OXFAM
Canada

Request for Quotation

Website Navigation Restructure
& User Engagement Optimization

Website:	www.oxfam.ca
Platform:	WordPress / Beaver Builder
RFQ Date:	February 2026
Submission Deadline:	March 8, 2026
Submit to:	analytics@oxfam.ca

1. Introduction

Oxfam Canada is a Canadian charitable organization and member of the global Oxfam confederation, working to end poverty and injustice. We are seeking proposals from qualified UX/UI agencies to conduct a comprehensive UX audit and provide strategic recommendations for restructuring Oxfam Canada's website navigation to improve overall user engagement on our primary digital platform, oxfam.ca.

This RFQ outlines the project scope, objectives, background data, deliverables, and evaluation criteria. We invite experienced professionals with demonstrated expertise in nonprofit website optimization, information architecture, and responsive design to submit proposals.

The selected agency will work under the direction of Oxfam Canada's Communications team, who will provide project management oversight, coordinate internal stakeholders, supply analytics data and platform access, and ensure deliverables align with organizational goals and brand standards.

2. Background & Current State

2.1 Platform Overview

- Website: www.oxfam.ca
- CMS: WordPress with Beaver Builder theme/page builder
- Primary audiences: donors, supporters, advocates, media, researchers, and partner organizations
- Key conversion goals: donations, email sign-ups, petition signatures, and content engagement

2.2 The Problem

User behavior data and internal review indicate that the current website navigation structure is overly complex, contributing to poor engagement, user frustration, and high abandonment rates. The navigation has grown organically over time and requires a strategic restructuring to better serve visitors and support organizational goals.

Oxfam Canada reviewed performance, analyzed internal data, and looked at user behavior to identify specific navigation issues and engagement barriers across desktop, tablet and mobile devices. Detailed analytics data, including heatmaps, scroll maps, and session recordings, will be shared with the selected agency during the Discovery phase.

3. Scope of Work

The selected agency will deliver across two interconnected workstreams:

Workstream A: Navigation Restructure

1. Conduct a comprehensive audit of the current navigation architecture, including information hierarchy, labeling conventions, and link structures
2. Perform card sorting and/or tree testing exercises with representative users to validate proposed navigation models
3. Develop a simplified navigation structure that reduces cognitive load while maintaining access to essential content areas
4. Provide responsive navigation design recommendations that specifically address mobile and tablet usability issues identified through analytics
5. Create a navigation prototype for stakeholder review and user testing
6. Develop implementation specifications compatible with WordPress / Beaver Builder
7. Consider how the revised navigation structure can support Google Ad Grants performance by improving content discoverability, reducing competing pages, and strengthening hub-and-spoke content architecture

Workstream B: User Engagement Optimization

8. Analyze current user journeys and identify key drop-off points using existing analytics and user behavior data (heatmaps, scroll maps, session recordings)
9. Recommend above-the-fold content strategy to improve hook and engagement within the first viewport
10. Propose homepage content hierarchy redesign to ensure critical CTAs and impact content appear within typical user scroll depth
11. Provide actionable recommendations for improving scroll depth and time-on-site metrics
12. Advise on Answer Engine Optimization (AEO) readiness, including structured data, schema markup, question-based content architecture, and simplified navigation for improved crawlability

4. Deliverables

As part of your proposal, please outline the deliverables your agency would provide to address the scope of work described above. At a minimum, we expect the proposal to cover the following areas:

- A UX audit and assessment of the current website
- User research methodology and findings
- A revised navigation architecture with rationale
- Wireframes or prototypes across device breakpoints
- An engagement optimization strategy for homepage and key landing pages
- AEO (Answer Engine Optimization) readiness recommendations
- Implementation guidance compatible with WordPress / Beaver Builder
- A testing or validation framework to measure impact

Agencies are encouraged to propose additional deliverables or services they believe would add value to this project.

