Request for Proposals

UX & Design Work

We're Virgin StartUp (VSU), the Virgin Group's not-for-profit company for entrepreneurs. We provide advice, funding and mentoring to entrepreneurs across England & Scotland, in order to help them turn their dreams of starting a business, into a reality.

We've recently launched a new programme of support in London called Ready, Steady, Grow with Virgin StartUp; a European Regional Development Funded project, with the goal of supporting entrepreneurs through start-up to scale-up, a journey which is arguably harder than start-up itself.

We now need to commission some design and UX work for both online and print media in order to help us deliver this project successfully. This document sets out our requirements. We're looking for the following from interested parties:

- Where necessary, an explanation of the steps you would take us through in order to achieve these requirements;
- A fixed-price quotation for completion of all requirements (itemised);
- A project plan, including an estimated delivery date of each of the requirements in turn.

We'd like to hear from all interested parties by close of play (6pm) on Friday January 6th, after which, we will inform all parties of the next steps in our process. Please email your response to Ian Mason, Head of Development (ian.mason@virginstartup.org).

1/ New Landing Page design for virginstartup.org

In order to promote our new project in greater detail, and to promote the various competitions and events we'll be running as part of the project, we need to develop a new landing page template for our website.

We are looking to utilise a single page website style for this template. The viewable area, without scrolling, should be one full-page image/graphic, with a logo and space for a simple call to action, probably in the form of a button. The rest of the page should then be comprised of a number of sections containing further detail. The designs should be flexible enough to allow n sections to be added to the page without negatively impacting on the overall design.

We are looking for wireframes and designs to be produced that can then be used by developers to enhance our existing site.

Key Considerations:

- Because we will be promoting a new offering or competition using this page template, it's highly likely we'll be using a different logo to that of Virgin StartUp. Our existing navigation bar includes a large logo that would clash with this new style of page. You should therefore consider whether the navigation bar needs to maintain a smaller VSU logo – much in the same way that Apple do (http://www.apple.com/uk/);
- Therefore the primary branding for the new template style (i.e. the logo in the main section of the page (as described above) should be more prominent than the VSU logo;
- However, users still need to have access to the main site, so the main navigation must be maintained.

2/ New Home Page design for virginstartup.org

Our website was originally built to promote only one product – Start Up Loans. Now however, with the launch of our new programme, Ready, Steady, Grow, we need to ensure that visitors to the site are aware of the new offering, as well as our existing support programme. It is particularly important that this is done without the user having to scroll down the home page.

Therefore, we are looking to adopt a full screen carousel feature and 4 summary boxes.

We would like wireframes and designs putting together that mirror, as closely as possible, the Apple homepage: http://www.apple.com/uk/

Key considerations/features we like:

- Maintain current navigation style;
- Full screen carousel preferable;
- The 4 summary boxes below the carousel have headings that are visible without the user having to scroll;
- There is an expanded footer to compensate for reduced content on the home page.

We are also planning to develop a member's area for our new project, so along with the considerations in 1 - the new landing page design, we would like to see ideas/wireframes/design for a secondary navigation bar that will allow logged in members to navigate the member's only features easily, as well as still being able to navigate the main site.

3/ Website Headers/Graphics

In the specification for the landing page template above, we talked about the fact that "the viewable area, without scrolling, should be one full-page image/graphic, with a logo and space for a simple call to action, probably in the form of a button". This full-page graphic will need to be designed too. We'll need 10 different graphics for the various different strands of the project.

4/ Logo development

We need a new logo developing for our project – a sub brand of VSU. We'll also need one for the flagship event of the project too, not to mention another for use on our learning platform – so 3 new logos in total.

5/ Pull-up banner designs

We need to create designs for a pull-up banner for the project.

6/ Leaflet

We need a new leaflet to promote our offering. You're the creative one, not us, so we want to give you a rough framework and have you generate some initial concepts, before allowing us to pick one, and then you'll develop it fully. Here are some thoughts:

- Leaflet should inspire entrepreneurs and make them believe that they can start-up;
- The leaflet should not be something you just read, it should be something you do;
- Should invoke Richard;
- It should be the first step toward starting a business;
- It should have a clear call to action;
- It should engage people across social;
- The concept should be something that can be extended into different physical and digital advertisements;
- It should push people to a landing page on our site;
- This should then lead to an ongoing workflow of emails/campaign if we can capture email addresses.

We do have an idea we'd like to pursue, which is detailed below, but we'd encourage you to make new suggestions based on the above brief. Here's ours:

- Leaflet is an envelope (Richard Branson thinks you should be able to write your idea on the back of an envelope – if you can't, it's not worth bothering with);
- Could say something like "Richard wrote his first business idea on the back of an envelope"
- "You should do the same on the back of this one";
- Could list a small number of key steps to starting a business underneath, which could include one line about what VSU does. VSU branding should also be prominent;
- Reverse of envelope should be blank except for a line at the top indicating that the business idea should be written here and a line at the bottom which is simply "Now Show Us" and links to all our social sites, for people to take pictures and mention us.

7/ Poster

We need to create a poster for the project, which must be displayed in our offices. This will use the new branding you will create in point 4, be A3 in size as a minimum and clearly and prominently display the ERDF logo – which we will provide. The logo must be no smaller than the size of the VSU logo.