

**Design Proposal for Socially Moo / Informm / Value Pitch (draft)**  
to



By



## Value Pitch - Design Work Proposal (Draft)

After discussion with Ajyesh on Dec 31, 2010 at Value Pitch, Mumbai office. We have come to certain understandings about the scope of work, resources required, product(s) in general and the expectations of Value Pitch as a client. Below we have tried to enumerate these understandings and also posed a set of specific questions to make sure we are on the same page. The questions are designed to eek out as much product understanding as possible and also have a base document for future reference of all.

We believe that the initial phase of the project(s) will be much involved and will require a great deal of interaction between Maya Studios team and Value Pitch team. Once the product are in shape the engagement model can change into a retainership one. Till then each project will be treated as a whole and quotations made accordingly.

### Scope of work:

#### **Socially Moo**

- Product Conceptualization
- UX (interaction design, information design, wireframe & UI)
- Visual Design (Identity / Branding & UI visualization)

#### **Informm**

- Product redesign
- UX (interaction design, information design, wireframe & UI)
- Visual Design (Identity / Branding & UI visualization)

#### **Value Pitch**

- Website redesign (visual design sans Identity / Branding)

### Resources required:

- senior UX design for each product / project
- senior graphic design for graphic design work (Identity / Branding)
- point person for project coordination

### Costing & Timeline:

- To be proposed (in 1 working day) once the project details mentioned below are furnished.

### Deliverables UX:

- Wireframes
- Page UIs (in jpg / AI / PSD format / Axure format)
- Page layouts (based on visual design in jpg / AI / PSD format)
- Guidelines document (as a form of documentation)

### Deliverables Visual Design:

- Logo Type / Identity document (includes form suggestion, font family, color family)

- Visual designs of pages based on wireframes & page UIs mentioned above
- UI assets (to be used by developers, format to be suggest by the developers)
- Branding document (optional)

## Some Questions

Please fill in the questions, related to each project, in detail. We've already answered some based on our understanding. This will help you gauge our understanding of the product based on which you can give us more information. Further, feel free to add / edit questions where ever required.

### Socially Moo

1. Why do you want to have a new website for the product, or have your current site redesigned?  
- The product needs a new website as there is none at the moment.
2. What will happen if you don't have a new website?  
- no site not product.
3. What problems do your prospects have that your business solves?  
- this is a social media management tool that allows users, brands or agencies to monitor, interact with and / or further engage their audiences.
4. Why do you believe site visitors should use Socially Moo instead of with a competitor?  
- There is a human element involved which mean all the data / reports are vetted by human analysts before going live on the site.
5. Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?  
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6. Please describe your potential customers. Is this product a business-to-business site, what sort of companies are you hoping to attract?  
- Large brands or agencies
7. What is your budget for this project?  
-
8. Who are the decision makers on this project? What is the turnaround time for making a decision?  
-
9. What is your deadline for completing the product? Is there a feature release road map in place? When is the first release scheduled?  
-
10. Please list the names of five other sites / products that you like. Why are they attractive to you?  
- Involver, Buddy Media, Hootsuite (all competition), TweetDeck
11. Have you researched your online competition so you have an idea of what you do and don't want on in Socially Moo?  
- No flash
12. Do you have a logo?  
- Not at the moment

13. If you were using a search engine, what words or phrases would you use to find your site? Which of these words or phrases is most important? Second? Third?

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14. Other than what search engines will produce, what methods do you have in mind to spread the word about Socially Moo?

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15. Once Socially Moo is launched, how long do you think it will be before you begin bringing in significant business from the website?

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16. How do you plan to encourage repeat visitors and referrals?

- Using social media touch points such as blogs, facebook, twitter etc.

### **Additional Info:**

This tool (Socially Moo) should be user-friendly, highly scalable, global design appeal, mashable should take one look at it and fall in love with it. It is yet to be conceptualized fully and that is where Maya Studios comes in. There needs to be a dashboard designed, admin interface (exact details to be decided), website and product / brand identity created. This project has a higher priority over Informm and Value Pitch projects. A senior UX designer will be required to conceptualize the initial design, the guidelines, the wireframes. Once the main part is established, then a junior could probably take over with the more retainer bit of the work, unless something major comes up.

