

## **The Problem**

*Organization X*, the leading online community for business and professional women is soliciting proposals and quotes from Graphic Designers for a redesign of our web site. Over the course of the next two months, we will migrate our site to Windows NT and a database-driven content management system called PageBlazer. This RFP is not for technical implementation, but we would like to re-launch the site with a fresh new look that capitalizes on the features of this environment. The design partner we chose should concentrate their efforts on providing us with a new graphical design and a recommendation on navigation through that design.

Specifically required will be the design and generation of graphic components for:

- Main Page and general navigation bars/buttons design
- Affinity-based interface design for registered users
- Frameset design for web site sections below main page (a consistent approach that can be replicated independent of area that is being visited)
- Features Page Layout
- News Article Page Layout
- "Generic" Page Layout - used for other areas within site
- "Generic" buttons/icons for announcements of chats, tenants, or other promotions (not ads) that can be adapted for the individual event/organization/announcement
- Marketplace design

Graphic components should be deliverable in both TIFF and GIF/JPG file formats on PC compatible media (ZIP or Floppy Disks only). Design layouts can be delivered in graphic form or in non-navigable HTML.

With consideration given to the background presented in the following pages, the design/graphics house should submit a proposal and concept art relating to the redesign of the graphical interface.

## **The Response:**

**Concept Art: A graphical representation of the designer's concept of the main page.**

All design concepts at Simulations are based on a strategic process conducted through workshops and analysis. We immerse ourselves in your brand and emerge with creative strategies to enhance your company's image, awareness and message. This yields a targeted and visually compelling design. To develop a comprehensive understanding of your business goals and a realistic definition of the target audience and their needs, Simulations uses analysis, user models, strategic and executive briefs that eliminate guesswork. Developing conceptual work before this process would result in arbitrary designs based on assumptions.

**Delivery Schedule: Please outline the timing of delivery of these services, the blue-line/acceptance procedures, and change request processes used by your organization.**

The schedule for development will occur in three phases: Strategy (1.5 weeks), Design (3 weeks) and Documentation (1.5 weeks).

**Phase 1** - The strategy phase will begin with a workshop and end with a set of documents that will inform the design process. These include:

- Brand Workshop - A meeting to discuss the brand positioning and design goals.
- User Profiles - We analyze and document the target user profile, including demographics, behavior, motivation, needs and expectations. This will set the tone for the design.
- Creative Brief - A description of the approach and context the design staff will use in designing the site. Includes a branding strategy that examines typography, visual language and use/types of images.
- Navigation Schema - There are various levels of navigation that provide context and implicit organization for the user. We develop a flowchart which identifies the components of each navigation layer, their position and relationship to one another.
- Content Brief - Defines the types content and the change rate for dynamic data. This will guide the template development for each unique page, especially the affinity-based templates that require dynamic images, text and links.

**Phase 2** - Based on this initial strategic phase Simulations can begin the design of the new online brand and the unique templates. Deliverables for the design phase include:

- Design Studies - Two different conceptual treatments which we will review with your team and check against the project goals. Because it is difficult to update dynamic data across framesets (updating one frame based on data from another frame), we will minimize the use of complex framesets for the design of the affinity-based templates which depend on personalized, session-based data.
- Final Design - Based on feedback, a single direction will be defined as the basis for each unique template design.
- Template Design - This includes all associated visual and layout design for each template. Each template will contain a zone for dynamic regions designed to accommodate specific types of data (i.e., images, text, functional elements). Although Organization X does not require live HTML templates, we strongly recommend delivering live design templates in order to avoid potential delays in Organization X's implementation of the design templates. Sample "dynamic" data can be inserted into these live templates to test performance and flexibility.

**Phase 3** - Because final production is not required for this project, the documentation phase is especially important to ensure successful implementation of the intended design. Deliverables include:

Zoning Schema - Documents the design architecture and details the layout for each page element, including: logo, branding messages, graphical images, typographical images, body content and navigation elements. The Zoning Schema will provide the instructional documentation and design parameters needed for easy implementation.

Build Spec - Detailed documentation for template development that specifies fonts, typography rules, headers, logo placement, image size, layout parameters and placement. This is an essential resource for ongoing updates to the templates as the site continues to grow.

**Vendor Credentials: Specify experience with data-generated sites. Specify background with respect to experience in print, web and other design environments.**

*\*NOTE: DAVID, I have specific examples of site and work but it might give away client-*

*specifics which clients would not want published.*

Our experience building dynamic, template-based websites includes a current project in which we are developing a community-based consumer portal site with full-featured web applications including email, message boards, ecommerce and online technical support. Each page of the site is dynamically generated using design templates and a backend database. This is similar to the PageBlazer environment.

Our core expertise is strategic web design and development, but the designers assigned to this project have experience in print design and can provide instructions for optimizing

**Staffing: How would you staff this project? Do you have all the necessary resources on staff, or is there a portion you might subcontract to other firms or independent contractors?**

Simulations assigns team leaders for each phase of development. These include a Strategic Lead, Creative Director and Technical Director. The Creative Director will oversee all phases of development with the support of the Strategic Lead and the Technical Director. In addition, a junior designer will be assigned to perform information design and user interface design tasks. A project manager will also be assigned to manage schedules, deliverables and delivery. We do not outsource any of the work.

**Cost Estimates: A breakdown of costs, or estimates, related to producing the design and graphic components of the web site, based on the concept art submitted.**

The cost estimate to complete the strategy, design and documentation based on the fixed duration of the delivery schedule is \$65,000. This includes one day on-site with the Organization X production team to review the delivered templates and associated files.