

President  
Pravinsingh Pardeshi, I.A.S. (Retd.)

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

Project Reference Number: 1870/11/2024

Issue Date: \_\_\_\_\_

Submission Deadline: December 13, 2024

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### 1. Introduction

The Bombay Natural History Society (BNHS), a prominent organization in the field of bird research and conservation, is currently developing a **Bird Monitoring Platform**. This platform aims to improve the monitoring and analysis of bird species, integrating both passive and active tracking technologies while also fostering public engagement in conservation efforts.

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

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### 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 create a seamless and engaging user experience for our platform. Selected vendors will be invited to participate in a subsequent Request for Proposal (RFP) process, where more detailed project specifications and requirements will be shared.

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### 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 environmental 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 using design tools such as Figma, Sketch, Adobe XD, and proficiency in prototyping and wireframing.

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- **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.

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#### 4. Submission Process

- **Deadline:** Submissions must be sent by 13-Dec-2024.
- **Submission Format:** Responses should be submitted electronically in PDF format to [bnhsit@bnhs.org](mailto: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 [tobnhsit@bnhs.org](mailto:tobnhsit@bnhs.org) by 5-Dec-2024.

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#### 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.

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#### 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.

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### 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.



**Director**  
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