### **Informm**

1. Why do you want to have a new website for the product, or have your current site redesigned?

- The product needs a new website as there is none at the moment.

2. What will happen if you don't have a new website, or have your current site redesigned?

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3. What problems do your prospects have that Informm solves?

- Informm delivers credible knowledge interpreted in the language of clients industry. So the way we speak to a consumer electronics industry client will be different from how we interpret data for a mobile industry based client.

4. Why do you believe site visitors should use Informm rather than with a competitor?

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5. Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?

-

6. Please describe your potential customers. Is your product only business to business? If so, what sort of companies are you hoping to attract?

- large brands or agencies

7. What is your budget for this project?

-

8. Who are the decision makers on this project? What is the turnaround time for making a decision?

- faster turnaround times are better

9. What is your deadline for completing the design phase (since we are directly involved in it)?  
When is the first release scheduled?

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10. Please list the names of five other sites that you like. Why are they attractive to you? These may not necessarily be your competitors.

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11. Based on competitive research / analysis, what you do and don't want on your product site?  
- Radian6 is a competition but is extra clunky so we don't want to be like at all.

12. What do you NOT want on your product site in terms of text, content, etc.?

- No Adobe Flash

13. Where will the website content / copy come from? Who's responsible for updating the product site? Is it ready for use on your website?

-

14. Do you have a product logo?

-

15. How much time will you be able to spend online, responding to inquiries that come in via your website? Once a day? Several hours a day?

- there's a dedicated team to handle just this.

16. If you were using a search engine, what words or phrases would you use to find your product? Which of these words or phrases is most important? Second? Third?

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17. Other than what search engines will produce, what methods do you have in mind to spread the word about your product?

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18. Once the product is released, how long do you think it will be before you begin bringing in significant business from the product?

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19. How do you plan to encourage repeat visitors and referrals?

- Using social media touch points such as blogs, facebook, twitter etc.

#### **Additional info:**

Infomm is an online sentiment and buzz tracking tool. However, in its current form it suffers from low usage and poor emotional expression. Clients are unable to visually analyze the data thus reducing the product value. In essence we need to create a social presence for the product. The product dashboard needs to be redesigned and its website needs to be created too. No admin interface planned as yet.

#### **Value Pitch**

1. Why do you want to have your current site redesigned?

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2. What will happen if you don't have your current site redesigned?

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3. Please describe your organization in a few sentences.

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4. What problems do your prospects have that your business solves?

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5. Why do you believe site visitors should do business with you rather than with a competitor?

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6. Do you have a slogan or tagline that clearly describes what you offer in terms of benefits or features?

- Metric driven interactive marketing

7. Please describe your potential customers. Especially take into consideration their income, interests, gender, age, even type of computer they use, e.g., old with dialup account or newer with broadband. If your website is a business-to-business site, what sort of companies are you hoping to attract?

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8. What is your budget for this project?

-

9. Who are the decision makers on this project? What is the turnaround time for making a decision?

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10. What is your deadline for completing the site?

-

11. Please list the names of five other sites that you like. Why are they attractive to you?

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12. Have you researched your online competition so you have an idea of what you do and don't want on your site?

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13. What do you NOT want on your site in terms of text, content, etc.?

-

14. Where is the website content coming from? Who's responsible for updating it? Is it ready for use on your website?

-

15. Do you have a logo?

-

16. How much time will you be able to spend online, responding to inquiries that come in via your website? Once a day? Several hours a day?

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17. If you were using a search engine, what words or phrases would you use to find your site? Which of these words or phrases is most important? Second? Third?

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18. Other than what search engines will produce, what methods do you have in mind to spread the word about your website?

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19. Once your website is completed, how long do you think it will be before you begin bringing in significant business from the website?

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20. How do you plan to encourage repeat visitors and referrals?

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