

Open Call: Website Redesign - DaoPay.com

- **Profile:** DaoPay is seeking an experienced and strategic creative partner—an advertising or design agency—with a strong background in B2B digital communication and WordPress development to lead this effort.
- **Deadline for questions:** **24/06/2025**
- **Proposal submission deadline:** **01/07/2025**
 - (See page 16: ‘9. Submission Requirements’)
- **Point of contact:** project@daopay.com

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1. Introduction and Background

Company Overview

Founded in 2001 and headquartered in Vienna, Austria, DaoPay GmbH is a licensed Acquirer and Payment Service Provider (PSP) specializing in delivering secure, seamless, and customizable cashless payment solutions to businesses worldwide. With over two decades of experience, DaoPay has established itself as a trusted partner for merchants across various industries, including gaming, e-commerce, fundraising, and telecommunications.

Service Portfolio

DaoPay offers an extensive portfolio of over 100 payment methods, enabling consumers to make purchases using their preferred options, such as credit cards (VISA, MasterCard), mobile payments (Direct Carrier Billing, Premium SMS, Voice Payments), e-wallets (PayPal), bank transfers (SEPA, iDEAL, Sofort), and prepaid solutions (paysafecard). This diverse range of payment options ensures that merchants can cater to a broad customer base, enhancing user experience and conversion rates.

Global Reach and Integration

Operating in over 72 countries, DaoPay's platform is integrated into hundreds of online games, platforms, portals, social networks, and applications, processing millions of transactions weekly. The company's commitment to compliance and security is underscored by its licensing from the Austrian Financial Market Authority (FMA), adhering to stringent regulatory standards, including PSD2 and GDPR.

Technology and Innovation

Emphasizing technological innovation, DaoPay provides merchants with a single API integration, simplifying the adoption of multiple payment methods through one contract. The company's solutions are designed to be flexible and scalable, accommodating various business models, including one-time purchases, subscriptions, and microtransactions. Additionally, DaoPay offers plugins for popular e-commerce platforms like WooCommerce, facilitating seamless integration for online merchants.

2. Summarization:

DaoPay's current digital presence, while functional, does not fully reflect the company's scale, technological capabilities, or market positioning.

As the company continues to expand its footprint into new sectors and target larger enterprise clients, there is a critical need to **reposition the website as a strategic business tool. The goal is to transform DaoPay.com into a modern, engaging, and professionally designed B2B platform that:**

- **Clearly communicates the value proposition to medium and large enterprises,**
- **Showcases the breadth and depth of DaoPay's payment solutions,**
- **Enhances trust and credibility with prospective partners,**
- **Facilitates lead generation and conversion,**

- Supports English and various other languages, such as German, Spanish, French, etc.,
- Aligns visually and structurally with the expectations of enterprise decision-makers.

The redesigned website should elevate DaoPay's brand perception, support growth objectives, and serve as a scalable platform for future digital marketing initiatives. The company is seeking an experienced and strategic creative partner—an advertising or design agency—with a strong background in B2B digital communication and WordPress development to lead this effort.

3. Objective

The objective of this project is **to identify and engage a highly qualified, creatively driven, and technically proficient advertising or design agency to lead the complete redesign and redevelopment of www.daopay.com**. The new website should serve as a strategic asset, clearly positioning DaoPay as a leading global provider of multi-channel payment solutions for medium to large-sized enterprises.

The selected agency will be responsible for transforming the current website into a dynamic, scalable, and conversion-optimized digital platform that:

- **Aligns with DaoPay's evolved brand strategy** and communicates the company's core values of **trust, innovation, security, and global accessibility**.
- **Visually and experientially appeals to decision-makers** in medium and large organizations, including C-level executives, product managers, finance officers, and platform operators.
- **Highlights DaoPay's competitive differentiators**, including its comprehensive suite of payment, compliance credentials, single integration API, global reach, and industry partnerships etc.
- **Improves lead generation and customer conversion rates** through strategic UX/UI, compelling content structure, clear calls-to-action, and seamless navigation.
- **Enables multilingual communication** to support DaoPay's international business development strategy—specifically, scalable support for multiple languages aligned with key target markets.
- **Integrates modern digital marketing capabilities**, such as SEO optimization, analytics readiness, and blog functionality, to support content-driven growth and search visibility.
- **Supports future scalability**, allowing for the easy addition of new product pages, markets, partners, and localized content as the business expands.
- Ensures full **compliance with international web and data standards**, including GDPR, accessibility (WCAG 2.1 AA), mobile responsiveness, and cross-browser compatibility.

