Step 1: Intro — Why this RFP?

We've put this RFP guide together to keep things straightforward and human. A good brief saves time, reduces guesswork, and helps us focus on solving the right problems. The goal isn't to add more paperwork to your life — it's to make sure we're on the same page from day one.

By answering these questions clearly, you'll help us understand what really matters to you, so we can design work that feels right, works hard, and stands the test of time.

Step 2: About You

Tell us who you are and what you're all about. This isn't just for context — it helps us understand your brand's personality and what makes you tick.

Include a short overview of your company: what you do, what you believe in, and what sets you apart. If you have a brand story or a reason you started in the first place, we'd love to hear it.

A quick description of your audience is also helpful — who are they, what do they care about, and why do they come to you instead of someone else?

The more honest and specific you can be here, the better we can tailor the design work to feel genuinely yours.

Step 3: About the Project

This is where we dig into what you actually need designed. Start by describing the problem or challenge you're facing — what's not working today, or what's missing?

Explain what success looks like for you. Are you aiming to launch a new product, refresh your brand, boost conversions, or make your team look sharper to investors? Be clear about the outcomes you want, not just the deliverables.

It also helps to explain why this project matters now. Why is it a priority? Is there a bigger strategy behind it, a key date, or a shift in the business you're tackling?

When we understand the "why" and the "what," we can design solutions that are not only good-looking but genuinely useful.

Step 4: Scope

Outline exactly what you need from us. List all the deliverables in as much detail as possible — for example: website design, product UI, design system, brand refresh, or specific marketing assets.

Let us know if you already have any materials or groundwork in place. This might include strategy docs, brand guidelines, wireframes, user research, or even rough sketches — anything that gives us a head start.

It's also helpful to mention who else is involved on your side. Who are the key stakeholders? Who signs off? Knowing the team dynamics early means we can plan feedback and avoid surprises down the line.

The clearer this section is, the more accurate and efficient the project plan (and the smoother the ride for everyone).

Step 5: Timeline & Milestones

Tell us when you'd like to kick things off and what key dates we need to be aware of. Do you have a product launch, an event, or an investor presentation driving this timeline?

Outline any fixed milestones or review points you have in mind. For example: first design draft, internal stakeholder review, user testing phase, or final delivery.

If your timeline is flexible, let us know — it can open up more options and allow for deeper exploration. If it's tight, that's fine too, as long as we all know upfront.

Clarity here helps us build a realistic schedule and set expectations properly, so no one ends up scrambling at the last minute.

Step 6: Budget

Be upfront about your budget, or at least give us a realistic range. This isn't about pushing you to spend more — it's about making sure we propose something that actually works for you.

A clear budget helps us shape the scope, allocate the right level of detail, and avoid wasting time on ideas that simply aren't feasible.

If you have flexibility or are open to phasing the work over time, mention that as well. Sometimes the best results come from tackling things in stages rather than forcing everything into one sprint.

Being honest here saves everyone headaches later and sets us all up for a more productive and transparent partnership.

Step 7: How You Like to Work

Every team has its own style. Tell us how you prefer to collaborate so we can fit into your way of working, rather than forcing a process on you.

Do you like to be heavily involved and hands-on at each stage, or do you prefer to set direction and let us run? Are you keen on regular workshops and check-ins, or do you prefer fewer, more focused updates?

Mention any tools or platforms you like to use — whether that's Slack, Notion, Figma, or old-fashioned calls and emails.

The more we know about your working style and communication preferences, the easier it is to build momentum and keep everyone aligned without unnecessary back-and-forth.

Step 8: Decision-Making & Next Steps

Tell us who will be making the final decisions on your side. Knowing this early helps us manage feedback properly and avoid design by committee.

It's also helpful to know your internal approval process — for example, will the CEO sign everything off, or does it go through a brand or product team first?

Finally, let us know when you'd like to get started and if there are any key steps or additional information you need from us before kicking off.

Being clear about decision-making and next steps makes for a smoother start and helps us plan properly, so we can hit the ground running without delays.