

CITYSTUDIO

REQUEST FOR PROPOSALS Product Development Manager and Service Designer Deadline for Proposals: August 26th, 2020

We are a charity that facilitates collaboration between municipal governments and post-secondaries through a partnership framework. Our B2B product consists of convening, training, tools, and network membership.

Background

CityStudio Vancouver (CSV) is an innovation hub that supports the strategic planning aims of the city by bringing city staff, post-secondary students, faculty, and community to co-create experimental projects that make Vancouver more sustainable, liveable, joyful and inclusive. The CSV Society is home to this local Vancouver programming as well as a sales arm - called the Global Sharing program - that licenses CityStudios in cities across Canada and around the world to operate under the CityStudio brand. There are currently 13 CityStudios with 10 in Canada, two in Australia, and one in Norway. Next year is the 10th anniversary of our Vancouver Program and the fifth anniversary of our Global Sharing program.

What is our Product Offering?

The CityStudio model is an institutional partnership framework for civic governments and post-secondary institutions to work together at the strategic level. It operates as a matchmaker and lab for city staff, faculty, students, and researchers to develop civic experiments, prototypes, and engagement projects.

Our product offering requires the purchase of a subscription (which includes a license) in order to launch and operate a CityStudio in a municipality, and to gain access to the CityStudio Global Network. After the point of purchase, customers receive continuing strategic and operational support from CityStudio Global Sharing to ensure each CityStudio is successful in facilitating the city-school institutional collaboration.

Current Product Offering Status

At the moment, we have the following key [minimal viable product \(MVP\) pieces](#) in operation: 1) licensing framework of stand alone legal documents and an online repository of materials for members; 2) a training system for local coordinators in different cities; and 3) a CityStudio Network community platform on Hivebrite for members. In terms of product development, our goal is to move our MVP from these disparate tools/materials into a streamlined process for our customers.

Who do we Need?

The selected consultant/consulting firm will design a cohesive customer experience that builds on our existing product offering, leading to a sales-ready version 2.

We are looking for a product and service design oriented person/firm who is a recognized expert in product development. This person/firm excels in identifying user needs across the customer journey, generating ideas, and building solutions.

Tasks

The end goal is to build and launch a polished, click-through, one-stop-shop product that integrates with and complements our higher-touch sales and coaching services. This will entail a significant refinement of our existing assets and processes. Specific tasks include:

- Analyze and map the current customer journey, user experience, and lifecycle of our product
- Conduct current user/member interviews
- Design a revamped and streamlined customer journey, user experience, and product lifecycle
- Design improvement feedback loops, testing, and best practices
- Improvement to our next generation of inter-connected tools (see “expected deliverables”)
- Identify, evaluate, validate, and prioritize what Global Sharing needs to be doing over the next three months, six months, and one year and in what sequence in regards to product development (execution strategy)
- Managing the product until hand off to the Sales Manager

Expected Deliverables

- Refined buyer and customer journey map
- Product lifecycle map and guide
- Report on design improvement feedback loops, testing, and best product practices
- Management of the development of new and refined versions of inter-connected tools and processes including:
 - Training system
 - Multimedia resources to support sales process, marketing, and customer success (e.g. sales pitch deck(s), video series, digital one-pagers and/or brochures, etc.)
- Product execution strategy

Experience and Skill Requirements

- Product development - Experience in the educational and/or governmental sectors
- Social innovation and social enterprise - Experience working in the field
- Product ownership - You use a range of product development principles and approaches, capturing and translating user needs into deliverables. Able to define the minimum viable product and make decisions about priorities.
- Product lifecycle perspective - You understand the different phases of product delivery and are able to contribute to and plan these. You have an awareness of incident management and service support so that products are built effectively.
- Agile working - You are aware of and understand agile methodology and how to apply the agile mindset to your work.
- User focus - You understand users and can identify who they are and what their needs are based on evidence. You are able to translate user stories and propose design approaches or services to meet these needs and engage in meaningful interactions and relationships.
- Problem ownership - You understand and identify problems, analyzing and helping to identify the appropriate solution. You are able to classify and prioritize problems.
- Strategic ownership - You focus on outcomes, not solutions, developing ambitious visions and strategies. You translate the vision into prioritized deliverable goals.

Timeline

Up to a six-month proposed timeline with a preferred start in September 2020.

Proposal Submission

Please provide:

- Detailed proposal approach with timelines
- Budget (with hourly or scope rate)
- CV, bio and contact information
- References of organizations and portfolio examples of similar work successfully implemented

Deadline: We are reviewing applications on a rolling basis up until Wednesday August 26th.

We are committed to achieving our mission through diversity and inclusion. We strongly encourage applications by consultants/consulting firms of all genders, ethnic and cultural backgrounds, sexual orientations, abilities, and with a range of life experiences to apply. Please request accommodations if needed.

At least three proposals will be requested. We will schedule interviews with the top consultant/consulting firm if necessary. The decision will be made on a variety of factors including cost efficiency, understanding of the need, and proposed approach.

Contact Person

Please send questions and proposals to Alix Linaker, Canadian Network Coordinator:

global@citystudiovancouver.com