

## **Expression of Interest (EOI) Information Form**

### **1. Project Data and Consulting Firm**

<b>Contract Name:</b>	Selection of Consultancy Firm for <b>Design and Development of a Citizen-Centric Government SuperApp's Branding &amp; User Experience (Web/Mobile App)</b>
<b>Contract Number:</b>	
<b>Name of Consulting Firm:</b>	

### **2. Eligibility**

**Declaration:** We hereby declare that:

- (i) We have read the advertisement, and the Terms of Reference (TOR), for this assignment;
- (ii) We have not been engaged to prepare such TOR as a firm, sub consultancy, or joint venture (JV); and
- (iii) No full-time or part-time or contracted expert employed by our firm, sub consultancy, or JV has been engaged to prepare such TOR;
- (iv) Business registration of the firm, JV party or sub consultancy; (Lead Firm must be in National (Sri Lankan) Business registration)
- (v) At the time of submission of EOI, consulting firm or JV party or sub consultancy is not black listed by National Procurement Commission or Government of Sri Lanka.

We further confirm that, if any of one or more of our experts is engaged to prepare TOR for any resulting assignment as part of our work product under the assignment to which this advertisement relates, our firm and any such expert (s) will be disqualified from short-listing and/or participation in such follow-on assignment.

Lead Firm	
Signed by: Name: Position:	
Associate/Partner 1	
Signed by: Name: Position:	
Associate/Partner 2	
Signed by: Name: Position:	
Associate/Partner 3	
Signed by: Name: Position:	

**3. Management Competence** (Please answer **each question** in one paragraph of 5-7 sentences strictly)

- 3.1. Describe your organizational structure and approach for managing complex Branding and UI/UX Projects.

- 3.2. What communication protocols, escalation procedures, and complaint resolution mechanisms are in place in your Company?

- 3.3. Describe your company's quality control mechanisms, standards (e.g., ISO), ethical practices, and adherence to international/local policies in similar assignments.

#### 4. Technical Qualifications including Experience

Answer the Question-4 (Technical Qualifications including Experience) with reference to the projects given in the **Project Reference Sheet (Annex 01)**. Please note that each area shall be adequately covered with related details only. Project references shall be clearly mentioned for each sub-question. Maximum of five (05) pages to be used per one project.

**Important:**

- Please select **minimum 5 reference projects/assignments** that carried out by the firm/sub-consultancy/JV (within last 5 (five years) years) which fit to the similar scope (Branding and User experience Design), complexity and nature of the proposed assignment (As per the Terms of Reference). The proven experience in below would be highly desirable.

**4.1. Brand Development Expertise:**

Minimum 5 years proven track record in comprehensive brand development with at least 5 real-world product branding projects, including a portfolio showcasing successful brand identity systems for multi-lingual, diverse audiences and experience in trademark research, brand naming strategies, and registration processes.

**4.2. Digital Design and User Experience:**

Minimum 3 years specialized experience with at least 3 real-world projects in digital services or citizen-facing platform design, demonstrating proven expertise in responsive web design, cross-platform mobile app design, accessibility-first design principles with WCAG compliance, and complex user experience projects involving multiple stakeholder groups.

**4.3. Technical Design Capabilities:** Proficiency in industry-standard design tools including Figma, Adobe Creative Suite, and Sketch, with experience creating interactive prototypes and design systems, knowledge of front-end development principles for design feasibility, and understanding of design token systems and component-based design approaches

**4.4. Cultural and Market Understanding:** Demonstrate deep understanding of Sri Lankan culture, demographics, and digital literacy levels, with experience in trilingual design requirements (Sinhala, Tamil, English), knowledge of local government structure and citizen service delivery challenges, and proven ability to create inclusive designs serving diverse user groups.

- **Project completion letters shall be submitted** for each reference project, issued by the respective client with client's reference including contact addresses and telephone numbers.

Please Provide a concise response to below questions with one paragraph, approximately 100–150 words

**4.1. Describe your Company's Brand Development Expertise**

**4.2. What is your Company's experience on the Digital Design and User Experience ?**

**4.3. What is your Company Technical Design Capabilities ?**

**4.4. What is your Company's understanding on the Sri Lankan Cultural and Market with regards to the Branding and User Experience Design?**

Question 5 to 12 shall be answered with some documentary evidence wherever applicable.

