

REQUEST FOR PROPOSALS

Web Design and UX Research Specialists
for NFB.ca and NFB Apps

NFB-DPPUX-202402-001

Ce document est également disponible en français.

March 2024

Request for Proposal

The National Film Board of Canada (“NFB”) is currently looking for Web Design and UX Research Specialists for our www.nfb.ca and NFB apps.

Further to this, we would like to issue you with this Request for Proposal (RFP). The purpose of this RFP is to allow several qualified suppliers to submit their proposals for this solution.

Please provide comprehensive information to the attached questions by **Thursday, May 16th, 2024, by 5pm ET** after which time further proposals will not be accepted without prior written agreement.

Should you have any questions, do not hesitate to contact me on the e-mail address provided in this document.

We appreciate the attention that you will devote to preparing your proposal and look forward to receiving your submission.

Yours sincerely,

Nora Amer
Procurement Manager
National Film Board of Canada (NFB)
Offre.bid@nfb.ca

Table of Contents

1. RFP Content	4
1.1. Tender Documentation	4
1.2. Response Structure	4
2. RFP Process, Terms, and Conditions	5
2.1. Enquiries	5
2.2. Modification of Request for Proposal	5
2.3. Schedule and Deadlines	5
2.4. Format of submission	6
2.5. Response deadline	6
2.6. Partial responses	6
2.7. Clarification on RFP	6
2.8. Validity of Bids	7
2.9. Evaluation of Submission	7
2.10. General conditions	8
2.11. Disclaimer	9
2.12. Security Requirements	10
2.13. Applicable Laws	10
2.14. Access to Information and Privacy	10
3. Background information	11
3.1. The National Film Board of Canada	11
3.2. Sector Owning this Activity	12
4. Project Description and Requirements	13
4.1. Situation today	13
4.2. Future Situation	15
4.3. Legal	19
5. Supplier's Proposal	20
5.1. Proposal description	20
5.2. Supplier's profile	20
5.3. Domain Expertise	22
5.4. Scope Specific Questions	24
5.5. Financials	26
5.6. Legal Documents	28

1. RFP Content

1.1. Tender Documentation

The tender is composed of the following documents:

1. RFP Document : This document (PDF) ;
2. Annex A - Questions & Answers Template (MS Word).

1.2. Response Structure

In evaluating responses, the NFB will consider in full the responses received to this tender. Your tender response shall be comprised of the following:

- Response to all questions in [Section 5](#) of this document. Your response should be clear, comprehensive, and concise. Always indicate the cross-reference question in your response;
- Full proposal covering full scope of the tender;
- Full financial quotation with all services and/or products accounted for matching your proposal;
- A rate card or pricing catalogue for additional services and/or goods that can complement your bid for additional scope in the future, related to the present set of requirements.

2. RFP Process, Terms, and Conditions

2.1. Enquiries

Any query necessary for the preparation of the response must be addressed in writing by e-mail to offre.bid@nfb.ca.

2.2. Modification of Request for Proposal

The NFB reserves the right to amend or otherwise modify, clarify, or correct this Request for Proposal (RFP), in whole or in part, at any time following the publishing date of the RFP. These amendments or modifications may include, among other things, clarifications made following a request for information from one of the suppliers involved in the process.

Suppliers will be notified of any amendment or modification by way of an addendum, which will be annexed to the RFP and form an integral part thereof.

2.3. Schedule and Deadlines

The RFP will follow the dates below:

Activity	Due Date
RFP published to Suppliers	Monday, 25 th of March 2024
<p>Notice of intent to respond All suppliers may notify the NFB by email at offre.bid@nfb.ca of their intent to respond to the RFP. The notice of intent to respond should include the following information:</p> <ul style="list-style-type: none"> - Intent to respond; - Company name; - Name of contact person; - Telephone number of contact person; - Email address of single contact person. 	Friday, 5 th of April 2024
<p>Receipt of all questions regarding the RFP These must be directed by email by completing Annex A: Q&A Template and sent to: offre.bid@nfb.ca</p>	Wednesday, 17 th of April 2024, by 5pm ET
<p>Response to Q&A Template by video conference (MS Teams) Please arrange scheduling by contacting: offre.bid@nfb.ca. The conference will be taking place during the week of 29 April 2024</p>	Friday, May 3 2024
Supplier's return proposal	Thursday May 16 th , 2024, by 5pm ET

Electronic format of all proposals must be received by **Thursday May 16, 2024, by 5pm ET.**

These dates are a guide to the time frame expected for this RFP. Dates may change and the NFB Procurement Manager, acting as a prime contact, will advise of any changes.

