**October 7, 2017**

**Request for Proposal**

**Provided to Design Competition Participants:**

**DryMaker Home Page**

The intention of the design competition posted on DesignCrowd is to get ideas and a useful template for the website I want to develop. **The intention is to have the winner of the Design competition to also develop a landing page using the same design elements. Please provide an estimate for this, separate from developing the whole website (section below).** Further specification of this landing page and home page is provided in this document.

This document is also a further specification for the website I am looking to develop. I will pick a winner for a design competition based just on the design and how well it I think it fits my needs. The development of the website is separate from the design competition. If you become the winner, and I will get the right to your design, there may still be somebody else that uses your design or elements from it to actually develop the site.

Picking a supplier to develop my website is a different matter since this is dependent on things like competence and price. Not all visual designers are also good programmers and/or resourceful enough to find solutions for a database, web-store, shipping etc. Of course you would automatically be a prime candidate to also develop the website (which you would not be unless you participated in the Design competition). However, you may not be. I hope the information provided is enough for you to provide an estimate to me for this website, if you are interested? Anybody is of course still welcome to participate in the design competition.

**Website Development: WWW.DRYMAKER.COM**

[www.DRYMAKER.com](file:///C:\Users\Mats\Documents\Evas\www.Scandinavianclinic.com) is a website by new corporation with no current sales. The company will sell bedwetting alarms, an established treatment for bedwetting in children, on this website. A bedwetting alarm is sold with Health Claims, which makes it a Class 1 Medical Device in both Canada and the US.

Class 1 is a low risk device. This puts some requirements in product labelling, which the website is considered a part of. The geographical focus is first Canada but with a planned expansion into the US.

Bedwetting alarms are used by children 7 -15 years of age. They are bought by the parent. They may be recommended by a physician but more commonly bought direct on-line. The product is usually not available retail.

The cost for developing the website is prime criteria for choosing a supplier.

I cannot do any of the following.

* Graphical design, to make things appear 100% professional
* Programming, or using anything but a very "high-level" template.

In contrast to the above, I need to learn and I want to be involved in the following.

* Content development. I will write the copy and content but need your professional help to make it look good and help it work optimal on the web.
* Development and implementation (continuous adjustment) of the marketing plan (SEO). This entails i.e. knowing Google analytics and Google ad-words to make good decisions. It also means constant revisions and updates to landing pages.

SEO is valuable. However, at this stage I am not sure where to draw the limit between what I do myself and what services I buy.

**Competitive Environment**

There are numerous competing devices. However, currently most people that is looking for a treatment for bedwetting do not become aware of bedwetting alarms. Relative to the overall market, about 4 million kids with bedwetting in North America, the portion of children that uses a bedwetting alarm is very small, <1%.

<https://www.dri-sleeper.com>

<https://bedwettingstore.com>

<www.bedwettingtherapy.com>

<https://enureflex.ca/>

<https://www.nytone.com/>

<https://malemmedical.com/>

<http://wetstop.com/>

My success is thus more dependent on my ability to draw attention to this treatment more than presenting the specifics of my product/solution versus the competition. I want to reach and retain customers that are looking for a solution to bedwetting **before** they go to www.amazon.com or similar. I want to reach them before they even know about bedwetting alarms.

The search terms most commonly used is bedwetting and bedwetting alarm. However, the focus is specific phrases with those words used in particular contexts. Such key phrases have been developed.

The product itself is not particularly unique and all bedwetting alarms work in a similar way. My intention is to put myself apart in the following way.

* Providing the best possible support for treating physicians and patients. This by providing the right tools to ensure success, for them as well as the patients.
* Providing superior customer support and advice.
* Providing very credible information without exaggerations.
* Eventually superior skills in reaching customers on the Internet based on specific, high value content.
* Branding (below)

**Branding**

Bedwetting is not fun! Treating bedwetting is about making this go away, make children happy and confident. This, this is ultimately about making children happy, to create a sense of relief and accomplishment that comes with conquering this major nuisance! This is the essential value proposition I want to present. It is not just about presenting a device with certain features.

To make a more emotional connection I want to use pictures and the type of testimonials this entails. For example the proud child who shouts "I did it! I am dry!", perhaps with the equally proud parent in the background. Or to the parent "You can be the hero - you can help your child!"

Please suggest suitable visuals from any stock photos that are available royalty free.

