

## **REQUEST FOR INFORMATION (RFI)**

**CUSTOMER:** GOVERNMENT DIGITAL SERVICE (GDS) on behalf of CABINET OFFICE.

**REFERENCE NO:** WP2133

**DATE RESPONSE REQUIRED:** 09/12/2022

**RESPOND VIA EMAIL to:** [gds-digital-buyer@digital.cabinet-office.gov.uk](mailto:gds-digital-buyer@digital.cabinet-office.gov.uk)

Dear Supplier,

We would like to notify you of an upcoming requirement, and by doing so we are keen to understand where the market stands in terms of our requirement below.

This Request for Information (RFI) seeks information relating to design, prototyping and testing of a range of digital consumer experiences and publisher services on web, apps, and social media platforms for GOV.UK, part of the Government Digital Service. It also seeks information relating to work to review and suggest progressive updates to the GOV.UK brand.

Please note the following general conditions:

- This RFI will help us to refine the requirements.
- We reserve the right not to proceed with a further competition. Nothing shall constitute a commitment to ordering unless we undertake a further competition that results in the award of a Call-Off Contract.
- Should a Call-Off Agreement be awarded following a further competition, the Potential Provider agrees to supply the services in accordance with the Call-Off Terms contained within the relevant framework agreement or otherwise.
- Any and all costs associated with the production of such a response either to a RFI or a further competition must be borne by the Supplier. We will not contribute in any way to meeting production costs of any response.
- Information contained within this document is confidential and must not be revealed to any third party without prior written consent from us.
- We expect that all responses to this RFI will be provided by Potential Providers in good faith to the best of their ability in the light of information available at the time of their response.

## CURRENT SITUATION

The Government Digital Service [Strategy for 2021-24](#) includes the mission of making GOV.UK the single and trusted online destination for government information and services. Significant progress has been made in delivering product improvements, and on delivering against the government's priority objectives during Brexit and COVID. Record levels of public use of GOV.UK has been seen during this time.

The existing [GOV.UK roadmap](#) outlines current priorities and work in progress.

Work is now progressing to update these near term priorities to maximise the value that can be delivered for users, and to update strategic aims for the period beyond 2024, taking into account changes in the digital landscape and wider society.

## OUR AIMS – WHAT WE WANT TO ACHIEVE

The Customer is looking for one or more Suppliers to deliver the following aims:

A new vision and future proposition of GOV.UK is being defined. The goal is to visually describe an achievable but ambitious future GOV.UK proposition, that can be used by the GOV.UK team, and our stakeholders, to provide inspiration, clarity of direction and a framework for how we test and measure our progress.

### **Lot 1: Solution ideation, design and prototyping support**

In order to progress rapidly and in a user centric manner, an agile prototyping approach is being used. We will be supplementing existing internal design and development teams to work on specific discovery projects where we will test design assumptions for future products and services.

### **Lot 2: Brand Guidelines review and update**

GOV.UK has an established, recognisable brand, with consistent brand recognition scores. We want to ensure that this brand carries / covers through new strategy, includes all demographics and supports the growth of GOV.UK so are looking for formal review and suggested next steps / designs / prototypes that align with current delivery and future strategy.

## WHAT WE ARE LOOKING FOR

We are looking to work with a Supplier(s) who could rapidly mobilise a highly experienced small team who would work with the GOV.UK leadership team through a mix of onsite and remote working.

- Team(s) needed to start work from 4th January until end March 2023
- **Skills will need to include:**
  - **Lot 1:** Conceptual and Strategic Service Design - Ideation / Sketching, Graphic Design, Journey mapping, Persona needs analysis, prototype development.
  - **Lot 2:** Brand Strategy, User Research, Brand Guidelines - audit / review existing brand and value - with ideation, testing and recommendations for future brand strategy.

Work will include:

**Lot 1: Solution ideation, design and prototyping support**

- Providing input to inspire, refine and illustrate GOV.UK growth strategies with the aim of maximising value delivered to the population as a whole.
- Participate in identifying future user propositions:
  - informed by data insights from the core project team
  - supported by user research and knowledge of new GDS platform functionality
  - prioritising those that could have the greatest near term impact, particularly currently underserved groups (by 2025)
  - identifying compelling ways in which they will be illustrated
- Ideate and illustrate potential future user propositions of GOV.UK that:
  - would be accessible across existing and potential new platforms e.g web, mobile, digital outdoor, social and can feasibly be delivered in next 12-24 month period,
 alongside
  - what GOV.UK could look like in 2030+, leveraging forecasting and analysing possible future scenarios and user needs, and generating design solutions for GOV.UK in that context.
 and that are described from the point of view of the end user and the impact it has on their lives
- Co-create compelling communication materials that describes the future proposition, desired impact and the changes needed to implement it
- Progress to develop prototypes of the prioritised solutions that can be used in user research to inform final solution designs. Suppliers will need to either provide prototype development services themselves or in partnership with other specified companies who they have built prototypes with before.

