



Request for proposal

[Protect the information in your RFP with a disclaimer on the front page, such as the one below:]

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1. Introduction

[Write a paragraph or two to introduce your attraction and the problems you're facing. In this section, you can allude to your current guest numbers and how a new mobile app platform will help you meet their needs.]

2. History of your attraction

[A short section around the journey your attraction has been on. How did you get started? What were the key stages of development? How have your guest numbers grown? What are your mission, vision and values? What are you doing to make these a reality? We'd aim for 200 words here.]

3. Invitation to Bid

[A short sentence or two to politely invite your shortlisted companies to compile proposals for your RFP. Introduce that all proposals must be in accordance with your key submission requirements in section 7.]

4. Project Scope of Work

[Provide a quick overview of what's involved in the project. Explain briefly what's expected of the vendor and the final deliverable. You'll go into more detail later. Here's an example:

[Your company name] is seeking proposals for the development of a mobile app platform that will serve as a partner tool for a visit to [Attraction name]. The chosen provider will be responsible for the design, implementation, and deployment of the new [Your Attraction name] platform, including guest-facing features and operator tools.]

5. Project Overall Goal

[Provide an overview of the project and what you want to achieve. Then, break down each of the core features. Here's an example:]

Develop a mobile app platform with a robust, user-friendly content management system that increases guest satisfaction and secondary spending during a visit to [Your attraction].

The platform will accomplish this by:

- Providing guests with features that create a seamless guest experience, including:
 - A mobile wallet for tickets and passes
 - An interactive digital map that allows guests to find the quickest route to rides and shows. This map should have intuitive wayfinding capabilities using the guest's location.
 - A mobile food ordering system that allows guests to order food from F&B outlets around the park.
- Providing guests with up-to-date information during their visit, such as:
 - Live ride updates that inform guests of expected wait times.
 - Push notifications based on the guest's location around the park, telling them about points of interest nearby.
- Supporting timely content updates by providing administrators with a content management system to update and publish content and notifications easily and quickly.

6. RFP Key Objectives

[Now that you’ve outlined the project goal, you should highlight what you expect from RFP submissions. Below is an example, but you can amend this based on your requirements:]

All areas of your proposal should be broken out and organised as follows:

a. Executive summary:

Provide a written narrative of the proposal and represent that it is prepared by [Their Company Name] for the [Your Attraction Name] RFP. All submittals should be in accordance with the requirements set forth in this Request for Proposal (RFP), which outlines the minimum functional requirements for this role.

b. Content management system:

Provide an outline of the proposed content management system and publication process by owners.

c. Development of features:

Provide a written narrative describing the functionality and development of the desired features listed in the Scope of Work section.

d. Previous work:

Provide examples of at least three (3) previous projects completed within the last three (3) years of similar scope and functionality of the [Your Attraction Name] mobile app platform.

e. Project management:

Define any project management platforms, tools, or strategies used to track the development of the features, phases, and modules of the platform.

6. RFP Key Objectives

f. Pricing:

Provide an itemised list of pricing, broken out into three (3) sections:

- i. List the cost of the platform, including the content management system, development of the required features, testing, and publishing of the platform.
- ii. List the development cost for each desired feature under the Scope of Work section.
- iii. List any applicable subscription or recurring fees associated with the proposed solution.

g. Timing:

Provide a proposed timeline for each feature, module, and development lifecycle phase. Provide the duration to begin/complete each project phase (not actual dates). This should be broken out into two (2) sections:

- i. List the timing for the platform lifecycle, including systems like the CMS, development of the required features, testing the platform, and publishing the platform.
- ii. List the timing of development for each desired feature in the Scope of Work section in this RFP

7. Key Submission Requirements

[List out the required aspects of a submission. Here's an example:]

The following submission guidelines and requirements apply:

- Bidders must include any past performance work at [Your Attraction] and a list of at least three (3) projects that are substantially similar to the scope of work for this RFP. Include references for each example.
- A price proposal that is not more than three (3) pages must be provided. This price proposal should provide sufficient line item details to identify all areas of work proposed, indicate the fixed price for each line item and include a schedule.
- Bidders intent on submitting a proposal should confirm intent and notify the [Your company] representative no later than the close of business on [Date].
- Proposals must be signed by an authorised representative to commit to the bidding.
- Any standard of terms and conditions (if applicable) should be documented within the submitted proposal. All terms and conditions will be subject to negotiation.
- Proposals must remain valid for at least [length].

