



Inviting bids for the Selection of UX Design agency

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Background

The Bob Financial solutions Limited *henceforth referred as BFSL) is a wholly owned subsidiary of Bank of Baroda established in 1994 for issuance of Credit Card and Merchant Acquiring and also providing support services to the Bank for Debit Card Operations.

The Company seeks to select a competent UX agency for the purpose of development of cutting edge user experience for its customers on the website.

The pre-login section or the marketing website is for primarily attracting new customers and providing product information to new and existing customers. The post login section enables customer to perform various actions for their credit card. The merchant section is for the registered merchant customers of BFSL

Scope of work

The work involves creating mobile first responsive original designs around a central theme/concept for the BFSL website

The process should involve HCD methodology to create designs that are already tested with users and feedback incorporated. Additionally, the designs need to be benchmarked to best in class products within the industry and/or outside.

Process:

- Research
- Information architecture
- Interaction design
- Wireframing
- Visual design
- Test & Feedback
- Final designs

The scope involves the wireframing the concept, creating multiple design options and creation of final designs in sketch or PSD as per business requirement. Also required is the support to be extended for the implementation of the designs in any clarifications as needed

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Following are the details of the sections and pages that are within the scope of the project.

Website	Service Request
Homepage	Statement Delivery Mode
Compare Card	Card Replacement/ Renewal
Benefits	Add on card
Apply Journey	De-registration
Offers Page	Auto Debit
Login Journey	Bonus points redemption
Contact Us	Balance transfer
Post Login portal	EMI request
Account Summary	Loan request
Payment Credit Detail & acknowledgement	Issuance/dispatch details
Card Statement	Order request
Unbilled Transactions	Complaint/status
Balance inquiry	Merchant Services
Interest Calculator	Merchant Landing Page
Modify Password	Merchant Application Tracking Form
Service Request	
Spend Analyser	
User Profile	
Card Block	
Pin Generation	
International limit management	

Deliverables :

- Research insights
- Information architecture for review
- Wireframes for review
- Visual design concepts
- Visual designs
- Styleguide
- Support for implementation post design as needed

Terms and conditions

BFSL reserves the right to at any point:

- Reject any and all proposal received in response to the scope of work
- Waive or Change any formalities in the proposal.
- Negotiation will be carried out with the shortlisted bidder.
- Select the most responsive bidder as deemed suitable.
- Cancel the Terms of Reference at any stage, without assigning any reason whatsoever.
- Any additional cost for the below requirement must be mentioned separately.
- The project needs to be completed within 90 days from the date of project award date. Any delays would attract the penalty as specified.
- The proposed rate of penalty would be 0.5% of the entire project cost/TCO per week of delay or non-compliance. Company at its discretion may apply this rule to any major non-delivery, non-adherence, non-conformity, non-submission of agreed or mandatory documents as part of the Project.
- Notwithstanding anything contained above, no such penalty will be chargeable on the selected bidder for the inability occasioned, if such inability is due to reasons entirely attributable to Company.
- The maximum amount that may be levied by way of penalty pursuant to clause above shall not exceed 10% of the Total Contract value.
- Sealed quotes to be sent within the stipulated time mentioned at the below address:

Office address:- AVP Procurement 2nd Floor, Baroda House, Behind Dewan Shopping Centre, S V Road, Jogeshwari (W), Mumbai – 400 102. Landline - 022 42068566.

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Payment

The payment of the fees shall be made by BFSL as follows. Please share the commercials in the following format.

20%	Research insights
30%	Wireframe approval
20%	Approval of visual designs for key screens
30%	Completion of visual design for all screens

Important Dates

Date of issue	7th February 2019
Queries to be mailed by	1:00 PM February 14, 2019
Queries to be mailed to	rfp@bobfinancial.com
Last Date and Time for submission	11:00 am on February 18, 2019