

Request for Proposal: Wiredcraft.com redesign

This document provides information relevant to the redesign of the Wiredcraft website (<https://wiredcraft.com>).

Recipients are invited to bid on it (see [Deliverables](#) for more information).

Please include cost, timeline, dependencies, at least two relevant case studies and a description of your process (design and PM).

Summary

Context	<p>The Wiredcraft website (https://wiredcraft.com) is the official marketing website for the Wiredcraft team, a digital solution agency based in Shanghai and Berlin.</p> <p>Over the course of the past 2 years, our team has grown significantly and shifted to a very different clientele.</p> <p>We used to work mostly with non-profits and international development organization in the US, we are now mostly working with very large (for-profit) brands in China and Europe.</p> <p>Our services have also evolved, including new solutions (e.g. loyalty platform) and capabilities (e.g. hardware development).</p> <p>We need to update our website, both design and content.</p> <p>However, our workload and focus makes it very challenging for our team to complete a redesign. After a couple of unsuccessful attempts,</p>
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	we've decided to task another team to create the new visual identity of the site, which we'll implement.
Problems	<ul style="list-style-type: none"> - Content; the content on the website is out of date; our pitch, services and case studies all need to be updated. Some have already effectively been rewritten, some sections need to be completely rewritten still. - Services; our services have evolved and need to be better depicted on the new website. We also intend to have dedicated sections of the site that introduce the leader for each service category (e.g. Vincent Viallet, our Director of Devops, for DevOps & Cloud services). - New categories; we should add new categories; work (for case studies), dedicated landing pages (e.g. "React", "New retail"). - CTA; we need to better structure the various CTA through the site (for recruitment/business) and make better use of our content (e.g. eBooks for sign ups) as well as integrate better social media (facebook and WeChat first). - Design; the current design was created over the course of a week over 3 years ago. While it worked decently so far, it needs to be adjusted for current trends (for example, making better use of larger screen sizes).
Users	<ul style="list-style-type: none"> - Clients; clients should clearly understand what we have to offer and leave us their contact info (email address) or call us directly (using Toky for example). The goal is to get to a first chat and/or put them in a drip campaign (mail or WeChat). - Recruits; potential recruits should better understand what we do and what the culture is like. Also important to feature incentives properly (company retreat, perks...). The goal is to get them to apply through the site. - Followers; all other users should want to follow our company (facebook, email, WeChat) and act as a catalyst for our brand through sharing or referring (clients/recruits). <p>For both types of users, China first, Europe second, international third.</p>
Goal	Create a new design for the upcoming Wiredcraft.com that feels current and reflects an up to date image of our team's capabilities and offers.
Opportunities	<ol style="list-style-type: none"> 1. Clearer message; more clearly represent ourselves and make our company easier to pitch to customers and easier to explain for staffs. 2. Exhaustive list of services; list all services and formalize the specifics of our offer (e.g. Analytics + WeChat + Marketing automation rather than just "Online marketing").

	<p>3. Targeted landing pages; create specific pages for certain verticals (“New retail”, “React”, “Product design”) that are designed to convert on a specific service/solution. We’ll be able to use these pages in advertisements (Facebook, LinkedIn, Twitter, Google, Baidu...).</p> <p>4. Integrate products & events; bring products (Pipelines, devo.ps, Brease) and events (UI/UX Conf, JSConf) and associated media (videos) into the main site.</p>
Demand	<ul style="list-style-type: none"> - Clients; clients are often confused as to what we do exactly. The site should be our best sales tool and clearly help them get to the info that is relevant to their needs. - Recruits; applicants often inquire about a lot of things relevant to perks or the culture.
Success criteria	<ul style="list-style-type: none"> - +100% traffic on the site. - +50% uptake in conversion (both recruits and clients).
Inspiration	<ul style="list-style-type: none"> - Made by many (https://madebymany.com/case-studies/a-world-class-museum-embraces-digital-and-wins); huge emphasis on simplicity and the copy. - Thoughtbot (https://thoughtbot.com/); well executed on content and CTAs, very similar to what Wiredcraft does. - Pivotal (https://pivotal.io/); more corporate, but similar to where we want to be. - Prolific (https://www.prolificinteractive.com/); clean design. - Sequoia (https://www.sequoiacap.com/); clean design, very targeted copy. - Viget (https://www.viget.com/); great copy, simple design. - Framer (https://framer.com/); simple and efficient design, clean illustrations/icons. Well contrasted design/colors. - ISL (https://isl.co/case-studies/dorothy-2/); good/simple case studies. - Rootstrap (https://www.rootstrap.com/); clean/simple design. - Google Ventures (http://www.gv.com/); very clean/contrasted design and good copy.
Resources (assets & data)	<ul style="list-style-type: none"> - Redesign thread: https://github.com/Wiredcraft/marketing/issues/584 - Latest draft of the front page: https://user-images.githubusercontent.com/8285216/28766605-ec6dd37a-7602-11e7-9d72-70e23a5776d7.png

Deliverables

1. **At least 5 mockup pages** for the front page, blog landing page, blog post, case study page and contact page. If you propose to deliver more than these pages, please specify and explain why.
2. **Up to 3 major iterations on the design direction**, which will be informed through weekly standups.
3. **Responsive support**, meaning desktop, tablet and mobile mockups.
4. **Style guide** including font, colors and specifications for the main reusable elements (buttons, forms, .

Notes

- **Design progress will be reviewed weekly** and final assets will be shared in Sketch + InVision or Zeplin.
- **Content and information architecture will be done in collaboration with Wiredcraft.** We will share the current content sheet and information architecture sheet if selected.
- **Implementation will be handled by Wiredcraft using Jekyll.** Please indicate if your deliverables include HTML + CSS mockups (not necessary).
- **Please include cost, timeline, dependencies, at least two relevant case studies and a description of your process (design and PM).**

Contact

Proposals must be addressed to Ronan Berder, CEO (ronan@wiredcraft.com) and CC'd to marketing@wiredcraft.com.