2.4. Format of submission

Your response should be structured in accordance with the requirements contained in the RFP and should align with each requirement of the RFP by cross-reference to the relevant [Section 5](#) number.

Suppliers are encouraged to supply innovative solutions in responding to this RFP, however, suppliers must strictly adhere, at all times, to the requirements of this RFP.

Responses must include one electronic copy sent via e-mail to offre.bid@nfb.ca with clear indication in the subject as follows: **RFP – NFB-DPPUX-202403**, along with a signature authorization letter indicating that the appointed representative is authorized to sign on behalf of the firm and thus to bid on its behalf.

2.5. Response deadline

Submissions are due as set in [Section 2.3](#) above, provided however that, if the deadline set for submission is extended, the NFB's Procurement Manager will also specify the new date and hour for submission which will replace the above deadline.

Any submission received by the NFB after expiry of the deadline referred above will not be considered.

2.6. Partial responses

Partial proposals not meeting the requirements specified in this RFP, does not meet the mandatory technical criteria's in [Section 2.9](#), and not responding to all the questions in [Section 5](#) will not be considered.

2.7. Clarification on RFP

The Supplier should direct any questions arising during the preparation of the response to this RFP, or requests for clarification, in writing by e-mail using the attached **Annex A: Question and Answer (Q&A) Template** to offre.bid@nfb.ca. Questions received after the due date indicated on the schedule in [Section 2.3](#) may not be answered.

We planned for clarification calls to respond to your **Annex A: Question and Answer (Q&A) Template** indicated on the schedule in [Section 2.3](#); please contact the NFB Procurement Manager to arrange timing.

Please note that the NFB may edit the question(s) or may request that the bidder do so, so that the proprietary nature of the enquiry is eliminated, and the question(s) and answer(s) can be shared with all suppliers.

2.8. Validity of Bids

The content and pricing of the submission must remain valid for a period of 120 days after the date and time of the deadline set forth for the receipt of bids specified in [Section 2.3](#).

NFB will have the right to ask for additional information to verify a bidder's information. Failure to comply and to cooperate with any request or requirement imposed by NFB will render the bid non-responsive.

2.9. Evaluation of Submission

In evaluating responses for the next stage of the process, the NFB will seek the most appropriate offer based on an evaluation of the Supplier, the fitness for purpose, the risk and the total cost having regard to the following criteria's:

1) Mandatory Technical Criteria

Your proposed solution must meet all three (3) mandatory technical evaluation criteria's as follows to be declared responsive:

1. Proven ability to meet our Target Audience requirements as per [Section 4.2.3, Target Audience](#);
2. Capacity to design following AA accessibility standards;
3. Design solutions must fit and be delivered for web, mobile and tv interfaces.

2) Point-Rated Technical Criteria

If your proposal passes all Mandatory Technical Criterions listed in (1), a point-rated technical criteria will then be applied to your solutions technical merit and price, as follows:

Criteria / Critères	RFP Section of Supplier Response to Criteria - Section de l'AO relative à la réponse de la ou du soumissionnaire pour évaluation du critère	%
Technical Capability / Capacité technique		40
Ability to deliver in-scope items; Capacité d'offrir des éléments livrables qui correspondent à la portée du projet	RFP, AO Section 5.4	20
Experience related to user research; Expérience liée à la recherche sur les utilisatrices et utilisateurs	RFP, AO Section 5.3.1, 5.3.2	8
Experience related to UX/UI design and solutions with accessibility knowledge; Expérience en conception d'EU-IU et de solutions témoignant de connaissances en accessibilité	RFP, AO Section 5.3.1, 5.3.2	8
Project approach and methodology including timelines; Approche du projet et méthodologie, y compris les échéances	RFP, AO Section 5.4.8. - 5.4.11	4
Business Strategy / Stratégie d'entreprise		30
Understanding of business and challenges both within the audiovisual industry and in a Federal environment, Media streaming platform experience; Compréhension de l'entreprise et des défis, tant dans le secteur audiovisuel que dans le secteur fédéral ; expérience en plateformes de diffusion en continu	RFP, AO 5.3.3 and 5.3.4	15
Quality of response to RFP; Qualité de la réponse à l'AO	RFP, AO Proposal Submission / Document entier	10
Supplier Policies on EDI, Indigenous and Environmental considerations; Politiques en matière d'équité, de diversité et d'inclusion (EDI), d'achat auprès d'entreprises autochtones et d'environnement	RFP, AO Section 5.3.5. - 7	5
Financial Proposal / Proposition financière		30
Financials; Total des frais	RFP, AO Section 5.5	30
Total		100

An evaluation team composed of representatives of the NFB will evaluate the bids.

