

REQUEST FOR PROPOSAL FOODHUB

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Project Overview

Seeking a product that will cater to the food needs of users. The website's primary focus will be to showcase culinary content, recipes, food search, food-related articles and to engage users in a visually appealing manner. The system shall be able to accommodate a large number of users as well as provide a pathway to share our data with our partners using API interactions or other easily usable mechanisms. The program also contains features for searching ingredients using recipe image upload and writing blogs. The program will contain personal information of users, therefore data storage and exchange will need to conform to security standards for PII, such as the California consumer protection act.

Company Name: NONO PANDA

We are a Seattle based firm from the 2000s whose mission is to spread knowledge about one of the most important and joyful aspects of our lives FOOD. At NONO PANDA we are passionate about culinary science and the joy it brings to our lives. Our firm is dedicated to creating a digital haven that commemorates the love for food, cooking and everything culinary. We at NONO PANDA believe that food is not only for sustenance but an art form that connects people and cultures across the globe and we aspire to capture this essence in our upcoming food-based project. What sets us apart is our team of passionate food enthusiasts who understand the nuances of flavors, ingredients and cultural contexts. Interactive features like recipe sharing, comments, and engaging visuals encourage users to immerse themselves in the culinary world. We foster communities where food enthusiasts share their love for cooking. By partnering with NONO PANDA, you're embarking on a journey to flavor-filled digital landscapes. Let's turn your culinary aspirations into a virtual reality, one that brings people together, sparks creativity, and elevates the appreciation of food in all its glory.

Project Goals:

- Develop an engaging and user-friendly website that showcases a humongous range of recipes along with cooking tips and interesting food-related articles.
- Allow users to search possible ingredients of recipes by uploading an image of the same.
- Cultivate a sense of community by allowing users to post their recipes and share their culinary experiences
- Present content in an organized manner with easy navigation, effective search features, and visually appealing design.
- Address existing technical issues and ensure optimal website performance across devices.

Scope of work

- User friendly interface: develop an intuitive and user-friendly website interface that serves desktop as well as mobile users.
- Content Showcase: Design a visually appealing layout to showcase a variety of culinary content.
 - Home page: shows top popular recipes along with a search bar.
 - Searched page: shows the top recipes of the recipe or cuisine searched.
 - Recipe page: Displays the ingredients, instructions and nutritional information of the recipe opened.

- Search on YouTube: Displays youtube videos of the recipe searched on the website itself.
- Search and Navigation: Implement effective search and navigation functionalities to help users easily find specific recipes, articles, and content categories.
- Recipe Repository: Create a well-organized recipe repository with categories, filters, and a user-friendly recipe layout. Allow users to submit their own recipes.
- Image search: Allow users to search the ingredients of a recipe by uploading an image of the food dish. May involve using Convolutional Neural Network or training models in python.
- Create blogs: Users should be able to create and upload blogs on the website. The data of the blogs should be securely stored in a database. Users should also be able to delete the blogs written.
- View Blogs: The users should be able to see the blogs written by other people.
- Responsive Design: Ensure the website is fully responsive, optimizing the user experience across various devices and screen sizes.
- Visual Appeal: Design a visually engaging website with high-quality food images, videos, and graphics that enhance the overall aesthetic.
- Performance: Develop the website with optimal speed and performance, considering factors like page load times and server responsiveness.
- SEO: Implement basic search engine optimization (SEO) practices to improve the website's visibility in search engine results.

Target deliverable schedule

- Proposal Submission Deadline: 31/08/2023
- Proposal Review and Selection: 04/09/2023
- Project Kick-off: 10/09/2023
- Initial Design Concepts: 13/09/2023
- Website Development: 13/10/2023
- Testing and Quality Assurance: 20/10/2023
- Final Content Integration: 25/10/2023
- Launch and Deployment: 1/11/2023

Existing Roadblocks or Technical Issues:

- The current website experiences slow loading times, especially during peak traffic periods.
- Additionally, the user submission process lacks user-friendliness, resulting in a lower volume of contributed content.
- Sometimes, users type random words and then too, the system displays recipes.
- The search by image upload section produces faulty results at times.
- Also at times, uploading random images which are not food also results in a display of ingredients.
- Sometimes the blogs do not get uploaded after the user submits them.

Budget Constraints:

The financial aspect of this software project is of utmost importance. Prospective vendors are required to submit proposals that align with the following budgetary constraints:

Total Project Budget: The budget for this software project is set at a maximum of \$10,000, covering all stages from design and development to testing and implementation.

