

April 30, 2021



To: Interested Parties

Reference: Request for Proposal

On behalf of Norwich University Applied Research Institutes (NUARI), we invite you to submit a proposal to perform User Experience (UX) consulting services as outlined below, either onsite at NUARI and/or virtually.

You (Contractor) shall provide UX support/consulting services as directed by NUARI Technical Points of Contact (TPOCs) to include:

- Usability research and user testing
- UX heuristic & existing system evaluation
- UX strategy
- Prototyping and visual design
- UX project management and quality assurance
- Information architecture and functional flows

Please provide your labor category(ies) and rate(s) to perform these tasks. It is anticipated labor hours will not exceed 200 hours per month over 4 months from the time the statement of work is signed. Please also acknowledge your availability for the estimated monthly hours. We request that you offer a brief outline of your experience (or provide a link to a website displaying experience) or submit a resume with your response.

We have included general instructions below to assist you in the preparation of your response. Should you have any questions, please contact the following individuals: John Kunelius at 802-485-2937 or jkuneliu@norwich.edu.

Sincerely,

Tracey Pearson
Contracts Administrator/FSO

Proprietary

General Instructions

1. Due Date

Your response to this RFP is due to Tracey Pearson by **3:00 p.m. Eastern Time, Friday, May 7, 2021**. Please deliver your proposal To: tpearson@norwich.edu; CC: jkuneliu@norwich.edu

An authorized official of your company must sign the original.

2. Contract Type

NUARI contemplates award of a cost reimbursement, time and materials, or firm fixed-price services (or consultant) agreement resulting from this solicitation. NUARI reserves the right to use other contract types as may be determined to be in the best interest of NUARI and the customer.

3. Validity Period

Your response must specifically identify your proposal's validity period as ninety (90) days.

4. Period of Performance

The period of performance is anticipated to be 4 months (estimated June 1, 2021 through September 30, 2021) after receipt of order (ARO). The award date is expected to occur in May 2021.

5. Evaluation

Your response should provide information in sufficient detail to allow for a fair and complete evaluation of your capabilities and will form the basis for any resultant agreement. NUARI reserves the right to reject any bids or offers if deemed to be in its best interest.

6. Services Agreement

A draft Services or Consulting Agreement is attached for your review. At this time, the draft agreement is provided for reference; however, it is expected to form the basis of any resultant agreement along with any required customer flow-down clauses.

7. Small Business Representation

The North American Industry Classification System (NAICS) Code for this acquisition is 541715, for which the small business size standard is 1,000 employees. NUARI is an Equal Opportunity Employer.

In your response, please include the following information:

- CAGE Code and DUNS (if available)
- Whether or not you are currently registered in the System for Award Management (SAM.gov)

- Please represent as part of your offer, whether you are or are not a small business concern. If you represent you are a small business concern, please indicate any of the following socioeconomic statuses that apply:
 - Small disadvantaged business concern as defined in 13 CFR 124.1002
 - A women-owned small business (WOSB) concern
 - Economically disadvantaged women-owned small business (EDWOSB) concern
 - A veteran-owned small business concern
 - A service-disabled veteran-owned small business concern
 - A HUBZone small business concern
 - A Certified 8(a) Firm
 - If offeror represents it is a small business concern, please state that your business size and socioeconomic status representation(s) are current, accurate, and complete as of the date of submission of your offer.

8. Proprietary Information

NUARI considers the information contained in this RFP and its Attachments to be Proprietary Information. NUARI will treat all information received from the respondents as Proprietary Information, if properly marked.

9. Exceptions/Deviations

Any exceptions to the RFP shall be clearly stated, giving the reason for the exception/clarification and, where applicable, the impact on price and services.

10. Clarifications

All questions or clarifications in response to this request shall be submitted in writing to the contractual POC listed in the cover letter.