

<b>CONTRACT INFORMATION</b>				
Anticipated Contract Amount:	<b>\$50,000 annually</b>			
Anticipated BOE Date:	<b>October 12, 2021</b>			
Anticipated Contract Term:	From:	<b>October 12, 2021</b>	To:	<b>October 12, 2023</b>
<i>Identify the names and titles of the individuals that will sign the contract:</i>				
<i>Name</i>		<i>Title</i>		
Brenda Scolari		DTCA Director		
Angie Mathiesen		Operations & Finance Manager		
<i>Identify the name of the individual to whom the insurance documents should be sent:</i>				
<i>Name</i>	<i>Title</i>		<i>Email Address</i>	
Angie Mathiesen	Operations and Finance Manager		amathiesen@travelnevada.com	

**PROJECT OVERVIEW:**

The principal goal of this project is to gain insight into how visitors to the website use it to plan vacations, explore and interact with the state of Nevada, and test user function of the website. This project is essential as the state continues its brand evolution to determine the effectiveness of the Travel Nevada website in raising awareness about Nevada as a leisure destination. The project also will measure how the brand is resonating with site users.

Travel Nevada would like to solicit feedback from potential website visitors to determine what is working on the site to expand content/services to ensure an enhanced user experience. In addition, Travel Nevada needs to understand what content and resources are useful and determine the ease of navigation of the website in addition to visual appeal. Though the term of the contract will be two fiscal years, Travel Nevada reserves the right not to perform testing during the course of a certain fiscal year if it chooses.

The study will need to use qualitative one-on-one interviews for data collection purposes, including, but not limited to actual and/or potential TravelNevada.com website visitors residing in current markets that Travel Nevada is advertising in along with potential markets that Travel Nevada may want to advertise in.

The study may also need to include a quantitative component. The vendor must provide recommendations for incorporating a quantitative component into the study. Vendor must also identify the source or panel provider to be used, along with detail regarding the balancing, response rates, recruiting and management practices employed by the source or panel provider.

## GOALS AND OBJECTIVES:

1. Identify usability of TravelNevada.com to include appeal, functionality, and message delivery.
2. Determine the effectiveness and ease of the site to convert users to engage with site content, such as reading site content, interacting with images or links on the site, and ability of the site to inspire users to continue on their path to planning/booking a trip to the state.
3. Identify the strengths and weaknesses of the website.
4. Understand the areas of the website that should be revised or improved.
5. Determine if any key content or features are missing from the website.
6. Gather feedback on specific features and functionality.
7. Comment on the features of “competitor” travel sites and/or proposed mockups/prototypes if necessary.
8. Identify any non-essential information, content or services on the website.
9. Identify the website’s ability to convey the brand promise and engage users in the brand experience.
10. Explore visitor paths to determine potential partners, like social media, OTAs, or search engines.
11. Evaluate the user’s experience on the site via different types of devices such as desktop/laptop, mobile devices, tablets, etc.
12. Evaluate the website’s effectiveness in delivering on Travel Nevada’s agency goals.