Cost Breakdown: The proposal should provide a comprehensive breakdown of costs, encompassing the following categories:

- **Software development and programming expenses:**
 1. User interface (UI) and user experience (UX) design costs
 2. Quality assurance and testing expenditures
 3. Integration and deployment fees
 4. Training and documentation expenses
 5. Budget Management: Vendors must demonstrate their ability to effectively manage the project within the stipulated budget. Any anticipated deviations from the proposed budget must be thoroughly justified and receive explicit written approval from the project oversight committee.
- **Payment Structure:** Vendors should outline a payment structure that reflects project milestones and deliverables. The final payment will be subjected upon successful

completion, acceptance by the client, and fulfillment of all contractual obligations.

- **Inclusions and Exclusions:** The proposal should explicitly specify what components and services are covered within the budget (e.g., software development, testing, initial support), as well as any items that may incur additional costs (e.g., customization beyond the initial scope).
- **Cost-Effective Strategies:** Vendors are encouraged to propose strategies to optimize costs while maintaining the project's quality and scope. Any suggested cost-saving measures should not compromise the project's objectives.
- **Additional Costs:** The proposal should highlight any potential extra costs, such as ongoing maintenance fees, licensing expenses, and post-implementation support charges.
- **Budget Presentation:** The budget section of the proposal should be well-organized and easy to comprehend. Provide a clear breakdown of costs and explanations for each expenditure.

Please Note: Proposals exceeding the specified budget threshold will not be eligible for further evaluation.

Evaluation Metrics:

The following criteria act as a baseline against which the proposals are evaluated to ascertain whether they align with the project's goals, approach, and overall value proposition.

- Experience and expertise in developing content-heavy websites, preferably in the culinary domain.
- Proposed approach and strategy for achieving project goals.
- Approach to addressing existing technical challenges and improving website performance.
- Creativity and design capabilities to create an engaging user interface.
- Valuation of how the proposed approach prioritizes user experience, ensuring easy navigation, accessibility, and intuitive interaction.
- Evaluation of the mobile responsiveness and optimization strategies to ensure a seamless experience across various devices and screen sizes.
- Assessment of how the proposed solution accommodates future growth, increased traffic, and additional features.
- Evaluation of any innovative or unique features proposed that could set the website apart from competitors and enhance user engagement.
- Assessment of the proposed solutions' long-term sustainability, considering technological advancements and changing user needs.
- Proposed budget and cost-effectiveness.
- Timeliness and feasibility of the project schedule.

- Technical expertise and innovation compared to the existing website.

Questions Bidders Must Answer:

- Please describe your experience in developing websites with content-heavy platforms, particularly in the food or recipe niche.
- Describe your experience in working with Convolutional Neural Network and similar python training models.
- How does your team's previous experience align with project goals?
- How do you plan to address the existing technical challenges to ensure improved website performance?
- Provide examples of websites you've developed that demonstrate your design and user interface capabilities.
- What is your proposed budget for this project, including a breakdown of costs?
- Can you provide a detailed timeline for the development phases outlined in the scope of work?
- Are there any potential roadblocks or challenges you anticipate during the development process?
- How will you resolve these roadblocks?

Submission requirements:

Interested parties must submit their proposals via email to NoNoPANDA@gmail.com no later than 31/08/2023. The proposal should include the following:

- **Company Introduction:** Brief outline of your organization/consultant profile, insight, and aptitude in site advancement, particularly in the food or culinary space.
- **Project Approach:** Definite clarification of how you intend to move toward the venture, including SDLC model utilized, plan, advancement, testing, and send off stages.
- **Project Timeline:** Proposed project timetable with achievements and assessed consummation dates for each stage.
- **Budget:** Clear breakdown of the task cost, including plan, advancement, content reconciliation, testing, and any continuous upkeep of material.
- **Portfolio:** Feature pertinent instances of past site projects, especially those connected with food, recipes, or content-weighty sites.
- **Technical Details:** Depiction of the advances, stages, and structures you plan to use for the turn of events.
- **Team:** Data about the colleagues who will be chipping away at the undertaking, including their jobs and obligations.
- **Client References:** Contact data for something like two client references from past site improvement projects.

Contact Information:

ABC XYZ

Chief Technical Officer

NoNo Panda

Email: NoNoPANDA@gmail.com