Suppliers should have demonstrated a thorough understanding of the RFP and their capacity to carry out the work in accordance with all professional standards.

Submissions will be reviewed for compliance with this RFP and reviewed in relation to the pre-determined criteria listed above.

2.10. General conditions

By submitting a proposal, the Supplier is agreeing to all conditions and terms stated in this RFP, including the following:

- 2.10.1. All information related to the bid may be written in either of Canada's official languages (French and English).
- 2.10.2. All costs, charges and/or expenses, direct, and indirect, incurred and/or paid by the Supplier to participate in this RFP shall be the sole responsibility of the Supplier.
- 2.10.3. Suppliers may withdraw their bid by email at any time prior to the time and deadline set forth for the receipt of bids, provided that such withdrawal shall not affect a bidder's ability to submit a new bid within the prescribed bid period.

- 2.10.4. The NFB reserves the right to negotiate all terms and conditions to enter into a formal contract with the Supplier. This RFP document, the Supplier's response and written addenda may be included in such contract, at the NFB's sole discretion.
- 2.10.5. The NFB reserves the right to accept none of the bids received, and to cancel or re-publish the RFP at any time, without justification or obligation to the other Suppliers.
- 2.10.6. Unsolicited telephone calls or visits to the NFB during the RFP process to obtain proposal status information are prohibited and may result in the Supplier being disqualified from the bidding process.
- 2.10.7. Suppliers may request a debriefing on the results of the RFP process. Suppliers should make the request to the NFB within 15 business days from receipt of the results of the RFP process.
- 2.10.8. The Office of the Procurement Ombud (OPO) established by the Government of Canada provides an impartial, independent venue for Canadian suppliers to raise complaints regarding the award of certain federal contracts under \$30,300 for goods and \$121,200 for services. If you have concerns regarding the award of a federal contract below these dollar amounts, you may contact OPO by e-mail at boa.opo@boa-opo.gc.ca by telephone at 1-866-734-5169, or by web at www.opo-boa.gc.ca.
- 2.10.9. News releases pertaining to the award of any contract related to this RFP may not be made without the prior written permission of the NFB.
- 2.10.10. All work and materials shall comply with all applicable provincial and federal laws, regulations, ordinances, decrees, or other binding statutory instruments; applicable building leases; and directions of inspectors appointed by proper authorities having jurisdiction. Where certification of material is required by the NFB, the Supplier shall make all such certificates available for inspection.
- 2.10.11. NFB reserves the right to conduct a survey of Suppliers' facilities and/or examine their technical, managerial, and financial capabilities to determine if they are adequate to meet the requirements of the RFP. With respect to financial capabilities, this may include, but is not limited to, certified bank letter attesting financial viability, audited cash flow, balance sheets and P&L statements, as required.
- 2.10.12. The Supplier is expected to follow all laws, regulations, and directives applicable to the services set out in this RFP, including regarding occupational health and safety.

If the Supplier does not agree with conditions or terms stated in this RFP, such conditions or terms must be discussed in detail with the NFB Procurement Manager before a proposal is submitted.

2.11. Disclaimer

This RFP and its attachments shall remain the sole property of the NFB and contain all information the Supplier may require preparing a proposal as requested by the NFB.

The acceptance of a submission to this RFP is not to be construed as representing or creating any binding obligation on the NFB to enter into any legal commitment whatsoever. Furthermore, in responding to this RFP, the Supplier is deemed to specifically acknowledge the following:

- Notwithstanding any representation by or on behalf of the NFB or any estimate of quantities by the NFB shown in this RFP or otherwise given to the Supplier (now or in the future), the NFB shall be under no obligation to purchase any particular quantity of products or services.
- The Supplier places no reliance on any such representation or estimates and will place no reliance upon any future representation or estimate that may be provided unless that representation or estimate is noted in the written contract.
- The NFB shall have no liability to the Supplier whether in contract, extracontractual civil liability, tort or otherwise with respect to the giving of any such representation or estimate.

2.12. Security Requirements

The successful Supplier will need to have obtained any security screening or clearance that may be requested by the NFB. Suppliers should indicate, in their bid submission, any security assessment that is readily available for the proposed resources. For more information on this requirement, please visit [Organization security screening](#).

2.13. Applicable Laws

This RFP process shall be subject to, and governed by, the laws of the Province of Quebec and the federal laws of Canada applicable therein.