5. Timeline

Proposing agencies should include a detailed project timeline with milestones as part of their submission. The timeline should cover key phases such as discovery, research, design, testing, and final handoff, and should reflect a realistic assessment of effort required. Please include touchpoints with Oxfam Canada staff to seek input on deliverables.

Please indicate your earliest available start date and estimated project duration.

6. Proposal Requirements

Proposals should include the following:

1. Agency profile, including relevant experience with nonprofit or mission-driven organizations
2. Demonstrated experience with WordPress/Beaver Builder or similar CMS platforms
3. Case studies or portfolio examples of navigation restructuring and UX optimization projects (minimum 2)
4. Proposed approach and methodology for both workstreams
5. Proposed timeline with milestones
6. Detailed cost breakdown including all phases, deliverables, and any optional/additional services
7. Team composition and roles of individuals assigned to the project
8. References from at least two previous clients for similar work

7. Budget

Please provide a detailed cost breakdown in Canadian Dollars (CAD). Oxfam Canada is a registered charity and budgets are subject to organizational approval. Proposals should clearly separate costs by phase and deliverable to allow for potential phased engagement.

Oxfam Canada reserves the right to negotiate scope and pricing, and to award partial scope based on available budget and organizational priorities.

8. Submission Instructions

Deadline: March 8, 2026

Format: PDF format, maximum 15 pages (excluding appendices and portfolio samples)

Submit to: analytics@oxfam.ca

Subject Line: RFQ Response — Oxfam.ca Website Navigation & Engagement

Questions regarding this RFQ should be directed to muhammad.hammad.bhatti@oxfam.org or preyan.choudhuri@oxfam.org.

9. Terms & Conditions

Proposal Time Limit:

Each bidding firm shall commit that the proposal is valid and accurate for 120 days from the closing date of March 8, 2026.

Selection Process:

- Oxfam Canada reserves the right to accept or reject any proposal.
- Oxfam Canada will review all applications; the award will be based on a review of the proposals against all evaluation criteria and will not necessarily be awarded on the lowest price offered.
- Additional written materials, to ascertain the qualification of applicant, may be requested.
- Oxfam Canada may negotiate terms with the selected firm.
- This RFP does not constitute a contract or commitment.

Liability Insurance:

All firms are requested to warrant that the firm does not have any outstanding liability claims that may impact on the future health of the firm. Additionally, the firm must maintain sufficient professional liability insurance, specifically named for the services, including errors and omissions, with a limit of not less than $2,000,000 per occurrence with respect to the services alone and confirm that the firm carries the required insurance as prescribed by the relevant professional regulatory bodies. The successful applicant will provide verified copies of required insurance policies when requested.

Conflict of Interest:

Applicants responding to this RFP may not have any personal or business interest that would present an actual, potential, or apparent conflict of interest with the performance of the contract being awarded.

Distribution of the Invitation for Proposals:

This invitation has been released by notice to potential applicants identified by Oxfam Canada.

Oxfam Canada is not committed to Applicant's Expenses:

The application process will not necessarily result in a commitment to sign a contract with the applicant. Oxfam Canada shall not be liable for any expenses incurred by any Applicant for the submission to this RFP.

Successful Applicant:

The successful applicant will be required to enter into an Agreement with Oxfam Canada. The successful applicant will be required to:

- Submit a supplier questionnaire
- Provide the services for a defined period of time
- Provide invoices to Oxfam Canada on account of their services, accordingly
- Provide Oxfam Canada with an HST number for their business
- Abide by the Oxfam Canada Code of Conduct and confidentiality requirements

External Factors:

Oxfam Canada reserves the right to withdraw this RFP or terminate the resulting contract within the terms of the contract without penalty. Oxfam Canada programs and services receive funding from various sources and therefore all contracted services are subject to budget constraints.

Thank you for your interest in supporting Oxfam Canada's digital mission.
We look forward to reviewing your proposal.