This project is not merely a visual refresh but a **strategic repositioning** of DaoPay's digital footprint to meet the expectations of enterprise clients in a competitive global fintech market. The redesigned website will act as a central communication and acquisition tool, facilitating both direct engagement and digital marketing efforts in support of growth and international expansion.

4. Scope of Work

The selected agency will take full responsibility for the **end-to-end redesign and implementation** of the DaoPay website. The goal is to create a **visually modern, strategically structured, multilingual B2B platform** built on WordPress that aligns with international best practices in web design, marketing, and security.

Discovery & Strategy

- Conduct an **initial discovery phase** to understand DaoPay's business objectives, competitive positioning, customer personas, and industry-specific requirements.
- Perform a **UX audit of the current website and competitor analysis** to define improvement areas.
- Lead collaborative workshops with DaoPay stakeholders to **define key messaging, content priorities, user journeys, and desired conversion paths**.
- Develop a **sitemap and content architecture** aligned with enterprise B2B standards.

Visual Design & Branding

- **Deliver high-fidelity visual concepts that reflect DaoPay's existing brand** (logo, primary colors), while **modernizing layout, typography, iconography, and imagery**.
- Adhere to the primary DaoPay brand colours:
 - Dark Blue: #003c77
 - Light Blue: #008ccf
 - White: #ffffff
- Adhere to the company logos, font specifications: <https://www.daopay.com/company/>
- Design a clean, modular, and responsive **interface optimized for medium to large business clients**, ensuring a balance between technical credibility and accessibility.
- Prepare design mock-ups for:
 - **Homepage**
 - At least **one primary subpage** (e.g., Product or Industry page)
 - Optional: **Navigation styles, mobile views, CTA components**
- Adhere to **WCAG 2.1 AA accessibility standards** and **ensure visual hierarchy supports readability and decision-making**.

Content & Messaging Structure

- Recommend a revised content structure that clearly communicates:
 - **Payment product categories and capabilities**
 - **Use cases by industry**
 - **Key differentiators** (e.g., single API, regulatory compliance, global coverage)
 - **Trust indicators** (certifications, partners, testimonials)
 - **Partnership and integration opportunities**
- Advise on **tone of voice** and **content best practices for a B2B audience**; **final content to be provided by DaoPay, with optional copy support quoted separately.**

Multilingual Capabilities

- Implement a **robust, scalable multilingual framework** using **industry-standard WordPress plugins (e.g., WPML or Polylang).**
- Ensure **all content templates are translation-ready** and **follow best practices for multilingual SEO and usability.**
- Provide **initial setup with support for English and placeholder/sample content for other target languages including German, Spanish, French, Italian, and Greek.**

WordPress Development

- Develop a **lightweight, custom WordPress theme optimized for performance, security, and maintainability.**
- Use **clean, modular code adhering to WordPress standards to facilitate future scalability.**
- Integrate essential functionality including:
 - **Lead capture** (contact forms, quote request forms)
 - **Blog module**
 - **Team, Careers, Partner, and FAQ sections**
 - **Dynamic elements such as testimonials, case studies, or feature sliders**
- Ensure **full responsiveness across mobile, tablet, and desktop devices.**
- **Configure CMS with intuitive editing capabilities for non-technical users.**

Technical Optimization & Compliance

- **Optimize** the site for performance (**caching, lazy loading, image optimization**).
- **Implement structured data (Schema.org) for SEO enhancement.**
- **Configure meta tagging and on-page SEO best practices.**
- Ensure compliance with:

- **GDPR** (cookie management, data protection notices)
- **Accessibility (WCAG 2.1 AA)**
- **SSL and basic security hardening** (firewall, anti-spam, login protection)

QA Testing & Deployment

- Conduct full **QA testing** across:
 - **Browsers:** Chrome, Firefox, Safari, Edge
 - **Devices:** iOS, Android, Windows, macOS
 - **Languages:** English and placeholders for all additional supported languages
- Prepare staging environment and perform **pre-launch validation** with DaoPay's internal stakeholders.
- Coordinate **handover and live deployment** to DaoPay's internal hosting environment (technical access to be provided).