2.14. Access to Information and Privacy

Suppliers acknowledge that the NFB is a federal agency subject to the *Access to Information Act* and the *Privacy Act*. This RFP, and any information, in any form, provided, obtained, created, or communicated by the Suppliers to the NFB, are therefore subject to the *Access to Information Act and the Privacy Act*. The Suppliers acknowledge that the NFB is required to handle such information in accordance with the provisions of these two laws.

Any questions, comments, concerns, or complaints regarding the administration of the *Privacy Act* and privacy policies may be directed to the NFB's Privacy Coordinator by e-mail at ATIP-AIPRP@nfb.ca by calling 438-466-2522, by fax at 514-841-3500, or by writing to:

Access to Information and Privacy Coordinator
 National Film Board of Canada
 1501, Bleury Street
 Montreal QC H3A 0H3

If you are not satisfied with the NFB's response to your privacy concerns, you may wish to contact the Office of the Privacy Commissioner of Canada by e-mail at info@priv.gc.ca or by telephone at (800) 282-1376.

3. Background information

3.1. The National Film Board of Canada

3.1.1. History

Created in 1939, the NFB is a federal agency under the Department of Canadian Heritage. Its mandate is to create, produce, and distribute distinctive and original audiovisual works that reflect the diverse realities and perspectives of Canadians, and to share these works with the people of Canada and the rest of the world.

3.1.2. Today

DID YOU KNOW...

The NFB will be **85 years old** in 2024.

The NFB produces at least **one project per week.**

The NFB has won more than **7,000 awards, including 12 Oscars®**, 4 Palmes d'Or, 25 Webby Awards, over 530 Academy of Canadian Cinema & Television Awards, including 32 Canadian Screen Awards, and 27 Québec Cinéma awards.

The first Canadian feature film selected to screen in competition at the **Cannes Film Festival** was produced by the NFB: Pierre Perrault and Michel Brault's *Pour la suite du monde*.

With **76 nominations**, the NFB has more Oscar® nominations than any other organization outside of Hollywood.

"HOLLYWOOD" FACTS

- Every director selected to represent Canada at the Oscars® for Best Foreign Language Film has previously worked with the NFB.
- Canadian directors Guy Maddin, Denis Villeneuve, Atom Egoyan, Sarah Polley, Don McKellar, Suzie Sutherland, Denys Arcand, and Robert Lepage have all made a film with the NFB.
- The NFB has worked with the voice talents of actors Meryl Streep, Forest Whitaker, Christopher Plummer, Donald Sutherland, Leslie Nielsen, Richard Burton, Xavier Dolan, and Caroline Dhavernas.
- In 1967, the NFB helped pioneer technology at Expo 67 that would eventually become IMAX®.

- George Lucas was famously inspired to create "The Force" in *Star Wars* after watching Arthur Lipsett's **21-87**. There are two nods to this NFB film in the *Star Wars* series: Princess Leia's cell number in *A New Hope* and ex-Stormtrooper-turned-Rebel-hero Finn's First Order name, FN-2187.
- Raman Kroitor and Colin Law's NFB film **Universe** was a key source for Stanley Kubrick's vision of space in his masterpiece, 2001: *A Space Odyssey*.



For more detailed information on our agency, including a description of our mandate and values, and about our [Strategic Plan](#) please visit our websites: www.nfb.ca and [National Film Board - Canada.ca](http://NationalFilmBoard-Canada.ca)

3.2. Sector Owning this Activity

3.2.1. Digital Platforms and Products Unit

The present tender activity is led and driven by the NFB Procurement Manager function on behalf of the internal operations Technologies, Digital Products and Platforms Unit.

The key operational unit within the NFB concerning this tender is the Technologies, Digital Products and Platforms Department and are as follows:

Name	Function
Gwenaelle Jouan	Director, Digital Platforms
Jean-Sébastien Beaulieu	UX-UI Designer
Catherine Perreault	Product Owner
Félix-Antoine Viens	Content Project Manager
Jean-François Rousseau	Head, social media

4. Project Description and Requirements

4.1. Situation today

4.1.1. Current Challenges

When NFB.ca (www.nfb.ca) was launched in 2009, it was designed as an online screening room for NFB films. This was visionary at the time, and the current site still reflects this strategy. All other NFB content (interactive works, blog posts, corporate content) is managed on related sites to keep the NFB.ca screening room experience as streamlined as possible. Over the years, the site has changed a great deal both technologically and graphically, but its basic architecture and functionalities (playlists, channels, etc.) are still film centric.

