

Expression of Interest (EoI)

For Website Redesign Concepts for Kerala Startup Mission (KSUM)

The Kerala Startup Mission (KSUM) is the nodal agency of the Government of Kerala dedicated to fostering entrepreneurship and supporting startups within the state.

Purpose of the EoI

KSUM invites creative, experienced, and qualified web design agencies or firms to submit their conceptual designs and UI/UX strategies for the redesign of the KSUM website.

Note: This EoI is solely for collecting **design concepts** and **creative direction** – actual website development will be handled separately through a future Request for Proposal (RFP).

Design Objective

The redesigned website should:

- **Modern User Experience:** Provide a modern, intuitive, and mobile-first conversational browsing experience.
- **Stakeholder Focus:** Be stakeholder-centric and adaptable to diverse user groups.
- **Ecosystem Representation:** Reflect the vibrant startup ecosystem of Kerala.
- **Clear Communication:** Clearly and engagingly highlight KSUM's role, programs, services, and overall impact, making it easy for users to understand schemes and programs.

Scope of the EoI Submission

The selected agency will be asked to provide:

1. **Information Architecture**
 - Based on stakeholders and types of schemes

2. Homepage Concepts

- Conceptual wireframes or mockups for homepage and key landing pages.

3. Design Guidelines

- Fonts, color palette, iconography, and accessibility choices.

4. Interaction & Navigation Strategy

- Sample navigation structure and content layout ideas.
- Proposals for engaging elements like dashboards, visual storytelling, and user journeys.

5. Optional Add-ons

- Suggestions for incorporating chat systems, live feeds, or interactive elements (only at the conceptual level).

Eligibility Criteria

Applicants must meet the following:

- Be a registered startup with a valid KSUM Unique ID.
- Have minimum 3 years of experience in UI/UX and website design (preferably for government or enterprise sectors).
- Have completed at least 3 similar design projects (attach URLs or design samples).

- Must have an in-house creative team with UI/UX capabilities.

Submission Requirements

Agencies should submit:

- Company profile (with registration and GST details)
- Portfolio of previous relevant work
- Design team structure
- Concept note or approach document for the stakeholder-based homepage and design vision
- Contact person details
- Links or PDFs of previous work (preferably in government/startup domains)

Last Date for EoI Submission: **July 08, 2025**