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**eLearning Development RFP Template Created by:**

**eLearning Development Company**

**Request for Proposal**

[Select date]

[Your Organization Name]

[Author]

[RFP Number]

# Custom eLearning Development RFP Template

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# A. Introduction

**Company Background**

Include a short company overview. Include information such as a brief history, industry background, company size, number of employees, web address, etc.

**Project Purpose**

Outline for providers the business reasons for needing a custom eLearning solution. As a result of the requested learning experience, what should the learner know and be able to do? How should their performance improve? What results will the improved performance produce? It’s important to outline your specific business goals and how you plan to reach them. Mention relevant compliance issues and certification requirements. You should also indicate any key performance indicators (KPIs), data, or metrics you can use to measure success.

**Target Audience**

Who are we trying to train? What do we know about them? Can you provide any helpful background, demographics, or research about the target or their learning preferences? Can you describe their day-to-day work environment and describe their key responsibilities and workflows? Can you provide any survey results or feedback relevant to this audience? What types of learning programs are they used to (eLearning, Instructor-Led, Virtual Instructor-Led, video, on-the-job, etc.)? Provide any specific diversity expectations.

**Project Scope**

Provide a vision for the eLearning solution. Is it multiple courses with multiple modules, or is it a series of microlearning videos? How long will the learner take to complete the experience? What would you like the experience to include (simple narrative, case studies, video, illustrated characters, gamification, simulations, etc.)? Will the solution be part of a learning environment that includes peer discussion groups, job aids, and support tools?

Define what the project will require from the eLearning provider. This might include:

* Solutions consulting
* Needs analysis
* Instructional design
* Interface and graphic design
* Media production
* Course development
* Assessment design and development
* LMS integration
* Evaluation
* Additional learning materials such as job aids, mobile apps, support tools, educational websites, etc.
* Ongoing maintenance updates and upgrades

**Specifications**

Specify learner platforms, desktop, laptop, tablets and mobile, Mac/Windows, iOS/Android, web browsers, audio, bandwidth restrictions, and any limitations.

Provide the name of LMS and relevant requirements.

ADA/508 Compliance Requirements.

For development, specify preferred authoring tools like Articulate Storyline 360, Rise 360, Adobe Captivate, or standard web technologies such as HTML5 and JavaScript. Specify responsive vs. adaptive for different screen sizes. Specify compatibility with other eLearning solutions that are in use and if you want to be able to make changes in-house.

For multimedia elements, specify preferences for talent (professional actors, models, illustrated characters, voice-over narrators, employees, or other), video locations, and other special requirements.

Specify whether the vendor is expected to produce original photos, video, and other media elements or use provided media elements or commercially available stock media.

Specify existing content and media elements that can be provided to the vendor.

Specify the number of client reviewers and their roles. Provide any guidance on the expected client review process and timeline. Specify the desired approach to embedded assessments.

Define expectations for maintenance updates and upgrades.

Quantify as much as possible:

* Length of the learning experience
* Expected number of screens
* Length and number of multimedia elements
* Level and type of interactions
* Number of assessment questions
* Other support materials
* Any other measurable requirements

**High-Level Project Timeline**

* Project award
* Kickoff meeting
* Project completion
* Ongoing support and follow-up

# B. Additional Information

**Schedule for Evaluation Process**

The expected timeline for the evaluation and decision-making process. For example:

* RFP distributed to providers 9/10/2021
* Question submission 9/17/2021
* Answers provided 9/21/2021
* Deadline for RFP responses 10/3/2021
* Provider demonstrations/presentations 10/17/2021
* Selection of provider/contract negotiation 10/21/2021

**Contact Information**

***Procurement Contact:***

Name   
Company   
Address   
City, State, ZIP   
Phone  
Email

***Technical Contact:***

Name   
Company   
Address   
City, State, ZIP   
Phone  
Email

**Confidentiality Statement**

Include a confidentiality statement if necessary.

**Notification**

Describe how and when providers will be notified regarding requests for additional information, formal presentations, and the outcome of the selection process.

# **D. Basis of Award**

Outline the criteria used to evaluate each RFP response. Provide as much detail as you can. This will help providers understand what is important and address needs accordingly. Areas to consider include:

* Learning solution
* Technical approach
* Prior experience and work samples
* Client references
* Cost proposal
* Proposed timeline including management milestones
* Methods of project management
* Platform used to review prototype, feedback process, and edits
* Proposed cost delineated by major features of the project

By submitting a proposal, contractors acknowledge that they and their affiliates have no undisclosed conflicts of interest.

# E. Provider Response

**Company Overview**

* Provide contact information for the principal individual(s) to be contacted regarding the information in this RFP
* Provide a brief company history, years in business, number of employees, and office locations
* Describe the company’s custom eLearning solutions and how they fit with other company offerings
* Provide any relevant work samples
* List top clients and services provided to them
* List any awards or industry recognitions

**Learning Solution**

* Describe the approach to the scope of this project
* Define the roles of the staff involved
* Describe the creative and instructional approach that will be used to engage the learner
* Describe the learning experience and primary interactions
* Describe the approach to make learning materials accessible and engaging to diverse learner groups
* Describe project management and quality assurance processes
* Provide recommended options that will enhance results or significantly impact costs

**Technical Solution**

* Describe the software and skills that will be employed in interface design, media production, and eLearning development
* Define the roles of the staff involved
* Define the technical requirements aligned with the RFP specifications
* Define deliverables and review process
* Define timeline and project management approach
* Provide recommended options that will enhance results or significantly impact costs

**Contracting & Pricing**

* Provide a breakdown of project costs aligned with the proposed learning and technical solution and any optional recommendations
* Provide any standard terms of the agreement

**Timeline**

Indicate the timeline for the project, major milestones, and rounds of review.

**Client References**

Please provide three references of organizations that have utilized your custom eLearning development services. Include the contact’s name, title, company name, address, phone number, and email address for each reference.

**Additional Information**

Please attach any additional information that will help explain your company’s capabilities and the proposed solution.