**Lot 2: Brand Guidelines review and update**

GOV.UK's brand underpins our value proposition to users and to government. We have consistently good brand recognition across our current platform and placements, but we want to ensure that the brand is recognised by all users that need to interact with government, and can be accessed in more places.

- Review current brand performance including evaluating placement and performance by demographic
- Review current brand landscape - consider consistency and fragmentation, identifying and confirming any risks.

Then:

- Ideate and illustrate potential growth opportunities for the GOV.UK brand:
  - that reflects existing delivery and audience
  - that aligns to new strategies
  - that identifies opportunities to reach new groups
  - that considers location / reach / distribution
  - what this means for GOV.UK tone of voice
  - and how this translates into suite of assets

## INFORMATION TO BE PROVIDED by GDS

The selected agency would work in conjunction with our teams drawing on a wide range of existing inputs:

- User Persona and Audience Data
- Existing Strategy documents and briefings; both from members of the GOV.UK, but also external experts such as those working in emerging technology that we'd like to be considered as a part of this work
- Existing Situation analysis; briefing on the context, purpose and proposition of GOV.UK as it stands today
- Existing roadmaps and descriptions of new / in-flight functional capabilities available to GOV.UK
- Growth Strategies / Hypothesis - validated by GOV.UK as part of this process

## OUR TIMETABLE

DATE	ACTIVITY
28/11/2022	Publication of the RFI
28/11/2022	Clarification period starts
2/12/2022	Clarification period closes
6/12/2022	Deadline for the publication of responses to the RFI Clarification questions
9/12/2022	Deadline for submission of an RFI Response
12/12/2022	Analysis of RFI responses
16/12/2022	Confirm next steps to RFI Respondents

## WE WANT TO KNOW

Are you interested in this opportunity and would you like to receive further tender documentation if we decide to proceed?	Yes/No
Are you able to provide the services listed in Lot1 <b>and</b> Lot2?	Yes/No
Are you able to provide the services listed in Lot1?	Yes/No
Are you able to provide the services listed in Lot2?	Yes/No
Are you registered on any CCS' Commercial Agreements (frameworks) that would enable you to deliver on our Lot1 requirements?	[Please state/list]
Are you registered on any CCS' Commercial Agreements (frameworks) that would enable you to deliver on our Lot2 requirements?	[Please state/list]
Our timeline for delivery is intensive from 4th January until the end March 2023. Can you meet this requirement?	Yes/No
Are your company accounts up-to-date and is there any ongoing cause for concern if we were to contract with you?	Yes/No
Teams/Individuals are likely to be required to be security cleared. Most projects will require BPSS and smaller number SC/or above. If not held, resources must meet the criteria and go through the process at the cost of the Supplier. GDS is willing to sponsor supplier staff through the clearance process. Do you understand this requirement and would you be content to proceed under this condition?	Yes/No

## QUESTIONS AND CLARIFICATIONS

- Potential Providers may raise questions or seek clarification regarding any aspect of this RFI document at any time prior to the Response Deadline. Questions must be submitted to [gds-digital-buyer@digital.cabinet-office.co.uk](mailto:gds-digital-buyer@digital.cabinet-office.co.uk)
- To ensure that all Potential Providers have equal access to information regarding this Procurement, responses to questions raised by Potential Providers will be published in a questions and answers document, which will be available via the GDS procurement pages on GOV.UK

- Responses to questions will not identify the originator of the question.
- If a Potential Provider wishes to ask a question or seek clarification without the question and answer being published in this way, then the Potential Provider must notify us and provide its justification for withholding the question and any response. If we do not consider that there is sufficient justification for withholding the question and the corresponding response, the Potential Provider will be invited to decide whether:
  - The question/clarification and the response should in fact be published; or
  - It wishes to withdraw the question/clarification.

GENERAL CONTACT POINT FOR THIS RFI;

**Please reference WP2133 in the subject line.**

Name: COMMERCIAL TEAM

Email: [gds-digital-buyer@digital.cabinet-office.gov.uk](mailto:gds-digital-buyer@digital.cabinet-office.gov.uk)