Some suggestions that I selected can be found with this link

<http://www.istockphoto.com/ca/collaboration/boards/TQ-T3D0S2UmNsb8AVP_mUw?invitation_code=3SGlROhlhEG_SBAtWcFCCA>

The target audience is the parent that makes the decision. The parent is not buying a toy but a treatment, recommended by physicians. The impression of the website, the colors, font, pictures, messages has to be credible! This cannot look like it was put together as a "get rich quick" scam, but as a sincere effort to help. To increase the credibility

* A video with a pediatrician may be used up-front
* A picture of a physician may be used
* A statement about how this is the recommended first line treatment may be used.

The main task is to combine this "medical credibility" with an "emotional connection".

A target Audience user persona has been developed (appendix 1).We are planning to bring a prospect all the way from an initial, general search about bedwetting into a buyer. This is very difficult when the customer is new to the subject, the company, and the solution provided.

The webpage has to instill enough confidence in customers in that these people are honest, helpful and very credible. For this purpose there cannot be any unsubstantiated, exaggerated claims. There may be honest admissions that this treatment is not for everyone. There may be endorsement and materials from physicians.

The look should be clean with some empty space. The images used should be compelling an intrigue the user to learn more. The main purpose also of the home page is to generate this interest to learn more. There may be a testimonial from a former bedwetter, a parent, or a physician shown on an image along with the headline. There should be no strong colours but a more understated design. For some reason I like blue, white and perhaps black as good for "medical"?

**General Scope & Features of Webpage**

* I estimate about 50 pages, including a flexible landing pages (several with different messages may be shown at the same time)
* This site has to include ecommerce possibilities (only one item to sell)
* I need a mobile friendly format using responsive design elements, including direct links to order the product from a phone.
* I want a format that I can update and maintain myself (within limits). For this reason I want Wordpress (or similar) to be used (templates welcome). Need a way to add new articles/content myself with no programming skills (blog like). This is only needed for one page for this purpose.
* I want a specific landing page developed. This should be done with a template that I can easily use to create and update further landing pages on my own. This could be done either in WordPress or a suitable plug-in for WordPress. This has to be designed for mobile use as well as PC use. The landing page may be developed by somebody else (the winner of the design competition, please adjust your estimate to both possibilities)
* I want good re-marketing capabilities
* We want to collect emails as part of re-marketing effort (include this in the privacy policy that we may use any email collected to send offer(s).
* I need to store shipping addresses and contact information. This is a legal requirement as this is a Class 1 medical device.
* I want an easy way to ask for reviews from happy customers. For example an email is sent out two weeks after the alarm is shipped just to ask how things are working out for them. The email gives a chance to report back any problems.
* I want different remarketing possible depending on which pages that have been visited. Thus, I need to use cookies and I need a policy for such.
* I want the design adapted to SEO and thus optimized for search ability (site structure, easy access to content, headlines, meta-tags, file names, fast loading times, submission to search engines)
* I want development of a facebook page and a linked-in page for the business, based on my existing materials.
* I want coding for Google analytics included (I will set up the account).
* I want a good system for tag management i.e. Google Tag Manager
* I want enable down loadable print materials in PDF format on my website. One example would be a sheet of questions to bring to the doctor. Another is instructions and booklets.
* I want to be able to include videos. The template for both website and landing pages has to be made to make this possible in a commonly used video format.

**Things that I like**

* **High quality visuals**, pictures, and video.
* Brief text. There will be several headings/landing pages for specific needs to be explored in advertising.
* A few key messages on the home page (3-4), perhaps "scrolling' with focus on helpful materials, articles, services on the home page. The home pages may have several messages/pictures scrolling by to entice further interaction. There will also be several **separate landing pages for each campaign** (but with a similar design using the same template).
* Many new websites appear stripped down in content, focusing on "feel" and visual impression with few menu buttons and similar. I assume this partly a consequence of responsive design elements? The text is revised with better headlines, small "snippets" and summaries of content to entice further interaction.
* The website can have some personality - instead of all looking the same
* Does everything have to be square?
* Make the user click for more content. If the user starts to read and click at a message, this could be interrupted by a call for action (to be clicked on). The text stops and the readers are asked to click "read more" to go further. However, this cannot be made to slow down the website in any significant way. Slow websites that forces me to click many times to read what I want can be very annoying.
* Hand drawn elements in pages?