Nowadays, there are many other streaming platforms (Netflix, Hulu, Amazon Prime, etc.), so we must innovate again to keep NFB.ca relevant in the contemporary media landscape. The NFB's strategic plan is ambitious, and NFB.ca, which includes a website and mobile and tv applications (www.nfb.ca/apps) is the flagship product that will allow us to meet some of the commitments made in it. But to do so, we will have to undertake some major changes on NFB.ca, including providing a refreshed user experience and taking a new approach to content publishing. We have started to make these changes iteratively, and at this point we need to better understand our audiences' needs and expectations to move further.

Since the pandemic, the NFB's Digital Products and Platforms team has not had the opportunity to be in direct contact with its users in a qualitative manner. The feedback we currently have access to is quantitative data compiled by different analytics tools, such as Google Analytics (GA4, GTM), Firebase and internal tracking tools, plus a few user comments emerging from our customer service department. We are missing important qualitative data to identify pain points and better understand the relationship between our products and their users.

Additionally, the [Canadian federal government digital practices](#) are quickly evolving, and we are encouraged to design our digital platforms with a user-first approach and a clear product vision. We would like to fill the gap between our digital offer and the leading streaming providers, that sets the standards for the industry.

To better respond to the needs and challenges of users who visit our website (www.nfb.ca), and the NFB Films app, the NFB's Digital Products and Platforms team is seeking the expertise in UX/UI to lead focus groups and design approved solutions. Specifically, we are seeking qualitative data to help us make important UX/UI and feature development decisions, as we re-design the user experience on our website and apps.

4.1.2. Overview of our Digital Products

Targeted Platforms

- Main entry points of our www.nfb.ca website (homepage). Please note that we are in the process of redesigning our film pages.
- Landing page of our NFB Films app:

- Apple (iOS/iPadOS) mobile and TV (tvOS);
- Google (Android) mobile and TV, and Amazon Fire TV;
- Roku TV.

NFB.ca offers a unique set of advantages in the streaming market:

- No ads;
- No subscriptions or mandatory login (free access to films and series);
- Editorial choices based on quality over quantity: fewer new releases (approx. 30 titles/month), and award-winning films;
- Different content categories such as films, series, interactive works, playlists, blogposts, learning resources, etc.;
- Canadian content made by Canadian creators.

We serve different markets such as public, film enthusiasts & industry members, education field, cultural communities, etc., as well as produce or co-produce content in two (2) main genres:

1. Documentaries;
2. Animated shorts.

4.1.3. Current Analytics Reporting Tool Systems

- Google Analytics (GA4/GTM).
- Firebase for Analytics (mobile apps).
- Internal tracking tools.

4.1.4. Current Key Performance Indicators (KPI)

- Number of film viewings.
- Number of sessions.
- Times spent per session.
- Page views.

4.2. Future Situation

4.2.1. Goal and Objectives

As Canada's Public Distributor and Streamer, we're aiming for:

- Forward-looking distribution model.
- Vibrant and lively platforms.
- Increasing viewing numbers.
- Audience engagement and brand loyalty.
- Repeat visits and familiarity with our digital products.
- Marketing budget ROI.

We anticipate the proposed project to be delivered in two (2) phases:

4.2.1.1. Phase 1 Goals (UX Testing):

The following are the objectives to be achieved for Phase 1, including but not limited to:

- Understand our **users' habits** while they visit our website and app.
- Understand how **users perceive** our streaming platforms. For example, are they finding the content they are looking for? Do they understand they are visiting a free streaming platform for all interests and profiles?
- **Develop empathy and intuitive reflexes** towards our users and their experience on our digital products and platforms.
- **Identify specific gaps or opportunities** to address.

These key goals will allow us to:

- Discover different user paths and scenarios, starting from the main entry points of NFB.ca.
- Find out if users recognize the NFB and the NFB.ca streaming products.
- Find out if users are aware of the volume of our offer (free streaming of over 6,500 films).
- Find out what our users are looking for. Are users looking for specific works or are they browsing (by theme, type, length, etc.) or are they just looking for something that will catch their eye?
- Find out if users know that they can access our content from their mobile and TV devices?
- Find out if users easily come across our new releases.
- Find out if users easily find content aligned with their interests.
- Find out if our offer is understood by our users (free in Canada, neither subscription nor login necessary, no ads, author cinema, documentaries, animation, interactive and digital works, etc.).
- Find out if users are interested in our added value and promotional content (trailers, NFB Pauses (Interviews with Featured Artist), blogposts, events, clips, etc.).
- Pinpoint any frustrations or confusion during their experience.
- Find out if users create an NFB account and login to their account.
- Other(s)

4.2.1.2. Phase 2 Goals (UX/UI Design):

The following are the objectives to be achieved for Phase 2, including but not limited to:

- **Propose prioritized UI/UX design solutions from Phase 1.**
- **Translate needs and wants of our users** in the redesign on selective future interfaces and functionalities (e.g. Home page / search).
- **Align solution with the needs and wants of users and stakeholders** in the design of our future interfaces and functionalities.

