The Bulletproof UX RFP Toolkit

For: Founders, Product Managers, and Marketing Directors

This toolkit accompanies the guide *"How Much Does a UX Agency Cost in Europe?"*. It is designed to help you get accurate, comparable, and transparent quotes from agencies, preventing "scope creep" and hidden costs later.

PART 1: The "Bulletproof" RFP Template

Copy and paste this into a Google Doc or Notion page. Send the link to agencies.

1. Project Overview

- **Company Name:** [Name]
- **Industry:** [e.g., Fintech, B2B SaaS, E-commerce]
- **Stage:** [e.g., Seed Stage, Series A, Established Enterprise]
- **Point of Contact:** [Name, Title, Email]
- **Budget Range:** [e.g., €25k–€40k] *(Transparency here saves everyone time)*
- **Target Deadline:** [Date]

2. The Business Goal (The "Why")

We aren't just looking for "pretty screens." We are redesigning/building this product to achieve:

- ☐ Increase conversion rate from X% to Y%
- ☐ Reduce customer support tickets by X%
- ☐ Launch a new revenue stream
- ☐ Secure Series [X] funding
- ☐ Modernize a 10-year-old legacy system

3. Current Status

- ☐ We have a live product (Link: ___)
- ☐ We have wireframes/sketches
- ☐ We only have an idea/concept
- ☐ We have existing brand guidelines/design system

4. Detailed Scope of Work

Please provide quotes for the following:

A. Core Deliverables:

- **Strategy/Research:** [e.g., Competitor audit, 5 user interviews, User journey mapping]
- **UX Design:** [e.g., Wireframes for approx 20-25 screens]
- **UI Design:** [e.g., High-fidelity clickable prototype in Figma]
- **Design System:** [e.g., Basic style guide OR Full component library]

B. Key Features/Flows to Design:

1. [e.g., User Onboarding Flow]
2. [e.g., Main Dashboard with data visualization]
3. [e.g., Settings & Profile Management]
4. [e.g., Checkout/Subscription Flow]

C. Technical Constraints:

- Must work on: [Mobile iOS, Web Desktop, Tablet]
- Development stack (FYI): [React, Flutter, Native, etc.]

5. Questions for the Agency

Please answer these specifically:

1. Who will be the specific Lead Designer on this project? (Link to their portfolio/LinkedIn)
2. What is your revision policy? (How many rounds? Cost of extra rounds?)
3. What is **strictly NOT included** in your quote?
4. Can you provide a timeline breakdown by week?

PART 2: The "Apples-to-Apples" Comparison Sheet

Use this grid to evaluate the proposals you receive. Agencies try to confuse you with different pricing models. This standardizes them.

Evaluation Criteria	Agency A	Agency B	Agency C
Total Estimated Cost	€_____	€_____	€_____
Hourly Rate (Implied)	€_____	€_____	€_____
Fixed Price or Estimate?	[Fixed / Est]	[Fixed / Est]	[Fixed / Est]
Discovery/Research Included?	[Yes/No]	[Yes/No]	[Yes/No]
User Testing Included?	[Yes/No]	[Yes/No]	[Yes/No]
Revision Limit	[__ Rounds]	[__ Rounds]	[__ Rounds]
Lead Time (Start Date)	[Date]	[Date]	[Date]
Team Seniority	[Junior/Mid/Senior]	[Junior/Mid/Senior]	[Junior/Mid/Senior]
"Vibe Check" Score (1-10)	[__ / 10]	[__ / 10]	[__ / 10]

PART 3: The "Hidden Cost" Interrogation List

Before signing the contract, ask these 5 questions to avoid budget overruns.

1. **"Does this quote include the cost of stock assets, fonts, and user testing incentives?"**

   - *Trap:* Agencies often bill these as "expenses" later.
   - *Goal:* Get them capped or included.

2. **"What happens if we realize we need 5 extra screens halfway through?"**

   - *Trap:* Punitive change-order fees.
   - *Goal:* Agree on a per-screen or hourly rate for additions *now.*

3. **"Is the 'Project Management' fee included or separate?"**

   - *Trap:* Some agencies add 20% PM fee on top of the hours.
   - *Goal:* Ensure the "Total" is actually the total.

4. **"Do we get the open source files (Figma) automatically upon payment?"**

   - *Trap:* Some agencies hold files hostage for a "release fee."
   - *Goal:* Contract must state "Work for Hire - IP belongs to Client upon payment."

5. **"Is there a warranty period after handoff?"**

   - *Trap:* You find a design error 2 weeks after they finish, and they charge to fix it.
   - *Goal:* Ask for a 14-30 day "bug fix" window.