- 5. Nature of the Firm (small/medium/large/specialized):**
- 6. Firm's history, number of years of existence in the business:** *[Attach copy of the business registration]*
- 7. Firm's Core business and well established unit/s to conduct this type of assignment (System Security Audit etc.):**
- 8. Past experience with Foreign and Government of Sri Lanka (GOSL) funded projects:**
- 9. Financial and administrative (Organizational structure) strength certified by the audited financial reports for last three years:** *[Attach copies of audited financial reports for last three years, Consultancy Firm Profile, Organizational structure and other relevant documents]*
- 10. Technical & managerial capacity of the firm (Lead firm and Associates/ Joint ventures) staff's strengths, capabilities, appropriate skills and relevant qualifications: (Availability of Staff either from Lead firm or Associates/Joint ventures – Team Leader with Key expertise availability to assist the assignment in relevant subject areas)** *[Attach copies of CVs for each Key expertise including Team Leader (Use CV Format – Annex 02)]*
- 11. Submit brief methodology and work plan for conduct this project/assessment (Max 5 pages):**
- 12. Any other relevant information:**

***Important:***

- *All documentations shall be in English Language.*
- *Strictly need to follow the given formats. Information provided without given formats shall not be considered for evaluation.*
- *If you are proposing an association such as sub-consultancy or a JV, JV firm shall submit the JV agreement or MOU of JV agreement along with their EOI.*

### Project Reference Sheet

**Important:**

- Please select minimum 5 reference projects/assignments that carried out by the firm/sub-consultancy/JV (within last 5 (five years) years) which fit to the similar scope (Branding and User experience Design), complexity and nature of the proposed assignment (As per the Terms of Reference).
- Project completion letters shall be submitted for each reference project, issued by the respective client with client's reference including contact addresses and telephone numbers.

**Project 1 of .....**

1.	Project Name			
2.	Name of Client			
3.	Client Reference (Contact Name & Contact No)			
4.	Country		Project location within the Country	
5.	Participation		<input type="checkbox"/>	As lead firm As associate firm
6.	Cost of the project		LKR	
7.	Source of Financing (GOSL/Foreign)			
8.	Consultancy Services (should specifically indicate associate firm's staff allocations)			
	8.1 Total no. of staff			
	8.2 No. of staff by the firm			
	8.3 Total no. of person months			
	8.4 No. of staff months by the firm			
9.	Length of Consultancy Assignment			
10.	Start Date (dd/mm/yyyy)			
11.	Completion Date (dd/mm/yyyy)			
12.	Names of Associate Firms (if any)			
13.	No. of Person-Months of Professional Staff Provided by Associated Firm(s)			
14.	Name of Senior Staff (Project Director/Coordinator, Team Leader) Involved and Functions Performed. (should specifically indicate associate firm's staff involvement)			
15.	Description of the Project (indicate the domain, scope, areas covered, maximum of 200 words)			
16.	Description of the actual services provided by your firm. (maximum of 250 words)			

## CURRICULUM VITAE (CV)

<b>Position Title and No.:</b>	{e.g., K-1, TEAM LEADER}
<b>Name of Expert:</b>	{Insert full name}
<b>Date of Birth:</b>	{day/month/year}
<b>Country of Citizenship/Residence:</b>	

**Education:** {List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained}

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**Employment record relevant to the assignment:** {Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included.}

Period	Employing organization and your title/position. Contact information for references	Country	Summary of activities performed relevant to the Assignment
{e.g., May 2015-present}	{e.g., Ministry of ....., advisor/consultant to... For references: Tel...../e-mail.....; Mr. Hbbbbbb, deputy minister}		
{e.g., From Jan 2010 to May 2015}	{e.g., Ministry of ....., Advisor/Consultant to... For references: Tel...../e-mail...; Mr.Accccccc, Director General}		

**Membership in Professional Associations and Publications:**

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**Language Skills (indicate only languages in which you can work):**

Language	Speaking			Reading			Writing		
	Good	Fair	Poor	Good	Fair	Poor	Good	Fair	Poor
English									
Sinhala									
Tamil									
Other (Specify)									

**Expert's contact information :** (e-mail ....., phone.....)

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by Government of Sri Lanka.

{ day/month/year }

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Name of Expert

Signature

Date

{ day/month/year }

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Name of authorized  
Representative of the Consultancy Firm  
(the same who signs the Proposal)

Signature

Date