These key goals will allow us to:

- Design a user experience and user interfaces that are in line with the needs and goals of our audiences.
- Facilitate design workshops with web team and stakeholders.
- Other(s)

4.2.2. Intended KPIs

For both phases, the overall goal is to design with a user-first approach to reach our new KPIs:

- Boost viewings and sessions;
- Foster user retention;
- Increase the number of return visits;
- Contribute to brand recognition and loyalty;
- Position the NFB as an important, online-first, streaming provider.

4.2.3. Target Audience

To better qualify a comment, it's going to be crucial to know from whom and which perspective it's coming from. Therefore, our suggested Target Audience for this project should include:

- A good representation of the Canadian provinces and territories
- Different age groups over 18 years old;
- Underrepresented identities (Indigenous, Black, racialized, and LGBTQ2+ communities, and people with disabilities);
- Different education levels;
- Both official languages;
- Different levels of familiarity with technology and streaming platforms;
- Different levels of familiarity with the NFB collection in general.

4.2.4. Critical Success Factors

Phase 1. The tests allow us to better understand our users' behaviors and needs, helping us reach our goals of boosting views, foster retention, and increase return visits.

Phase 2. The UX/UI design is based on a user-first approach and respects accessibility AA standards, helping us reach the KPIs listed above (views/visits, retention, and return visits).

Design must be aligned with the NFB's branding guidelines.

4.2.5. Location

Depending on the chosen methodology and suggested timelines, we would ideally like to physically attend live, or at least consult online recordings of the user testing sessions (for knowledge transfer purposes). In that regard, a Montreal-based location for one of the user testing sessions would be considered an asset.

The UX/UI design phase can be done remotely.

4.2.6. Approach and Methodology

We are open to different approaches to meeting our objectives on this project. The following are suggested guidelines that may be used in the project's delivery.

Phase 1. User Research Methodology:

- Focus groups under observation.
- Recorded interviews.
- User/Usability testing on mockups/prototypes, or on our existing platforms.
- Online surveys.
- Combination of techniques.
- Other.

Phase 2. UX / UI Methodology:

1. Workshop(s) with the NFB team which includes:

- Preparation and animation;
- Identifying envisioned solutions and success criterions;
- Helping prioritize the design phase of the mandate;
- Other.

2. Conception:

- Wireframes, prototypes, or mock-ups should reflect a multi-device and accessibility by design approach, while solving identified pain points;
- Any other complimentary expertise and deliverables to help the NFB meet the objectives set during the workshop;
- UX copy suggestions (facultative).

Key Considerations:

- All mock-ups are to be compliant with the NFB's branding guidelines.
- Proposals must be applicable to multi-devices (i.e. web and mobile/TV apps).
- All solutions need to consider a mixed methodology: quantitative (GA4) and qualitative (User research) data.
- Deliverables (i.e. mockups, prototypes, etc.,) to be shared using NFB approved tools such as Figma and/or Adobe XD.

4.2.7. Timeline for Implementation

Phase 1:

We expect tests and analysis to be completed within a 4-5-month period upon awarding a contract.

Estimated timeline: From July - November 2024.

Phase 2:

We expect UX/UI design to be held during a 4-5-month period following the completion of Phase 1.

Estimate timeline: From November - March 2025.

4.2.8. Scope and Service Requirements

Phase 1: Scope of work for user testing:

- Framing workshop and preparation
- Research plan and interview guide
- Animation of test sessions
- Results analysis
- Final report presentation
- Other

Phase 2: Scope of work for UX / UI Design:

- Conception and prioritization workshop facilitation
- Wireframes or prototypes
- Initial mock-ups presentation
- Revisions (x2) following feedbacks
- Subsequent set of mock-ups or prototype
- Final delivery
- Other

4.3. Legal

4.3.1. Period of Contract

The mandate is intended to be granted for the duration of project completion.