Documentation & Training

- Provide a **comprehensive technical and administrative guide** for managing the website.
- Offer a **walkthrough or recorded training session** for DaoPay's marketing and IT teams on **CMS usage and multilingual content updates**.
- Supply a **list of all integrated plugins, custom features, and their documentation**.

Support & Maintenance

- Include a **minimum 3-month warranty period** post-launch for bug fixes and technical support.
- **Optionally propose ongoing support and maintenance packages, including updates, performance monitoring, and enhancement cycles.**

5. Deliverables

The agency shall deliver all assets, systems, and documentation necessary to ensure a successful launch and operational handover of the new DaoPay website. Deliverables must meet the technical, functional, and strategic objectives defined in the project scope. All assets must be fully owned by DaoPay upon completion, with no licensing or ongoing usage restrictions unless explicitly agreed upon.

Design Assets

- Finalized visual design files (Adobe XD, Figma, or equivalent), including:
 - **Homepage**
 - **Key internal/subpages** (e.g., Payment Solutions, Industries, About Us, Contact)
 - **Mobile and tablet views**

- **UI components** (buttons, navigation, CTAs, icons)
- Style guide and design system documentation including:
 - **Typography, color palette, spacing guidelines**
 - **Iconography, UI patterns, interaction states**
- **Exported image assets** and **SVGs optimized for web usage.**

Website Functionality

- **Fully developed and tested WordPress-based website, ready for production deployment.**
- **Custom-built, lightweight theme** with **modular content blocks** for easy future extension.
- Implementation of the following functional areas:
 - **Lead capture** (contact forms, integrations if applicable)
 - **Blog/News system**
 - **Multilingual support framework** with English as the base and placeholders for German, Spanish, French, Italian, Greek
 - **Scalable structure** for new pages and language additions
 - **Responsive mobile-first design, tested across all major browsers and devices**
- Integration with tools and plugins for:
 - **SEO optimization**
 - **Analytics** (open to suggestions for an alternative to Google Analytics and GTM due to GDPR and privacy concerns)
 - **Performance** (caching, CDN support, compression)
 - **Security** (firewall, anti-spam, SSL)

Content Infrastructure

- Configured page templates and dynamic content modules for:
 - **Homepage**
 - **Product and service categories**
 - **Industry-specific solutions**
 - **Company information** (About, Careers, Team)
 - **Partner and integration showcase**
 - **Blog** articles and **updates**
 - **Contact and inquiry forms**

- **SEO-optimized meta structure and URL routing for all page templates.**
- **Structured content entry areas for multilingual rollout.**

Documentation

- **Technical documentation covering:**
 - **Theme architecture and custom components**
 - **Plugin configurations**
 - **Multilingual setup**
 - **Page builder or editor usage instructions (if applicable)**
- **Administrative guide** for content updates, translation workflows, and media management.
- **Deployment checklist and backup procedures.**

Quality Assurance Report

- **Summary of testing results including:**
 - **Browser and device compatibility**
 - **Multilingual rendering**
 - **Accessibility compliance (WCAG 2.1 AA)**
 - **SEO audit (pre-launch)**
 - **Page speed performance report**
- **Bug and issue log with confirmation of resolution.**

Training & Knowledge Transfer

- **Live or recorded training session(s)** for DaoPay staff covering:
 - **Website content management**
 - **Language content updates**
 - **System maintenance and user roles**
- **Optional: supplemental onboarding material or video tutorials.**

Support Commitment

- Minimum **3-month post-launch warranty period** for technical support, issue resolution, and minor adjustments.
- Proposal of **optional ongoing service level agreement (SLA)** for:
 - **Maintenance and security updates**
 - **Uptime monitoring**

- Feature enhancements
- Periodic design or UX optimization

6. Technical Requirements

The redesigned website must be implemented using modern, secure, and future-proof technologies, while ensuring full compatibility with DaoPay's existing IT infrastructure and internal hosting environment. The solution must adhere to best practices in WordPress development, information security, multilingual scalability, and regulatory compliance.