**More Details and Specs for Website**

**Home Page Menu and Functionality**

**Please see appendix 2 for a suggestion for content.**

**"Top" menu.** Top on a small screen (mobile)

|  |  |
| --- | --- |
| Top left | Next to the right |
| Menu symbol | Logo |

Top on a larger screen (Laptop max)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Top left | Menu option 1 | Menu option 2 | Menu option 3 | Menu option 4 | Menu option 5 | Always to the very left adjusted by screen size |
| Logo | Bedwetting alarms explained | The DryMaker alarm | Learn about bedwetting | Order now | Support | Menu |

**Further menu options (from options above)**

**1. How does a bedwetting alarm work? (Bedwetting alarms explained)**

* Bedwetting alarms explained
* How to use a bedwetting alarm correctly

**2. The DryMaker alarm (and the DryMaker difference)**

**3. Learn about bedwetting**

* Causes of bedwetting
* When will my child outgrow bedwetting?
* The negative impact of bedwetting
* Should bedwetting be treated?
* Bedwetting treatments
* Medication

**4. Order now**

**5. Support**

* Our role
* Questions answered
* Resources
* Articles and news

Menu options above shown should be adjusted to the screen size. The item(s) above that does not fit on a screen is added on top of the menu list below.

Small screen: logo + menu

Next size: logo + menu + Menu option 1

Next size: logo + menu + Menu option 1 + 2 etc

**Menu: Additional Menu Items (always inside the "Menu" button and not in menu bar)**

The menu options that are not possible to show on a small screen will be added on top of the menu items below. This is done in the order which they are "removed".

1. **Learn from the experts**
   1. This section will be small video segments. The first directed to common questions parents will have. In addition, there will be text developed to each.
2. **Should I see the doctor?**
   1. An article about this topic.
3. **Articles and news**
   1. Several articles directed towards key words and interesting topics that may be picked up by search engines. These "articles" are the headlines for each landing page with a link to this page.
   2. Recommended and Most Popular as options on the right side, latest news another
4. **For health care professionals**

For access they have to leave email and specify profession. This requires a form and that the cookie policy could be accessed. Others are not blocked out. The form should link the information to re-marketing efforts.

* 1. A family physicians guide to patient consultations about Nocturnal Enuresis?
  2. Flip-chart
  3. Patient instructions
  4. Check list for work-up
  5. Power Point Slides
  6. Downloadable materials
  7. Treatment guidelines
  8. Published Scientific literature

1. **Contact US**
   1. An email form will be used.
2. **About US**

**Main Body below the Menu**

* "Scrolling" Messages on any mobile device. One message of six different messages. On a mobile device the other message are shown below if the user is scrolling down (6 different messages). If the user is inactive when landing on the home page, another message is shown after 3 seconds.
* On larger screen: Either two different options shown at the time or three depending on screen size.
  + These are to be shown "side-by-side. These two or three options are changed after a few seconds of "in-action" and two, or three new options are shown.
* As an alternative this could be designed as a single page, which each message as a long pages below each other.
* These messages should be an appealing image or illustration plus a headline with limited text.
* When a messages is clicked this will bring the user to the appropriate landing page.

**At very bottom of page**

Privacy policy, Copyright notice. Site map

**A menu to the left**

"Follow-us" symbols and tags for

* Facebook (prepared for, not ready at launch)
* Google + (prepared for, not ready at launch)
* Linked-in (prepared for, not ready at launch)
* Watch us on YouTube (prepared for, not ready at launch)
* Follow us on pintrest, instagram (prepared for, not ready at launch)

**Landing Pages**

* As with the website, I will provide the headlines, the text (content), and the call to action.
* I estimate that I will need content for 15 different landing pages using the same or similar template. Thus only one design template that can be adjusted for different content is required. This may be Wordpress or a compatible software.
* The emphasis is on the initial look and feel of the page. It has to look credible and very professional.
* A fast loading times is essential. I absolutely hate some website that prevents easy scrolling by the really slow insertion of call outs, news feeds etc.
* SEO is essential for each page.
  + Submission to search engines has to be included in the quote.
  + Meta tags have to be on each page and adjusted to the content and the planned ad-words campaign

**You will provide**

* A suitable template for landing pages that I later can use to design my own landing pages. This should be either a Wordpress template, or a plug-in to Wordpress.
* I want a single, long page where I can add content in the form of images, videos, text and possible several places where a "calls to action" can be inserted inside the text.
* There should be a menu for social media sharing.
* The landing page should have a link to the home page but this should not be stressed. The purpose is for people to stay on the page, or to go onto another landing page until conversion. Being redirected to another landing page will be a common event as will a redirection within the same landing page.

