

# Expression of Interest (EOI) for UI/UX Design Vendors

**Project Reference Number:** 2025/02/BNHS

**Issue Date:** March 7, 2025

**Submission Deadline:** March 25, 2025

## 1. Introduction

The Bombay Natural History Society (BNHS), a leading organization in biodiversity research and conservation, is developing a Digital Access Platform to provide tiered access to its extensive collection of biological and zoological specimens, as well as archival materials. This platform will include features such as public access to basic specimen details, exclusive member access to detailed information, and an online library for archival material.

We are seeking Expressions of Interest (EOI) from experienced UI/UX design vendors to create an intuitive, user-friendly, and visually appealing interface for this platform. This EOI aims to identify potential partners with the relevant expertise to undertake the design aspect of this project.

## 2. Objective of this EOI

The goal of this EOI is to invite qualified UI/UX design vendors to express their interest in collaborating with BNHS to design a seamless and engaging user experience for the Digital Access Platform. Selected vendors will be invited to participate in a subsequent Request for Proposal (RFP) process, where detailed project specifications and requirements will be shared.

## 3. Eligibility Criteria

We invite vendors who meet the following qualifications:

- **Experience:** Proven track record in designing intuitive and visually appealing user interfaces, particularly for platforms related to research, conservation, or data management.
- **Design Expertise:** Proficiency in user-centered design principles, accessibility standards, and responsive design for web and mobile platforms.
- **Tools & Technologies:** Expertise in design tools such as Figma, Sketch, Adobe XD, and proficiency in prototyping and wireframing.
- **Collaboration:** Ability to work collaboratively with development teams, researchers, and stakeholders to iterate on design concepts and deliver polished interfaces.
- **Portfolio:** Demonstrated experience in creating designs for cross-platform mobile apps and web applications, with offline functionality and multilingual support being a plus.



#### 4. Submission Process

- **Deadline:** Submissions must be sent by March 25, 2025.
- **Submission Format:** Responses should be submitted electronically in PDF format to **bnhsit@bnhs.org**.
- **Subject Line:** Please include "EOI Submission – UI/UX Design Vendor – [Your Company Name]" in the subject line.
- **Questions & Clarifications:** Any queries related to this EOI can be directed to **bnhsit@bnhs.org** by March 15, 2025.

#### 5. Evaluation Criteria

Submissions will be assessed based on:

- Alignment with BNHS's vision and project objectives.
- Relevant experience in UI/UX design for research or data-driven platforms.
- Quality and relevance of past work as demonstrated in the portfolio.
- Proposed design approach and ability to understand the platform's unique needs.
- Client references and case studies of successful projects.

Shortlisted vendors will be invited to participate in the RFP process, where detailed project requirements and design specifications will be disclosed.

#### 6. Confidentiality

All information provided as part of the EOI response will be treated as confidential. Vendors are also expected to maintain confidentiality regarding this process and any further communications.

#### 7. Disclaimers

This EOI does not constitute a commitment to proceed with any specific vendor. BNHS reserves the right to modify or cancel this process at any stage. Costs incurred in the preparation of this EOI response are the responsibility of the vendor.

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Director



# Product Note: Virtual Museum for BNHS Conservation Materials

## Overview

The BNHS Virtual Museum aims to provide convenient access to the organization's extensive collection of biological and zoological specimens to both the public and members of the BNHS. The platform will consist of tiered access to digitized specimen information, enabling users to explore and learn from BNHS's valuable collection.

## Key Features

### Tiered Access for Specimen Information:

- **Basic Details Access (Public):** All users will have access to basic information about the specimens, including common name, scientific name, collection date, low-resolution pictures/thumbnails, and locality. This allows for easy searching and browsing of the collection.
- **Detailed Information Access (Members Only):** Members of BNHS will have exclusive access to detailed information about the specimens, such as collector's notes, habitat information, photographs, and associated research data. This provides members with a deeper understanding of the specimens and supports their research and educational endeavors.
- **Payment Gateway Integration:** The platform will include integration with a secure payment gateway to facilitate membership subscriptions and access to higher-tier content. This ensures a seamless and user-friendly process for users to upgrade their access.

## Benefits

- **Enhanced Access:** The platform provides enhanced access to BNHS's valuable collection of specimens, allowing researchers, educators, students, and the general public to explore and learn from these resources.
- **Member Engagement:** By offering exclusive access to detailed specimen information to members, the platform encourages membership and fosters a sense of belonging among supporters of BNHS.



- **Knowledge Sharing:** The platform facilitates the sharing of knowledge and research findings, contributing to scientific advancement and conservation efforts.
- **Preservation of Heritage:** By digitizing and making available specimen data, the platform helps preserve BNHS's historical legacy and makes it accessible to future generations.

## Implementation

- The platform will be developed using robust and user-friendly technologies, ensuring seamless navigation and functionality for users.
- The frontend will be developed using **React Native**, ensuring a consistent and efficient user experience across platforms. All pages will be designed to be **responsive to mobile browsing**, providing an optimal experience for users on both desktop and mobile devices.
- Implementation will involve digitizing and organizing specimen data, creating user authentication mechanisms for member access, integrating a payment gateway for higher-tier access, and designing an intuitive interface for browsing and searching.
- To the extent possible, we will reuse open-source software rather than build from scratch. We have evaluated **Omeka** as the most-suited backend for the management of datasets. To the extent possible, we will use Omeka's APIs as the CMS for backend storage.

## Future Enhancements

- Integration of interactive features, such as discussion forums and user-contributed content, to promote collaboration and knowledge exchange.
- Expansion of the collection through ongoing digitization efforts and acquisitions, enriching the platform's content and value.

## Conclusion

The Virtual Museum represents a significant step toward democratizing access to valuable biological and zoological resources. By providing tiered access to digitized specimen information and integrating a payment gateway for higher-tier content, the platform supports research, education, and conservation initiatives while engaging and empowering members and the broader public.

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