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**Germany-Frankfurt am Main: Provision of a New Information Architecture for the ECB Websites  
2021/S 104-272657**

**Contract award notice**

**Results of the procurement procedure**

**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

**I.1) Name and addresses**

Official name: European Central Bank  
Postal address: Sonnemannstrasse 22  
Town: Frankfurt am Main  
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt  
Postal code: 60314  
Country: Germany  
Contact person: Central Procurement Office  
E-mail: [procurement@ecb.europa.eu](mailto:procurement@ecb.europa.eu)  
Fax: +49 69/13447110

**Internet address(es):**

Main address: <http://www.ecb.europa.eu>

**I.4) Type of the contracting authority**

European institution/agency or international organisation

**I.5) Main activity**

Economic and financial affairs

**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title:**

Provision of a New Information Architecture for the ECB Websites  
Reference number: PRO-003866

**II.1.2) Main CPV code**

79415200 Design consultancy services

**II.1.3) Type of contract**

Services

**II.1.4) Short description:**

Through this negotiated procedure the Directorate General Communications (DG-C) of the ECB looked for suppliers specialized in consultancy services on the technical and communication aspects of IA design and specialized in the provision of audience research and usability testing services.

The tender procedure was divided into two separate lots as follows:

Lot 1: Consultancy services on the technical and communication aspects of IA design;

Lot 2: The provision of audience research and usability testing services.

The ECB intended to award a contract per Lot for the above-mentioned services to the provider offering the best value for money per Lot for 3 years with a possibility for an extension for another year. This contract award notice pertains solely to Lot 2.

II.1.6) **Information about lots**

This contract is divided into lots: yes

II.1.7) **Total value of the procurement (excluding VAT)**

Value excluding VAT: 800 000.00 EUR

II.2) **Description**

II.2.1) **Title:**

Provision of Audience Research and Usability Testing Services

Lot No: 2

II.2.2) **Additional CPV code(s)**

79312000 Market-testing services

II.2.3) **Place of performance**

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Main site or place of performance:

The contractor shall perform the Works either on the ECB's premises in Frankfurt am Main (on-site) or at the Contractors office.

II.2.4) **Description of the procurement:**

The contractor shall conduct audience research and provide usability testing services for provisional iterations of the IA (e.g. mock-up website layout and/or tree diagram), which shall be delivered under the contract for Lot 1 services.

The contractor shall conduct audience research and provide usability testing services for provisional iterations of the IA (e.g. mock-up website layout and/or tree diagram), which shall be delivered under the Contract for Lot 1 services. For the audience research, the contractor should examine demographic characteristics and also establish a set of comprehensive user archetypes. The contractor shall deliver a report detailing their research methodology and explaining how they arrived at their findings. Separate from this, the contractor shall deliver a report for each iteration of the IA they test and compare its performance to previous versions. Qualitative and quantitative testing methods should be used for both user testing and audience research. The contractor will also be responsible for recruiting participants and ensuring that the sample accurately reflects the audience of the ECB website. The Contractor shall perform the Works either on the ECB's premises in Frankfurt am Main (on-site) or at the Contractors office

II.2.5) **Award criteria**

Quality criterion - Name: Quality of the technical offer / Weighting: 50

Price - Weighting: 50

II.2.11) **Information about options**

Options: no

II.2.13) **Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds: no

II.2.14) **Additional information**

The total value of the procurement and the contract indicated in this contract award notice is an indicative nonbinding estimate at the time of contract award. The actual value of the contract may differ and will be determined by actual business needs.

**Section IV: Procedure**

IV.1) **Description**

IV.1.1) **Type of procedure**

Competitive procedure with negotiation

IV.1.3) **Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

IV.1.8) **Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

IV.2) **Administrative information**

IV.2.1) **Previous publication concerning this procedure**

Notice number in the OJ S: [2018/S 200-453477](#)

IV.2.8) **Information about termination of dynamic purchasing system**

IV.2.9) **Information about termination of call for competition in the form of a prior information notice**

**Section V: Award of contract**

**Lot No:** 2

**Title:**

Provision of Audience Research and Usability Testing Services

A contract/lot is awarded: yes

V.2) **Award of contract**

V.2.1) **Date of conclusion of the contract:**

01/05/2021

V.2.2) **Information about tenders**

Number of tenders received: 5

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: no

V.2.3) **Name and address of the contractor**

Official name: Cyber Duck Ltd

National registration number: GB 798 7765 33

Town: Hertfordshire

NUTS code: UKH23 Hertfordshire

Country: United Kingdom

The contractor is an SME: yes

V.2.4) **Information on value of the contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: 800 000.00 EUR

Total value of the contract/lot: 800 000.00 EUR

V.2.5) **Information about subcontracting**

**Section VI: Complementary information**

VI.3) **Additional information:**

The procurement procedure has been conducted in accordance with Decision ECB/2016/2 of 9 February 2016 laying down the rules on procurement, OJ L 45, 20.2.2016, p. 15 (as amended) available on the ECB website: <http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html>.

The total value of the contract(s) indicated in Section(s) V.2.4 is an indicative non-binding spending estimate at the time of contract award. The actual value of the contract(s) may differ and will be determined by actual business needs

VI.4) **Procedures for review**

VI.4.1) **Review body**

Official name: Procurement Review Body of the European Central Bank, c/o Legal Advice Team

Postal address: Sonnemannstrasse 22

Town: Frankfurt am Main

Postal code: 60314

Country: Germany

Telephone: +49 6913440

Fax: +49 6913446886

Internet address: <http://www.ecb.europa.eu>

VI.4.2) **Body responsible for mediation procedures**

Official name: The European Ombudsman

Postal address: 1 avenue du Président Robert Schuman, CS 30403

Town: Strasbourg Cedex

Postal code: 67001

Country: France

VI.4.3) **Review procedure**

Precise information on deadline(s) for review procedures:

15 days from the receipt of the information specified in Article 34(3) of ECB Decision 2016/2 laying down the Rules on Procurement or, if no information is requested, 15 days from the receipt of the notification to unsuccessful tenderers. Further requirements are outlined in Article 39 of this Decision. A complaint to the European Ombudsman does not affect the deadline for lodging appeals

VI.4.4) **Service from which information about the review procedure may be obtained**

Official name: Central Procurement Office of the European Central Bank

Postal address: Sonnemannstrasse 22

Town: Frankfurt am Main

Postal code: 60314

Country: Germany

E-mail: [procurement@ecb.europa.eu](mailto:procurement@ecb.europa.eu)

Telephone: +49 6913440

Fax: +49 6913447110

Internet address: <http://www.ecb.europa.eu>

VI.5) **Date of dispatch of this notice:**

20/05/2021