**Options for call to action on landing pages**

* It should be possible to link to different landing pages, i.e. a call to action on one page is to go to another page. Several landing pages with such links need to be developed. There should of course also be an ability to link within the same landing page.
* It should be possible to collect email in a landing page in a way that easily integrates into re-marketing efforts. At least one such landing page will be developed.
* It should be possible to use a more general form, ie survey, in the landing page in a way that easily integrates into re-marketing efforts. At least one such landing page will be developed.
* It should be possible to download a PDF file and collect email at the same time. At least one such landing page will be developed. *As a special solution I want to see if it is possible to automatically change an individual identifier number of the file after each down-load. Thus I want to track every down-load with a unique identifier number even in its paper form. The intention is to provide a form of coupon.* This coupon number can be collected later and then connected to the person downloading it for marketing purposes.

**Ecommerce**

This website will require the ability to sell one particular product with that this entails in terms of collection of order, address, provide shipping labels, provide confirmation to customer, provide shipping estimates, collect email, actively solicit feedback through email etc.

This should not be a "custom made solution" but using a monthly service such as GoDaddy, Shopify etc.

* There should at minimum be a link PayPal to manage the payment itself. Other, less expensive payment solutions are available. However, I want high credibility to customers.
* Order form, collection of address, prepared printing of labels and postage. The fulfillment should be automated as much as possible.
* There should be an option to enter a promotional code when ordering
* I plan to use a fixed charge for shipping
  + I am open to explore having an external supplier to handle both fulfillment and the payment.

**Social Media**

* Social media is for later development.

**Google Analytics**

* Code should be generated and placed on each page.
* A conversion measurement should be set up for each landing page.

**SEO**

* The site structure should be optimized when possible. I am open for your suggestions.
* Meta tags should be on all pages.
* The key phrases provided should also be used for Meta tags.
* I will ensure that key phrases are included in the content and headlines when feasible.
* Page names should be close to the headlines used for each page.

**Re-Marketing**

* I want you to set up a re-marketing strategy based on my input.
* I want you to ensure implementation of this strategy.
* The site should collect cookies and connect the stage in sales funnel to a specific user. In doing so this may be connected to an email campaign and/or display advertising with partners.

**Other**

* There should be a way for users to ask questions. This should within a form that will also collect type of user as well as email.
* The form should integrate back to re-marketing. A database is needed to collect this information.

**Appendix 1**

**Personas & Profile of Website Users**

**These are the three basic groups we are building content and campaigns for.**

**1) The Parent**

**Background**

* In many cases had the same problem themselves
* Often reluctant to use medications or seek the help of physicians

**Motivation**

* Wants to help child to get dry. Suffer from child's frustration.
* Wants the child to participate in sleep-overs and camps like other kids
* Does not want this to influence family vacation time
* Want to get rid of diapers and/or laundry
* Concerned that something is wrong with the child

**Demographic**

* Children are between 5 years and 15 years old, which means the parents probably are around 28-50 years old.
* Women tend to bring their children to the physician in a very high % of cases.
* I expect women to dominate in web searches.
* Magazines, parenting websites etc. good be good way to reach demographics

**Influencers**

* A strong influence is past experience with bedwetting. This leads some not to seek help since they know children will eventually outgrow the problem. This is good since they will have a great deal of understanding of their child's struggle. However, it may also lead them to underestimate the influence and not seek help.
* Physicians play a role, but only if and when asked. Only about 20% will seek the advice of a Health Care Provider in the first place.
* Many physicians tend to down play the issue and suggest the parents to do nothing since the child will outgrow the problem. From a "medical" perspective noting is wrong with these children.
* If the physician suggest any treatment it is often medication simply because the physician is not aware of alarms and/or do not know where to direct patients for help.
* Diaper commercials are common for this problem and highly targeted. A key message is that bedwetting is perfectly ok and that diapers take cares of the camp, sleepover, self-esteem problem. This is a good message to sell more diapers but leads to inaction on behalf of the parents. It does however take care of the most urgent issue, the wet bed.

**Base "funnel"**

**Reasons for Drop-Outs**

There are probably around 4 million children with bedwetting between the ages of 6 and 15 years of age. Of this a very small portion, probably less than 1% are currently using a bedwetting alarm despite its recommendation in guidelines, evidence and low cost.

There are significant drop-outs at every level of the funnel.

