

Request for Proposals

Provision of AMOD – TDX ONLINE CHINA – Lifestyle Showroom & AI Marketplace Platform Application

Date: 31/3/2023

Collection of Project Brief / Specification and Tender Documents & Conditions:

A Matter of Design

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1. A: Intro & Project Overview

A Matter of Design (AMOD) has received a "Dedicated Fund on Branding, Upgrading, and Domestic Sales" (BUD Funding) from Hong Kong SAR Government to build a new platform that supports AMOD's existing portfolio.

A Matter of Design is seeking a technical project & development team to develop a new furnishing & lifestyle platform to adapt to new shopping habits in a web3 ecosystem.

The new platform will cover the following.

- Style Identifier – Artificial intelligence process to identify a buyer's style & preferences curated by interior designers, influencers, etc
- Ai Designer – Creation of interior designs based on style, floorplan, and images in renderings.
- Augmented Reality – using 2D & 3D models of furnishing & lifestyle products through mobile devices.
- Affiliate shopping – Curated list of purchasable products through an affiliate link.
- The ability to share ai generated designs online.

1. B: Company Overview

[A Matter of Design](#) was born from our belief that design is a fundamental part of our everyday lives. When the design is done well, it can improve your life, supporting you in your home, workspace, and wherever you go.

We are more than just a distributor for makers, designers, and brands. We go above and beyond at every stage of your design journey, acting as an extension of your brand in Asia.

As our partner, you will be part of the ecosystem we build around connection and collaboration. You will also benefit from our strong track record in furniture and lifestyle. We have successful partnerships in place with the likes of Tom Dixon in China and BoConcept in Hong Kong.

Our affiliation with Aussco Group sets us apart, too. We have 57 years of experience in the trade, manufacturing, fashion, and lifestyle: we work with European brands such as Maje, Adidas, Sandro, and Ted Baker, and we understand their challenges and needs as they build a retail presence here.

1. C: Our Target Market

B2C

We are building a new platform targeting Millennials and Gen Z in China, as there are 400 million millennials in China, five times the number in the US. Millennials were born from 1981 to 1996, which makes the oldest millennials 40 this year.

Users need the ability to do the following

- Homepage
 - User-friendly way to explore top trending styles & brands across home furnishing and lifestyle products. Similar to [jellibbeans](#), [Drop](#), [HBX](#), [Net-a-porter](#)
- Inspiration
 - An idea page that provides users with a quick aggregated view of articles from media partners and social media posts. Allowing the user to have the ability to save media to their account, similar to [Pinterest](#), [Flipboard](#), and [collov](#).
- Designer
 - Leveraging the user data from their selected preferences on the inspiration page, we can take their photos for their homes and generate 2D & 3D renderings through artificial intelligence with new furnishing and lifestyle products. Users can regenerate new renderings based on style, allowing them to co-create with the ai designer.
 - Once users select the rendering they like, they can bookmark or affiliate purchase the product through the 2d & 3d rendering or AR product placement.
- User Accounts
 - User login page for created account users to see an overview of their bookmarked favorite styles, brands, articles, and the ability to change their login information.

B2B

Manufacturers & Brands

- We drive actionable product purchases through affiliate shopping sales through different marketing channels for brand products.

Interior Designers

- Creating a database of designers to connect with clientele. Creating exposure to the designer's works and projects.

2. A: Project Scope

Project Feature List

Page	Features
Header	Search Navigation <ul style="list-style-type: none">- Inspiration- Shop- Designs- Account – Login/Signup
Homepage	<ul style="list-style-type: none">- Start a Project- How it works- Design Your Space- Pricing & Plan
Inspiration	<ul style="list-style-type: none">- Trending Styles- Trending Designs- Trending Products- Trending posts on social media- Ability to bookmark images and styles
Shop	<ul style="list-style-type: none">- Shop by filters, style, and mood
Design	<ul style="list-style-type: none">- AI Design Platform- AR Visualization- 2D/3D rendering
User Account	<ul style="list-style-type: none">- Login/Logout- Collection of favorite brands/styles/products- Access to previous 2D/3D renderings- Account Details
Footer	<ul style="list-style-type: none">- About us- Get in touch- Partner with us
API	<ul style="list-style-type: none">- Integration to an artificial intelligence system (Dall-E 2, Midjourney, Etc)- Integration to Artificial Reality Software.- Integration to Digital Floorplan software (Generative Adversarial Nets)- Integration to data servers through JSON.

2. B: Our Requirements [tech stack]

- Familiar with JAMstack development and Edge Computing
- Familiarity with Remix full-stack framework
- React.JS or React Native

If different, please state the reason for another technical stack

DevOps: GitHub Repository

Prototyping Tools: Figma

Project Management approach:

- Agile or Scrum

If different, please state the reason for a different development approach.

3. A: Proposal Requirement:

Proposals must address the following:

Executive Summary

1. Describe your understanding of our current website challenges.
2. Summarize your proposed solution and how your solution will resolve our current website challenges.
3. **Provide a summary of pricing for the proposed services and products.**
 - **Company Overview** – Tell us about your company, your experience in web design and production for projects similar to ours, and your experience working with clients in higher education. Provide links to your agency website, online portfolios, and social media.
 - **Team** – Identify the team who will work on this project. Include each's name, title/role, and brief background/experience. Include subcontractors if applicable.
 - **References** – Provide a list of three references (at least two in higher education) who can speak to services requested in this RFP. Please include contact information and a brief description of the work done for those clients.
 - **Solutions Menu with Pricing** – Based on the elements in the Project Scope/Objective section, tell us about your proposed solution regarding creative design strategy, methodology, plan, and other essential aspects of the design process. Include all project phases and tasks, along with a line-item breakdown of costs. **Please itemize cost per phase and tasks accordingly (refer to annex 4).**
 - **Project Management Tools** – Your process for tracking and documenting project status.
 - **Deliverables** – Outline the products and/or services that will be delivered.
 - **Schedule** – Provide the suggested project schedule detailing the time required for each major step or phase of the project.
 - **User Training and Support** – Provide details on the user training and support included for our content editors and the training support format (i.e., onsite/in-person, live web, chat, email, phone-based, hard copy, other documentation, etc.).
 - **Hardware** – List any hardware necessary to host and/or support the proposed solution. Also, list any recommended configurations for a robust and reliable environment. Include hardware redundancy and/or disaster recovery recommendations.
 - **Payment** – Include any requirements or preferences regarding invoicing and payment.
 - Anything else deemed relevant/essential.

4: Project Phase – Cost Breakdown Example

Phase	Scope Of Work & Deliverables	Timeframe	Cost per Deliverable
Discovery & Research			
Design & Wireframing			
Front End Development			
Backend Development			
Maintenance & Support			

5: Tender Close Date & Time

- Date: 24 April 2023
- Hong Kong Time 12:00 noon

You must comply fully with the [Quotation Invitation to Supplier and Confirmation Form by Supplier \(Regarding Probity, Anti-collusion, and Anti Bid-Rigging Requirements. \(Please submit along with your submission\)](#)

Any information or communications between you and A Matter of Design (AMOD) concerning the captioned subject are private and confidential. You shall not disclose or otherwise divulge the same without our written consent. AMOD reserves the right not to appoint any company to undertake the project. The lowest fee bid may not necessarily be accepted as a successful bid. AMOD is not responsible for any cost incurred by you in the preparation of the tender and in responding to this notice. AMOD reserves the right to change or cancel this notice without prior notice or liability to any parties. You will be deemed to have accepted these conditions if you respond to this notice.