

TD2475
1410-548041

CONTRACT: C19-2752-TDD
Boone Oakley
Marketing, Advertising, & PR for TDD
EXPIRES:09/30/2025

Task Order - UX Conversion – Round 2 Qualitative Groups

Agency Job: OKTDD-24028

Task order covers the UX conversion study – insights and testing for <https://www.destinfb.com/> and broader planning insights with teens including facilitation of several virtual groups to uncover insights into consumer conversion behavior on all Destin-Fort Walton Beach virtual experiences.

Services include: Team of two-three analysts to moderate and manage approximately 20-30 consumers split between groups of core market visitors and teens. Engagement designed to be no more than 90 minutes per group (about 3-4 groups of 7-8 consumers) and services include facilitating discussion and creating any stimuli as needed for assignment.

This estimate is to conduct the focus groups and create stimuli to include site as well as custom content created for Trip Advisor and on social media where applicable. Data will be maintained in Forsta/ Focus Vision platform technology. Analysis of these findings, to be incorporated into website and other tactics in FY24 and FY25, is included in the BooneOakley annual scope of work for research.

Invoicing to include data gathered including but not limited to transcripts or videos of groups as proof of performance.

Payment Schedule:

\$71,100 NTE To be invoiced monthly based on percentage complete

Offered by:



Katy Spiecha, BooneOakley

Accepted by:

Jennifer Adams
Digitally signed by Jennifer Adams
Date: 2024.07.23 11:55:22 -05'00'

Jennifer Adams, TDD Director

DeRita Mason
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Date: 2024.07.23 13:00:19 -05'00'

Derita Mason, Purchasing Manager

Faye Douglas
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Faye Douglas, OMB Director

John Hofstad
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John Hofstad, County Administrator