1) Not all parents will look for more information about bedwetting on-line. However, given how easy it is to seek information this becomes smaller and smaller. This can still be affected by advertising on the right sites. Since many had bedwetting themselves they may become enticed to learn more?

Many do not take action since the diapers takes away the most urgent issue, the wet bed to take care of. The children have used diapers all along and the parents just decide to continue.

2) It is expected that a very large portion of parents will seek information on-line before any other action and before asking their physician. There is some good information but also some bad information. In most cases this leads to confusion and no further action. In many cases parents are just seeking confirmation that everything is ok. There is plenty of credible sites that suggest children will outgrow the problem and that there is no reason to take action.

3) In a very large % of cases the action is simply to continue use diapers to prevent a wet bed. This combined with sites that suggest the child is normal, they will outgrow the problem, the parents own experience etc, does not cause a lot of urgency to do something about the problem.

4) Only about 20% of parents will ever consult a physicians about the child's bedwetting. The reluctance is also since the child does not want to talk about it. Children may try to downplay the issue themselves and pretend it is not an issue just to avoid this.

5) Family physicians are usually not knowledgeable about bedwetting. They often tend to downplay the issue and recommend no action. A higher awareness of the issue would be helpful. They are also not very familiar with bedwetting alarms, recommendations, how to use the right way and where to find them. A part of the issue is that this has not been actively promoted and the physicians have not been adequately trained.

6) If they are not provided specific guidance by their physicians parents are often seek for an alarm treatment on their own. They may do so on a direct recommendation of a physician or they may have learned in a medical article(website) that this is a good treatment. A number of sites comes up since this is the traditional key words and marketing method used. Parents that are not aware of the importance of instructions may buy on ebay where it is the least expensive. They are highly unlikekly to be successful since the instructions provided are inadequate.

7) There is likely a drop out of parents that just got confused and did not find the right information on-line and never bought anything. They may again have decided against treatment.

8) Many are not successful with alarms since they are used incorrectly. This is fed back to the physician that may not recommend an alarm next time. This may also be posted in on-line discussion groups and in reviews.

**Suggested Campaigns and Key Words**

* Were you a bedwetter - Your child does not have to be one!
* Were you a bedwetter? - It can be stopped much sooner and without medication
* Bedwetting? - Do something about it!
* Money Back Guarantee

**Appendix 2;**

**This is only to provide some guidance on the content I am thinking about for the home page. I am sure you can do a lot better.**

**Suggested Adwords ad**

**Bedwetting alarms - safe, effective, inexpensive treatment without drugs**

Learn more about the physicians recommended and the only cure proven for bedwetting

**Suggested Content for Home Page**

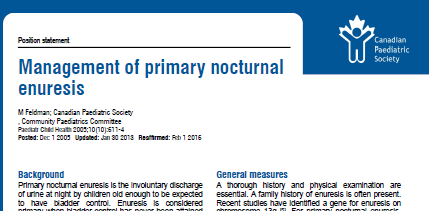
**DryMaker - Cure bedwetting without drugs!**



(video?)

Bedwetting alarms is the only treatment that is proven to cure bedwetting (or nocturnal enuresis). **Up to 90% of children can become completely dry within 3-4 months.**

Bedwetting alarms is the recommended first line treatment for bedwetting in all published treatment guidelines, for example by the Canadian Pediatric Society.



Click here to learn more

**The DryMaker Alarm comes with the right guidance & advice**

(picture)

The Drymaker Bedwetting alarm is a state of the art, easy to use, discrete, and reliable bedwetting alarm.

* Comfortable, small, lightweight, and discrete
* Sound, vibration, and light to wake your child
* Vibration that works, fitted snugly against the arm
* One year replacement warranty!
* Recommended by pediatricians!
* Buy now for only $ 60 US (79 CAD)! Click here!

Drymaker also comes with the right instructions, advice, and everything you need such as progress charts, all already in the box. There is even a booklet written specifically for children, to provide instructions directly for them in a language that they can understand.

**To learn more click here**

**Buy now!**

**Three Options Below are "side-by-side"**

* **Bedwetting causes - learn more about bedwetting**

**Bedwetting is not your child's fault, and it is very common. But why does it happen?**

**Click here to learn more**

* **How to use a bedwetting alarm - learn more**

**How can a device that sounds after wetting already has happen stop it from happening?**

**Click here to learn more**

* **Compare treatments for bedwetting - what is right for you?**

Bedwetting alarms is the first line treatment for bedwetting but it is not for everyone. Learn about your

options.

**Click here to learn more**