5. Supplier's Proposal

Please provide comprehensive responses to:

- All questions in this section, with a cross-reference to each question. For example, your proposal should begin with referring to [Section 5.1 Proposal Description](#) as your first heading, with your response to the respective chronological section within, and so on ([Section 5.2](#), [Section 5.3](#), etc.,)
- Your proposal should not exceed 30 pages in length (excluding any Appendices such as Resumes, etc.,)
- All information related to the bid should be readily printable in 8.5 x 11-inch format and submitted electronically in one (1) or two (2) maximum PDF file(s)

5.1. Proposal description

Please describe in a maximum of one page your understanding of the activities and what you will be delivering to the NFB, including a clear response to our mandatory criterions listed in [Section 2.9: Bid Assessment](#) and as follows:

1. Proven ability to meet our Target Audience requirements as stipulated in [Section 4.2.3 Target Audience](#).
2. Capacity to design following AA accessibility standards.
3. Design solutions must fit and be delivered for web, mobile and tv interfaces.

5.2. Supplier's profile

5.2.1. History

- Date and place founded.
- Short history of your company, general presentations

5.2.2. Locations

- Headquarters
- Other key locations
- Detail your presence in: Montreal.

5.2.3. Key numbers

Worldwide and at your location:

- Headcount in each office
- Sales for the last three (3) years
- Sales Growth for the last three (3) years
- Number of customers
- Other (specify)

5.2.4. Key strengths

- Specific competencies or skills
- Competitive advantage

- Formal Accreditations
- Other (specify)

5.2.5. Bankruptcy

Has the company ever filed for bankruptcy?

If yes, explain in detail the reasons why, the filing date and the current status.

5.3. Domain Expertise

5.3.1. Similar major Web Design and UX Research activities

Describe two (2) previous similar User research and two (2) previous similar UX/UI design mandates that you helped to transition, support, and managed and delivered successfully within the last 3-5 years relative to the scope of this RFP for other customers

- Explain why they are relevant to the scope of this RFP, what is the size of the project in terms of dollars and effort (Full Time Equivalent, FTE)
- Detail major issues or problems that may have occurred and how they were resolved
- Detail when they were delivered and if they were delivered on-time and on-budget

5.3.2. Specific skills and technical know-how

List here your experience relative to the scope of this RFP in:

- User research and testing methodologies
- UX/UI design
- Project management
- Other(s), if applicable

5.3.3. Existing customers and references

Provide the two (2) references from relevant customers with:

- Project short description
- Company name
- Location
- Contact person, position
- Email and phone

These references should demonstrate the Supplier's ability to deliver the services in a way that resembles the NFB's requirements and scope.

Please note that references provided above may be directly contacted by the NFB during the evaluation phase of your bid.

5.3.4. Industry experience

Describe your previous experience and number of customers within the audiovisual industry or with government agencies and/or with Media streaming platform experience.

5.3.5. Equity, Diversity, Inclusion and Accessibility

The NFB is committed to an industry that reflects a culture of mutual respect, dignity and inclusivity and expects that Suppliers to similarly embrace these values. Please provide information about your commitments towards equity, diversity, inclusion, and accessibility.

5.3.6. Indigenous Procurement

The NFB is committed to increasing the participation of Indigenous businesses in federal procurement with a new target to have 5% of federal contracts awarded to businesses managed and led by Indigenous Peoples. Are you a qualified indigenous-led business in that regard?

5.3.7. Environmental Performance

At the NFB, we believe that purchasing environmentally preferable goods and services achieves the best value-for-money over their life cycle and result in a more efficient use of public resources while promoting environmental stewardship and reducing the environmental impact of government operations. Please describe your service offerings in consideration of any environmental benefits for assessment (i.e. you may include the implementation of standardized environmental policies and practices within your organization, green certifications, etc.,)

5.3.8. Knowledge of the NFB

Please respond to the best of your knowledge as follows:

- Describe any previous experience with the NFB. Provide the NFB contact person(s) and location.
- Is any of the employees in your organization related, either personally or professionally, to a person currently employed by the NFB? If so, please explain.
- Was any NFB employee or Supplier previously employed or engaged by your organization?
- Please provide the names of any current or former NFB employees employed or engaged by your organization, either:
 - as a full or part time equivalent, contractor, consultant, subcontractor, etc.
 - or through a company controlled directly or indirectly by a current or former NFB employee
 - or through a company controlled directly or indirectly by a relative of a current or former NFB employee.

It is requirement that your firm, account manager and proposed resources must not be in conflict of interest with the NFB.

5.4. Scope Specific Questions

5.4.1. In-Scope Items, Deliverables

Describe the services you intend to provide to match with our requirements listed in [Section 4.2 Future Situation](#).

