeting the criteria described in Annex I, Part B (Tasks). Please also see question 22 for related information.

6. Are you open to suggestions for any other innovative training approaches for the e-tutorial, like games and simulations, in addition to or in place of the 'Virtual Mentor' based training approach described in the existing draft proposal under Appendix III?

> Bidders are encouraged to critically examine the e-tutorial structure and training approach outlined in Annex I, Appendix III and provide suggestions on additional or alternative approaches for meeting the objectives of the e-tutorial as indicated in Annex I, Background. The successful bidder will be required to carry out a comprehensive analysis of the structure and training approach and provide recommendations on how to optimize the training effectiveness of the e-tutorial. Please also see questions 7 and 29 for related information.

7. At this stage can you give us a rough idea about the budget available for this procurement, this will help us suggest an appropriate training approach?

> The optimal training approach should be decided based on the requirements indicated in Annex I, taking into special consideration the objectives and target audience as indicated in the Background and topics to be addressed as indicated in Appendix III (Structure). Financial conditions should be adapted to allow for the implementation of the proposed training approach.

8. Is it required to follow the course structure described in the Draft Proposal under Appendix III or else can we suggest our own course structure based on our analysis of the available content?

> Please see question 6.

9. When you refer to a 'content delivery system' please can you confirm that you mean a system that will enable you to create and edit e-learning courses i.e. a content authoring tool rather than a Learning Management System for the deployment and tracking of e-learning?

> Please see question 5.

10. For section 'A' of the project – task 1 – please confirm that you only want the existing WIPO online courses to be analyzed i.e. those listed in Appendix I.

> As indicated in Annex I, Section A (Tasks), all existing e-learning resources listed in Appendix I including WIPO and non-WIPO resources are required to be analyzed.

11. Will the content for the new e-tutorial be taken from the existing courses or will WIPO be providing new content?

> As indicated in Annex I, Section B (Timetable, Milestones, Deliverables), the text content for the e-tutorial will be new content prepared by patent information specialists following the completion of the tasks elaborated in Annex I, Section A. For more information on the scope of the content, please see question 1.

12. If it is new content is it possible to have sight of the some or all of the content?

> Please see question 11.

13. Does the new e-tutorial need to be DDA compliant?

> WIPO strongly supports accessibility to its content by blind, visually impaired, and other reading disabled persons, by deaf and hearing impaired persons, and by other persons living with disabilities. The e-tutorial should structure and combine text, graphical, and audio elements in such a way as to maximize its accessibility to persons living with disabilities.

14. Will WIPO need to be able to edit or maintain the new course in the future? If so please specify what types of changes and edits you wish to be able to make: changes to text, graphical images, audio, add new screens, update or change on screen activities.

    As indicated in Annex I, Part B (Tasks), it must be possible to make changes to text and audio elements in order to localize the e-tutorial into multiple languages. Furthermore, it must be possible to make changes to graphical elements, add new screens, and update or change activities. A tool or application for facilitating this process would be considered an asset.

15. Will WIPO be carrying out the work to convert the e-tutorial into the additional languages?

    The e-tutorial is expected to be initially created in one language only (English). Localization of the course into additional languages will be done outside of the scope of the present tender. As indicated in Annex I, Part B (Tasks), the content delivery system must be adaptable to multiple languages including non-Latin character languages using standardized format inputs methods. The successful bidder will be required to deliver a proof of concept for the content delivery system, demonstrating this feature among others, as indicated in Annex I, Part B (Timetable, Milestones, Deliverables).

16. If not then which languages does the course need to be built in?

    Please see question 15.

17. If WIPO is carrying out the work to convert the e-tutorial into the additional languages – will WIPO also be organising and paying for the text and audio translations?

    Please see question 15.

18. If WIPO is carrying out all the work to convert the e-tutorial into the additional languages – we are assuming that the initial course should be created in English?

    Please see question 15.

19. How long do you wish the e-tutorial to be?

    Please see question 1.

20. Do you want a similar graphical style to your existing online courses or can we present something different?

    The graphical style may depart from the style adopted by existing WIPO e-learning resources. Please recall that the e-tutorial should take into account the various cultural, educational, and professional backgrounds of potential users, as indicated in Annex I, Background, and more generally reflect respect for diversity.

21. What are the timeframes for awarding the contract, start and finish of the project?

    The start of the project is expected immediately upon award of the contract, while the end of the project is expected within approximately 150 working days from the start of the project. Please also refer to Annex I, Parts A and B (Timetable, Milestones, Deliverables) for further information.

22. Do you have a Learning Management System – if so what is it?

    WIPO will be adopting Moodle as its learning management system in early 2011. It would be preferable if the e-tutorial were developed in such a way as to be integrated without further modification into this learning management system.

23. Will WIPO be scripting the content for the e-tutorial or do you require the supplier to do that?

    Please see question 11.

24. Deliverable B in the ToR asks for the development resp. customization of a "content delivery system". Is it possible for WIPO to provide us with further specifications regarding such a system?

Does WIPO have a preference for an on premise installation of such a system? Would a hosted solution resp. a "Software as a Service" model be acceptable?

The content delivery system will be hosted on the WIPO website. Please also see question 22 regarding the learning management system being adopted by WIPO and recall the requirement that the e-tutorial be possible to deliver in online and physical media format as indicated in Annex I, Part B (Tasks).

25. What is the expected or desired length, expressed in "seat time", of the e-tutorial?

    Please see question 1.

26. Annex 1>Section B> Tasks>#2
    a. Do you anticipate requesting re-writes of the content provided by the patent information specialists?

    All editorial changes to the text content provided by the patent information specialists will be made prior to its submission to the successful bidder for further action as indicated in Section B.

27. Beyond the existing e-tutorials and online training courses listed in Annex 1>Appendix 1, will there be any media assets provided? (i.e. videos/motion graphics/static images)

    It is not anticipated that any media assets will be provided. Bids must factor in costs of acquiring the necessary rights to media assets to be integrated into the e-tutorial.

28. To better understand the amount of content to be communicated, can you provide an estimate on the number of content pages you feel will be necessary per section?
    (Based on our experience and a review of the content structure you provided we image the range to be between 150-225 total)
    a. Annex 1>Appendix III> I. Patent Basics
    b. Annex 1>Appendix III> II. Patent Search and Retrieval
    c. Annex 1>Appendix III> III. Patent Analysis

    Please see question 1.

29. Annex 1>Pg 8> Training Approach: Virtual Tutor
    a. Requesting clarity on the parameters of leveraging the virtual tutor training approach:
        i. Does the GUI shown in the RFP currently exist or is the illustration shown for example only?
        ii. Are you looking to use the virtual tutor as one of the learning mechanisms or structure all training within the confines of the tutor interface?

    The graphical user interface shown in Annex I, Appendix III (Training Approach: Virtual Tutor) is provided for illustrative purposes only. Bidders are encouraged to critically examine the training approach and provide their own suggestions as to the optimal learning approach to be used including whether to use the virtual tutor as one of several learning mechanisms, the sole learning mechanism, or not at all. Please also see questions 6 and 7 for related information.

30. Annex 1>Section B
    a. Can you further define "content delivery system"?
        i. Are you looking for an LMS as part content delivery mechanism?

    Please see question 5.