**Request for Proposals**

**[MetLife Market Name] Website Redesign**

**THE ASK**

[MetLife Market Name] is looking for a partner to lead a strategic redesign of their corporate website.

**CONTEXT**

This website redesign is intended to improve key value drivers for [MetLife Market Name], including [market specific value drivers: examples include lead generation/conversation, engagement or access to servicing for customers, clearly communicate MetLife’s value proposition and its solutions, etc].

MetLife has recently updated the MetLife design system, including a new set of components and templates for corporate websites designed and coded in Adobe Experience Manager. [MetLife Market Name] is looking to leverage this new design system and codebase in the redesign to deliver a more modern, navigable web experience that clearly expresses our brand. These responsive web components and templates can be found in our Design System website under Resources > Responsive Web Guidance > Components > Marketing Components: <https://design.metlife.com/resources/responsive-web/components/#marketing>

**SCOPE**

This redesign effort is focused on the public experience and will exclude any experiences for existing customers or other users that sit behind a login. This work should include both strategy and design efforts.

* Strategy efforts should at a minimum facilitate leadership alignment on a vision and roadmap for the redesign, including:
  + The business objectives and key results of the website redesign
  + Key audiences and their needs
  + Channel strategy – i.e. the role of the website in delivering customer experiences within a broader ecosystem of audience touchpoints
  + Definition of the first wave of pages to be redesign as part of this effort
  + Roadmap for redesign beyond the first wave of pages
* Design efforts include delivering:
  + A sitemap
  + Content strategy
  + Wireframes for the first wave of pages
  + High-fidelity mock-ups and final content (copy and visual) for the first wave of pages.
  + Design of any new components needed to deliver optimal user experience
  + Validation of page designs and content through user testing

[^other deliverables could be added as needed by the local markets]

Designs should leverage photography and graphics from the existing MetLife asset library and existing components from the MetLife Design System to the extent possible. In circumstances where new components or component customizations may be required to meet audience needs, the design team should follow MetLife’s design system standards and collaborate closely with the MetLife Experience Design Center of Excellence.

**ROLES AND RESPONSIBILITIES**The partner will be responsible for:

* Leading and executing all strategy and design activities
* Producing strategy and design deliverables
* Socializing all deliverables for feedback and alignment
* Designing any new components

A MetLife Program Leader will be responsible for:

* Assembling a cross-functional team to provide insight, guidance and feedback
* Coordinating internal collaborators for reviews and feedback sessions
* Facilitating final approvals on vision, sitemap and page designs from local business owners
* Providing any relevant and available documentation to the partner (analytics, existing strategic priorities, information on key audiences, etc.)

The MetLife Experience Design Center of Excellence will be responsible for:

* Onboarding the partner to the design system
* Collaborating with the partner on the design of any new components

**TIMING**[Details on timeframe for project. Ideally this includes a target launch date for first wave of pages]

**PROPOSAL EXPECTATIONS**Proposals should include the following:

1. Methodology and activities
2. Deliverables
3. Project timeline
4. Estimated cost broken down by fees and any third-party pass-through costs
5. Team structure, including areas of expertise and where possible, bios of key contributors
6. Examples of similar past work