Proposal Requirements & Delivery

[In this section, you should explain exactly how you want to receive proposals back - including the format, length, appendices, etc. Here's an example of how you might lay this out:]

- Proposals should be submitted in a readable document with all associated attachments/information. Submissions should be single-sided, double-spaced pages delivered as a PDF file.
- Proposals should identify all vendor partners, principals, and similar past performances of comparable scope and magnitude with the point of contact references.
- Proposals should provide a list of all proposed sub-consultants, if any.
- Proposals should include the proposed project schedule, delivery dates and owner reviews.
- Proposals should provide a history (if any) with: [Your company name + associated companies]
- Proposals should indicate any deviations from the primary objectives and, if necessary, attach separate documents and/or explanations.

8. Scope

[This detailed section covers your project's required and desired features. You should explain everything your solution will do for you and your guests. We recommend breaking this section up to make it easier for vendors to digest. Here's an example of a handful of features.

Remember, you should break down ALL of your intended features here, including as much detail as possible about your integrations and how they will work together. Your integrations will probably include Payment providers, CMS/CRMs, ticketing and POS.]

Required features

[In this section, you should explain exactly how you want to receive proposals back - including the format, length, appendices, etc. Here's an example of how you might lay this out:]

- Content management system (CMS) - provides operators with the ability to manage and publish the content.
 - The CMS should be easy to use with a fully functional UI to update text and media content.
 - The CMS should support over-the-air updates that do not require new App Store versions.
 - The CMS must be able to manage the setup and deployment of push notifications sent via automation, geolocation, ad-hoc, or beacon technology.
- Ticketing - allows guests to purchase tickets and passes that appear in the platform and can be used at turnstiles.
 - This functionality should integrate with the existing [technology] solution.
 - This feature should allow guests to purchase tickets directly from [Your online store].

Desired features

- Ride times - provides guests with real-time updates about ride wait times and other information for attractions to create a seamless guest experience.
 - [Your attraction name] currently uses digital signage solutions to display this information. The platform should display the same information from a guest’s mobile device. We currently utilise [technology] as our ride times partner.
- Digital photos - Allows the guest to view and purchase ride photography without waiting in line at a sales kiosk. We currently only allow guests to purchase photos from a sales kiosk and provide printed photographs. We want to enable the use of digital photography with easy purchase options. We currently utilise [technology] as our photo partner.

9. Out of Scope

[List out the aspects of the project that are out of the scope of work. This could include the creation of brand images, typefaces, written content, video content, etc.]

10. Estimate Procurement and Project Timetable

[Provide a table with key dates that lead from the RFP release date to delivery of the finished product. Here's an example:]

RFP release date	7th November, 2023
Confirmation of intent to bid	18th December, 2023
Supplier questions submitted via email	8th January, 2024
Supplier questions answered via email	22nd January, 2024
Proposal submission date	11th March, 2024
Selection/Award announcement	25th March, 2024
Delivery of finished product	7th June, 2024

11. RFP Weighting Criteria

[Provide the vendor with a breakdown of how you plan to weight the submissions. You might choose to lay this out in a table like this:]

Criteria	Weight
Price	2
Previous experience	2
Ability to deliver requirements	3

(1 is important, 2 is very important, 3 is essential)

12. Terms and Conditions

[At the end of the RFP, you should lay out the terms and conditions that would apply if a vendor were to enter a contract with you to create their mobile app platform. This will include compliance with laws and regulations, ownership rights, insurance requirements, and environmental/health and safety policies.]