Request for Quotations (RFQ)

2853-FY27-01 ISSUE DATE:	November 4, 2026
RFQ REFERENCE NO.:	2853-FY27-01

Dear Sir/Madam:

You are kindly requested to submit a brief explanation of services, your experience, and a quotation for the following items before **11:59 pm ET on November 23, 2026**. Respondents can propose work for one set of activities or a combined set of multiple; we are open to bringing together a suite of Vendors to ensure the work is completed.

Background

Rare's Entertainment Lab is building an industry-facing, self-service Audience Insights Portal on its audience-segmentation study (about 14,000 US respondents in Wave 1; a second wave of about 14,000 now in field), which links TV, streaming and social-media habits with climate attitudes, values, trusted messengers and readiness to adopt climate-friendly behaviours.
We are building a website for people who work in television and streaming: studios, streaming services, production companies, and the sustainability teams inside them. The site lets them look up what our survey found about TV audiences and climate.

The survey asked what they watch (TV shows, streaming services, social media) and what they think about climate change, what they value, whom they trust, and whether they are ready to do things like buy an electric car, put up solar panels or eat less meat. There are two waves to the survey.

On the site a visitor can do four things:

1. **Browse ready-made profiles.** Pick a show, a genre, a network or streaming service, or a climate-attitude group, and see a page describing that audience.
2. **Build their own audience.** Define a bespoke audience and compare it with a baseline; Choose, for example, "women under 35 who watch reality TV and are worried about climate change", and compare that group with everyone else or with another group of their choosing.
3. **Put together a report** from those pages and download it.

4. **Ask questions in ordinary English** to an AI assistant that answers using our survey numbers. Every number carries an auditable citation that can be clicked to see exactly where it came from, so the answer can be checked.

Existing Systems

Much of the machinery exists: a React/Supabase data explorer with 137 precomputed entity profiles, a citation-grounded LLM analyst with a hosted R statistics service, published insight reports, and a design-token system. Today these are three separately styled surfaces built for researchers. Each looks different from the others, and each was made for researchers and reviewers rather than for industry visitors.

- **The data explorer.** A website that shows ready-made profiles for 137 audiences (102 shows, 16 genres, 19 networks and streaming services), with long automatically written reports and four hand-made highlight pages (Reality TV, Horror, Family-Friendly, Football). Visitors get in with an access code.
- **The AI assistant.** It already works and already shows its sources for every number it quotes (but, not in a user-friendly manner). A small statistics server runs behind it.
- **Public reports and a landing page** on our website.

There is also a current shared set of visual building blocks (colours, fonts, spacing, cards, charts) used by the explorer. It was built for magazine-style reports, not for a tool with menus, filters and forms, and the AI assistant does not use it.

Project Objectives and Necessary Upgrades

Rare is now looking to build on what exists to create a more external portal. The team hopes to add a public front door, the "build your own audience" feature, the report builder, one consistent look across all project pieces, and sign-in for individual users (today everyone shares codes and passwords).

We seek a Vendor or set of Vendors for four project activities, all delivered by March 1, 2027. We are seeking judgment, technical expertise, and craft that the AI tools do not supply: understanding design vision, user needs, deciding how the site should look and read, and designing charts that are accessible and accurate. The E Lab's staff, working with AI coding agents, will do all implementation, security review and QA, though additional support in these areas is also welcome (depending on cost).

Every deliverable must be usable by our in-house team afterwards: tokens, specs and guides as CSS, JSON or Markdown in our repository; pairing sessions in our codebase; a closing handoff test.

The team will also need to interface with relevant Rare teams, such as the Marketing/ Communications team on the brand guidelines and the Technology team on web portal requirements. The Entertainment Lab team will ensure those teams are appropriately engaged, though the contractor will be required to join those conversations.

Scope of Services

Rare seeks a set of Vendors, or a single Vendor firm, to support the following activities. Respondents can propose work for one set of activities or a combined set of multiple; we are open bringing together a suite of Vendors to ensure the work is completed.

