

# Request for Proposal: Website Redesign – URGENT!

RFP Issued By: NextWave Innovations (CEO's Office)

Date of Issuance: November 8, 2025

Proposal Submission Deadline: November 15, 2025 (One week deadline!)

Primary Contact for Inquiries: Ms. Tiffany Blare, CEO

Contact Email: [tiffany@nextwaveinnovations.net](mailto:tiffany@nextwaveinnovations.net) (Check this email only afternoon times)

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## 1. Introduction & Background

NextWave Innovations is a startup that has a product, but nobody knows about it because our website looks **terrible and old**. We need a new one that looks **modern** and tells people how cool we are.

- **Project Goal:** Make our website look better and capture more leads. We need this *fast*.

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## 2. Scope of Work (Confusing & Scope Creep Ready)

We need a full redesign. You should look at our old site and then make it new.

- **What We Need:**
  - A new look. Something **dynamic**—maybe blue and orange?
  - It needs to work on phones, obviously.
  - We might add a **blog** later, so build it to handle that.
  - The site must talk to our backend system, which is using an **old API** we can send you later when we find the documentation.
  - **Do not** change our existing logo or color palette too much, unless you think you can really improve it.

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## 3. Target Audience & Constraints

- **Audience:** People who like new technology and have money. (Ages 18-65).
- **Timeline:** We need the **initial mockups** within **3 days** of starting. The **final site** needs to be *live* before the end of the month (**November 30, 2025**). This is non-negotiable because of an upcoming **trade show**.
- **Budget:** Our budget is **TBD** (To Be Determined). We will negotiate this after we see your first mockups. **Do not propose a fixed price**. We prefer hourly billing based on your standard rates.

## 4. Submission Requirements and Evaluation

Send us everything you think we need to see.

1. A **PDF** or **Word Doc** explaining why your company is good.
2. **Price Sheet:** Send us your hourly rates for every person who might work on the project.
3. **Samples:** Show us 3-5 websites you built that you are **proudest** of.

### Evaluation Criteria (No Weighting, Pure Chaos)

We will review proposals based on the following:

- **Aesthetics:** How much we personally like the screenshots in your portfolio.
- **Responsiveness:** How fast you respond to our emails (especially after 3 PM).
- **Understanding:** Do you *get* what we mean by "modern"?
- **Price:** We will compare your hourly rates to other bidders.

**Note:** The CEO makes the final call. If the CEO doesn't like the font choice in your proposal PDF, you might be disqualified immediately.

## 5. Process Schedule and Contact

- **Questions:** Email your questions to **Ms. Tiffany Blare**. She will respond **whenever she gets a free moment this week**. If you don't hear back by November 12th, try calling her office line **once**.
- **Selection:** We plan to choose a vendor by **November 14, 2025**. This gives you only one day to sign the contract before we start development immediately on November 16th.
- **Conflict:** If your proposed timeline conflicts with ours, **our timeline wins**.