

moneydashboard

Creative Brief for RIA UI

In Confidence

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OVERVIEW

This project is for the development of a Rich Internet Application (RIA) User Interface. This interface will be designed by the supplier and then taken by Money Dashboard and developed into a working prototype. It is essential that the supplier supports Money Dashboard in this effort.

The RIA will focus on providing financial information to the general public through a dashboard style interface. This interface will be developed using Microsoft Silverlight and as such can take advantage of Silverlight features and functionality. Many features of the RIA will be similar to that of Microsoft Money, Quickbooks or similar personal financial systems and applications. Online reference sites include www.mint.com, www.rudder.com and www.kublax.com which contain similar functionality with a traditional approach.

Money Dashboard would like to present users financial information using a car dashboard inspired interface to help enable easy access and visibility of information. It is anticipated that this car dashboard, while conceptual, will related to the Mini Cooper more then an Aston Martin.

This interface must feature high in innovation, usability, effectiveness, creativity and most importantly User Experience.

It is anticipated that an iterative approach be taken and that both Money Dashboard and the chosen supplier will work closely together while maintaining a high level of communication and involvement.

Reference and resource information will be supplied upon commencement of the project. A brand style sheet is attached.

Key Objectives

- To create a rich and innovative user experience.
- To create a usable and inviting experience for an audience of 25-40 years old.
- To take advantage RIA features, functionality and opportunities to create a new level of user experience.

Timeline

Responses should be submitted by October 31st, 2008.

The contract will be awarded by November 4th, 2008.

The first version of the design is to be delivered no later then November 12th, 2008. The project will be completed by November 19th, 2008.

RESPONSE TO REQUIREMENTS

A brief proposal covering approaches, response to objectives and a creative sample of a user dashboard. The creative sample can be anything from a full page example through to a some thoughts and concepts.

The brief proposal should cover initial and ongoing costs, scope of work, related examples and suggested approach. Please also include a background to your company as well as a description including size of team and core skills.

Deliverables

Concept development for a dashboard style interface for individuals financial data based on supplied wireframes and supporting materials.

Supply of up to 6 screens based on the supplied wireframes and supporting materials, in layered Photoshop format, of the user interface.

Conditions

Money Dashboard Ltd will reserve all Intellectual Property Rights for this project. All information must be forwarded to Money Dashboard at the end of the project.

The chosen supplier will be subject to full Non Disclosure and required to sign the Money Dashboard NDA.