

REQUEST # 66807 Creating a Unique Web-Based Experience

RESPONSE DUE DATE: [January 21, 2011](#)

MANAGER: Alfred T. Malouf, Ph.D.

SOLUTION PROVIDER HELP DESK

EMAIL: PhD@ninesigma.com **PHONE:** +1-216-283-3901

Opportunity

Licensing technology, product acquisition, contract development, joint development

Timeline

Phase 1 – Proof of Concept for approach

Phase 2 – Development of approach in client's web platform

Financials

Phase 1 – negotiable

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REQUEST FOR PROPOSAL DESCRIPTION

NineSigma, representing a **Manufacturer of Healthy Consumer Products**, invites proposals to **develop a unique web platform** to provide personalized information to **achieve healthier lifestyles**.

The successful web design will:

- Be easy, fun and inviting to use
- Be able to analyze data input by users
- Be able to make personalized recommendations
- Promote a sustained relationship
- Be viewed as a valued and trusted site

Information needed to make personalized lifestyle recommendations include:

1. **Basic data:** age, geographical location and contact information
2. **Motivation and Personality Assessment** is needed to make recommendations that individuals will actually follow
3. **Lifestyle Assessment:** needed to make recommendations that fit into an individual's real life activities

BACKGROUND

A number of websites currently provide information about health related problems. Users typically navigate to these websites during an acute illness or family health crisis. However, few users feel compelled to use these sites on a routine basis.

The goal of this request is to develop a holistic web-based platform that can effectively help users achieve a healthier lifestyle. While typical websites offer generic suggestions, the value of this unique website will be in the personalized nature of its recommendations.

To enable the website to generate time-sensitive and personalized recommendations, users must feel engaged to input their personal information, and to return often to update their data and track their progress. Thus, users must find the website experience fun and easy to use, and also view it as an important tool for improving their personal wellness as well as the health of their spouses, children and aging parents. Importantly, the advice must fit the users personality and daily activity or it will not be followed in a sustained manner.

POSSIBLE APPROACHES

Possible approaches might include, but are not limited to:

- Website design
- Text messaging
- Smart Phone Applications
- Gaming formats
- Combinations of all of the above

Please note that approaches must be fun, able to analyze data input by users and make personalized recommendations

APPROACHES NOT OF INTEREST

The following approaches are not of interest:

- Standard question and answer formats that are boring to use

ANTICIPATED PROJECT PHASES OR PROJECT PLAN

Phase 1 – Proof of concept for web design – NineSigma's client will review and help test the approach for effectiveness

Phase 2 – Development and implementation of the approach with the primary website and possible phone, gaming and texting interfaces

APPROPRIATE RESPONSES TO THIS REQUEST

Responses from companies (small to large), academic researchers, other research institutes, consultants, entrepreneurs or experienced individuals are welcome.

Responses should include any information that demonstrates expertise in creating interactive software or online platforms.

In addition, respondents should have experience or a collaboration with organizations that have expertise in areas such as:

- Personality assessment
- Consumer product testing
- Consumer survey analysis
- Self-help tools
- Interactive advertising
- Online community development

If no current expertise or collaboration exists, please include a plan to develop/acquire the appropriate tools or collaborations.

RESPONDING TO THIS REQUEST

NON-CONFIDENTIAL DISCLOSURE

By submitting a Response you represent that the Response does not and will not be deemed to contain any confidential information of any kind whatsoever.

Your Response should be an executive summary (about 3 pages). The Response should briefly describe the technical approach and provide information on technology performance, background, and description of the responding team and their related experience.

By submitting a Response, you acknowledge that NineSigma's client reserves the sole and absolute right and discretion to select for award all, some, or none of the Responses received for this announcement. NineSigma's client also may choose to select only specific tasks within a proposal for award. NineSigma's client has the sole and absolute discretion to determine all award amounts.

RESPONSE EVALUATION

NineSigma's client will evaluate the **Response** using the following criteria:

- Overall scientific and technical merit of the proposed approach
- Approach to proof of concept or performance
- Potential for proprietary position (i.e., is the technology novel or protectable)
- Economic potential of concept
- Respondent's capabilities and related experience
- Realism of the proposed plan and cost estimates

The client will contact respondents with highly responsive proposals for next steps.