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# SAMPLE:

# User Experience RFP

## Guidance and Templates

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# 1. About Econsultancy

Econsultancy is the leading source of independent advice and insight on digital marketing and ecommerce.

Our reports, events, online resources and training programmes help a community of over 75,000 registered marketers make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy is an [award-winning online publisher of reports](#) covering best practice, user experience benchmarking, market data and supplier selection aimed at internet professionals that want practical advice on all aspects of ebusiness.

Econsultancy also operates a highly popular [training](#) division, used by some of the world's most prominent brands for staff education, both in-house and via public courses. We provide training across all areas of digital marketing and at all levels from one day courses to diplomas to Masters in Digital Marketing.

In addition, we host more than 100 events a year, such as The Online Marketing Masterclass, regular Supplier Showcases and Roundtables, an annual Future of Digital Marketing event, Digital Cream and a range of social events.

The [Econsultancy](#) site now attracts 175,000 unique users per month where they access research, read the blog and take part in discussions in the forums. And as a portal to the digital marketing community, Econsultancy members can also link up with other members and digital suppliers through our directories, as well as find a new job or new digital talent using the job listings.

Some of Econsultancy's client-side members include: Google, Yahoo, MSN, MySpace, BBC, BT, Shell, Vodafone, Yell.com, Dell, Oxfam, Virgin Atlantic, TUI, Barclays, Carphone Warehouse, IPC Media, Deloitte and Touche, T-Mobile and Estée Lauder.

[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works.

Call us to find out more on +44 (0)20 7681 4052 or [contact us online](#).

## 1.1 Contact

If you would like to know more about corporate membership and our roundtables or events then please contact us on +44 207 681 4053 or [Peter.Abraham@Econsultancy.com](mailto:Peter.Abraham@Econsultancy.com).

If you have any comments or queries about this briefing then please contact Econsultancy's Research Director; [Linus.Gregoriadis@Econsultancy.com](mailto:Linus.Gregoriadis@Econsultancy.com)

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### User Experience RFP

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## 2. Introduction

There are many aspects to a good user experience. When engaging an external supplier to assist with your user experience, you should be very clear on what exactly you are trying to achieve as part of the engagement:

- You may be looking to improve usability of specific processes or tasks (such as registration)
- You may be looking to understand and improve the user experience of your site in general (which includes many aspects beyond usability such as how *useful* and *compelling* each of the functions or content areas are)
- You may be looking to improve accessibility for audiences with disabilities or non-standard ways of accessing your site.

### 2.1 Other considerations

There are a number of other factors to consider when you approach user experience projects:

- **Do you have a preferred approach or are you looking for guidance from your supplier?** Unless you have very specific requirements or are trying to recreate a previous piece of work to benchmark against, it is recommended that you ask potential suppliers to recommend an approach *and justify it against alternatives*.
- **What deliverables are you looking for?** The full deliverable set will include picture-in-picture video clips and illustrated reports. However, these deliverables come at a cost and you may find it more useful to save money by having a line-item list of recommendations and then re-use this budget to run a second round testing.

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## 3. Example RFP: Improving usability of an e-commerce website

### 3.1 Background to website and business goals

Our site [www.uk-gadgets.co.uk](http://www.uk-gadgets.co.uk) is an ecommerce site that sells products such as PDAs, Digital cameras, GPS systems and other similar electrical consumer goods. The site launched in 2002 and underwent a significant redesign in June 2005.

The business metrics we measure our site by are:

- Overall revenue generated by the site
- Average revenue per user

### 3.2 Target Audience

Our audience segmentation is as follows:

- Convenience-loving professionals (Priority segment, estimated to represent 45% of our audience)

More details on these segments will be provided to the successful supplier.

Other audience details that may be useful for your proposal:

- 86% of purchases are made by returning users; 14% by users who register in that session
- Our socio-demographic breakdown is 40%ABC1; 30% C2; 20%D; 10%E and 79% Male; 21% Female
- 95% of our purchases are from the UK; 5% from other countries (mainly Germany and Spain)

### 3.3 Background to this project

We know that our site is underperforming compared to our competitors. We believe this may be due to specific usability problems with the registration process, the shopping cart mechanism, and the checkout process.

As such, we would like to improve the usability of our site in an upcoming redesign. By 'usability', we mean:

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- The site must be effective. That is, users should be able to complete key tasks with few errors or problems.
- The site must be efficient. That is, tasks can be completed quickly and easily.
- The site must be satisfying. That is, users must be happy with the site as they complete tasks.

Our metrics for success for these usability improvements are:

- Reduce the percentage of users dropping out of the registration process
- Reduce the percentage of users dropping out at the final stage of payment

## 3.4 Timescale and Budget

Our internal build team are scheduled to begin development from May 2007. We are therefore working to the following timescales:

March 12th	Deadline for notifying UK Gadgets that you intend to respond to this RFP and list any initial questions you have
March 14th	UK Gadgets will publish our responses to the questions we receive to all tendering suppliers
March 21 <sup>st</sup>	
March 23 <sup>rd</sup> to 25 <sup>th</sup>	
March 26 <sup>th</sup>	
April	
April 25 <sup>th</sup> -29th	

## 3.5 Approach

We are looking for guidance and recommendations on the approach to this project. Specifically, your tender must propose and justify:

- The breakdown of users you will employ in the research
- The format of primary research sessions

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## 3.6 Deliverables

We are anticipating the following deliverables during the course of the project:

Before the research:

- A dated timeline of project activities and locations of viewable research sessions
- A finalised research sample breakdown and the screening questionnaire / approach that you will use to achieve this

After the research:

- A standalone, written report of the project findings
- Representative picture-in-picture video clips of the project findings

## 3.7 Related / planned work

You will be able to review the following completed projects should you be selected as our supplier. You can also ask any questions of this related work in preparing your proposal:

- Usability test on our previous site (March 2007)
- Quantitative online satisfaction questionnaire(Quarterly tracker since 2008)

## 3.8 Other requirements of your proposal

Your proposal should include or be accompanied by:

- Details and experience of the practitioners who will be undertaking the work
- Three referees who can comment on these practitioners for similar projects

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