- **Product/UX design.** Stakeholder discovery, information architecture and flows, wireframes, usability rounds, design QA.
    a. Competencies: designing tools and data products for non-technical professionals; information architecture; design for filters, comparisons and report builders; moderated usability testing (with in-house team).
    b. Tasks: stakeholder interviews with Rare team; site map and user flows; site accessibility considerations; mid-fidelity wireframes for about 12 screens including with empty, loading and small-sample states; usability rounds on wireframes; design-QA pass; recorded pairing sessions with our internal development team.
    c. Deliverables: flows and wireframes (in Figma or AI accessible format); personas and per-screen descriptions / acceptance criteria; usability findings as backlog items; decision log.
- **Design system across all surfaces.** One visual system for the portal shell, explorer, AI analyst and reports: brand-aligned foundations, accessibility accommodations, a design library with states, and a token specification mapped onto our CSS variables to support migration; pairing sessions; design-QA passes.
    a. Competencies: build and document complete, consistent token-based design systems for data-heavy products (e.g. colors, fonts, spacing, buttons, cards, tables, menus); strong typography and brand application; CSS-variable fluency.
    b. Tasks: audit the explorer, analyst and report styles (currently implemented pieces); set one identity from our chosen landing direction; ensure website meets accessibility standards; library with states for shell, analyst and reports (implement every building block in Figma, each in its different states: navigation, cards, filters, forms, tables, pop-ups, the chat window, the little source-citation tags, report pages and print layouts); token and migration spec onto our architecture; recorded pairing sessions with internal development team landing tokens and reference components into existing codebase; design-QA passes.
    c. Deliverables: Design system library; migration map for AI coding agents (Claude Code and Codex); component specs with states, print and accessibility notes for each block; reference components in the codebase for each block; a decision log.
- **Content strategy and UX writing.** Content model and vocabulary, a voice-and-tone guide with caveat rules for statistical language, microcopy for the core screens, report templates, and a style guide for the AI analyst's answers.
    a. Competencies: content strategy for research or data products aimed at non-specialists - explaining research findings to non-specialists; UX writing (labels, empty states, onboarding, help text); translating statistical findings without overstating them; defining an AI system's voice.
    b. Tasks: a content audit (existing reports and AI assistant's answers); content model, house vocabulary and glossary; voice, tone and rules for how the site talks about statistics (e.g. "more likely" meanings, flagging small samples, numbers that rest on imputed data, and population adjustments); micro-copy and onboarding for the core screens (home, pre-built pages, audience builder, report builder, AI analyst); templates for report and the “interesting findings” feed; writes the answer style guide for the AI analyst; pairing session with team on the first machine-drafted content and editorial review.
    c. Deliverables: guides written for AI agent context; a JSON agreed-upon vocabulary across full portal; a site-wide micro-copy as a key-value file; templates; editorial checklist; decision log.

- **Data-visualization design.** A chart vocabulary for comparisons that shows central tendencies, distributions, effect sizes and uncertainty honestly; chart components and report chart templates inside the design system; pairing and review of the charts our engineers build.
    a. Competencies: statistical graphics for lay readers (effect sizes, uncertainty, Likert and distribution comparisons); accessible color/contrast/headers/text; enough SVG or D3 fluency to specify for engineers; print layout.
    b. Tasks: audit current charts and data needs; define the comparison vocabulary (target versus baseline, over- and under-indexing, significance, pooled-estimate uncertainty); set rules for small samples; design the chart forms for cards, profile pages and grids of small charts (small-multiple encodings); ensure charts meet accessibility needs; the chart layouts and templates for reports and PDFs within the design-system lead's style, keeping research-canonical colors (for example the Yale "Six Americas" climate groups); pairing sessions with internal team landing the first chart components.
    c. Deliverables: chart rules with worked examples; chart components and report chart templates in the shared library (defined by the design-system lead); review notes; decision log.

Selection Criteria/Evaluation Process

Potential Vendors should submit a document that includes:

- Legal name
- Point of contact
- Vendor/company profile, relevant experience with examples of similar work, and summary of Vendor personnel qualifications.
- Proposed work plan with milestones and timelines
- Price quote

If a Vendor is proposing to support multiple service activities, the submission should differentiate this effort by activity.

Submitted proposals will be evaluated on the following criteria listed (in no particular order of priority):

1. Demonstrated experience delivering comparable services, including examples of previous work relevant to this scope.
2. Availability of qualified Vendor personnel with the skills, experience, and capacity required to successfully implement approach proposed.
3. Overall cost of Vendor’s quotation
4. Ability to meet the required project delivery timeline.

Rare may, at its discretion and without explanation to the prospective vendors, at any time choose to discontinue this RFQ without obligation to such prospective vendors.

Terms and Conditions

All deliverables must be completed and submitted no later than March 1, 2027. The Vendor will also be expected to meet the intermediary timelines that it proposes during the submission process. The anticipated contract period is December 1, 2026 – March 30, 2027, to allow for final review, agreed refinements, knowledge transfer, and project closeout.

Rare will fully own all products developed under this scope of work, including deliverables and the editable files and code. Vendors must also disclose any relevant third-party assets or licenses associated with this work. Because of the access to respondent data, Vendors will be required to sign a non-disclosure agreement ensuring information privacy.

Submission Delivery Address

The delivery address to be used for all submissions is as shown below. You may contact the following person if you have any questions or require clarification on any topics covered in this Request for Quotations. All submissions should be submitted electronically to the email address provided below.

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