5.4.2. Out-of-Scope Items

Describe all items or requirements of this RFP that you will not address listed in [Section 4.2 Future Situation](#).

5.4.3. Locations Covered

For Montreal, specify whether you can manage the solutions described above (i.e., on-site workshops). Please note that the NFB does not allow charging for travel expenses.

5.4.4. Subcontractors

If you are planning to subcontract part of the scope of this RFP, please enter details here. Explain reason for selection, and previous experience with subcontractor(s).

5.4.5. Service Levels

Explain the Service Level you can provide to NFB for the services you are proposing to offer to us (SLA's).

5.4.6. Training

Explain training plans you will have in place for use of the proposed services.

5.4.7. NFB Involvement, Deliverables

Describe what you need from NFB to perform successfully.

5.4.8. Project Management, Approach

Describe how you will manage this engagement and the methodology used for

- Project planning
- Participant management in the approach for recruitment of participants representing Canada's target audience and supplier capacity, participant management and payment
- Project delivery
- Incident/problem management and
- Respect of strict privacy policy

5.4.9. Implementation Plan

Describe your implementation plan and timeline for this activity:

Detail:

- Resources including for Support Team during duration of the contract, please [include resumes or online profiles \(as separate Appendixes\)](#) as well as any security assessments that is readily available for the proposed resources. Please indicate for each proposed resource whether they are fully bilingual (FR/EN).

- Roles and responsibilities
- Overall lead-times
- Requirements
- Governance, including escalation process, meetings.

5.4.10. Reporting

- Detail the reports that NFB will have access to during the project. If available, provide samples.
- List any digital systems you will grant NFB access to.

5.4.11. Additional Comments

If you disagree with any statement in this RFP and/or related Annexes, please provide your comments in this section.

5.5. Financials

5.5.1. Pricing mechanism

The proposed charging mechanism must:

- incentivise the Supplier both to reduce costs and to improve performance.
- be simple to administer and monitor.
- reduce processing costs involved.

All prices should be expressed in CAD Dollars. Recurring expenses should be shown monthly.

We are requesting you to propose in this paragraph the most suitable pricing structure matching those criteria. **The prices supplied must give NFB a full picture of all expenses or costs (including any yearly escalation in fees)** and NFB will assume that all provided costs are exhaustive and thus will not allow further costs to be introduced during contract negotiations, should you be selected.

Phase 1 (User Research):

1. An "A la Carte" Fixed Fee, per Service, with itemized inclusions and exclusions, for example:
 - Kick-Off Session
 - Participant Management:
 - Recruitment of participants (20-30 participants)
 - Payment for Participants, Estimated budget for the hourly rate for suggested participants.
 - Interview fees
 - Other(s)
 - Research:
 - Interview guide
 - Test session(s) animation
 - Recording(s)
 - Other(s)
 - Proposed Solution(s)
 - Data analyses
 - Recommendation or solution(s) reports
 - Other(s)
 - Other(s)
2. Any additional costs (ex., applicable software license fees, etc.,)

Phase 2 (UX/UI Design):

1. Fixed Fee for a NFB conception workshop (hosted by the NFB at Headquarters in Montreal). Please itemize inclusions and exclusions into your fees.
2. Blended Rate Card for UX/UI designers to implement must-have and nice-to-have solution(s) defined in the Conception Workshop.

Please note no travel expenses will be reimbursed by the NFB for this project. The proposed solution and deliverables may be delivered in either FR or EN as we will not require translation service and costs.

5.5.2. Currency

Prices should be quoted in CAD Dollars.

However, if the Supplier sees a potential benefit may accrue to the NFB in pricing the service in a currency other than as stated, then this should be offered as an additional alternative only, for consideration in either USD, EUR or GBP. If doing so, please title your response to this section as “**Currency - Alternative Option**”.

5.5.3. Payment Terms

The NFB will expect any selected Supplier to provide consolidated invoices on a monthly basis to include all charges for that month.

The NFB payment terms are net 30 days from the date a correctly detailed invoice is received. Please confirm your agreement with those terms.

5.5.4. Criteria for Rates revisions

We expect the unit prices provided to be fixed for the duration of the agreement. If this will not be the case, please indicate here the criteria that will be used for rate revision.

5.6. Legal Documents

5.6.1. General terms and conditions

Describe your general terms and conditions for doing business with you or attach your typical contract and/or Statement of Work.

5.6.2. Service Level Agreement

Provide a sample contract that meets our requirements.