Core Technology Stack

- **Content Management System:**
 - **WordPress** (latest LTS/stable release) as the core CMS.
 - **Custom lightweight theme** developed according to **WordPress coding standards**.
 - **Avoidance of page builders that lock-in proprietary formatting or content** (e.g., preference for Gutenberg-native blocks or lightweight frameworks).
- **Programming Languages / Frameworks:**
 - **PHP 8+** (as supported by hosting environment)
 - **PHP Plugins** as outlined in WordPress hosting handbook
 - **System commands** as required
 - **HTML5 / CSS3 / JavaScript (ES6+)**
 - **SCSS/SASS** for modular stylesheets (optional)
- **Database:**
 - **MariaDB** (standard WordPress compatibility)
 - Database **must be optimized for query performance, scalability, and localization support**.
 - **Access via SFTP can be provided to agency if needed** (during setup - permanently **only if covered by contract - TBD**)
 - Analytics needed. Open to suggestions for a privacy-compliant solution to replace Google Analytics 4 due to GDPR and privacy concerns (perhaps Matomo if adequate).

Hosting Compatibility

- **Hosting infrastructure is managed internally by DaoPay.**
- **The agency must ensure that all code and configurations are compatible with:**

- **LAMP/LEMP** stack environments
- **Reverse proxy / load-balanced** architectures (if applicable)
- **Staging and production deployment workflows**
- **Deliverables must be easily deployable via FTP, Git, or CI/CD-compatible workflows** (technical deployment documentation must be provided).

Performance Optimization

- **PageSpeed Insights:** Minimum target score of **90+** for mobile and desktop.
- **Implementation of:**
 - **Lazy loading for media assets**
 - **Image format optimization** (WebP preferred)
 - **Caching strategy** (plugin-based or server-level configuration guidance)
 - **Minification of CSS/JS resources**
 - **Clean asset loading** (avoid redundant libraries)

Multilingual Architecture

- **Multilingual setup** using **WPML, Polylang**, or comparable enterprise-grade plugin.
- Site **must be fully translation-ready** and enable content managers to **manage translations efficiently**.
- **SEO best practices for multilingual sites:**
 - **Language-specific URLs (e.g., /de/, /fr/)**
 - **Hreflang tags**
 - **Language switcher in main navigation**
- Placeholder languages required: **German, Spanish, French, Italian, Greek**, in addition to English.

SEO & Analytics Readiness

- **SEO plugin configuration** (e.g., Rank Math, Yoast SEO)
- **Customizable metadata, canonical tags, structured data (schema.org)**
- **Clean, semantic HTML structure**
- **XML sitemap generation and robots.txt configuration**
- Integration of alternative analytics solutions (open to suggestions for a privacy-compliant solution to replace **Google Analytics 4** and **Google Tag Manager** due to GDPR and privacy concerns)
- **Cookie consent management (GDPR compliant)**

Security & Compliance

- **HTTPS enforced across all pages (SSL/TLS)**
- Compliance with **GDPR** and relevant European data protection standards.
- **Security features:**
 - **Secure login setup** (e.g., 2FA optional, strong password enforcement)
 - **Spam protection on forms** (reCAPTCHA or hCaptcha)
 - **Plugin security hardening** (disable **XML-RPC**, **REST API** exposure review)
 - **Regular security scan compatibility** (e.g., **WPScan**)
 - **Firewall compatibility** (e.g., **Wordfence** or **server-level WAF**)

Accessibility & Inclusivity

- Full compliance with **WCAG 2.1 AA** accessibility guidelines.
- **Responsive design for all screen sizes (mobile-first).**
- **Keyboard navigability, proper semantic labelling, and alt-text enforcement.**
- **Contrast and colour** usage to support **users with visual impairments.**

Maintenance & Extensibility

- **Modular codebase** allowing for future feature extensions without rework.
- Clear separation of **logic, design, and content.**
- **Avoidance of hardcoded content or non-reusable layout patterns.**
- **Plugin list limited to actively maintained and secure plugins** (avoid deprecated or niche solutions).

7. Timeline

The following timeline outlines the anticipated **schedule for the RFP** (Request For Proposal) process, **vendor selection, and full project execution**. **Responding agencies are encouraged to confirm their availability to meet or improve upon these milestones.**

Milestone	Description	Date (indicative)
Open Call Publication	Release of this RFP to shortlisted agencies	17/06/2025
Deadline for Questions	Final date for clarification inquiries from vendors	24/06/2025

Milestone	Description	Date (indicative)
Submission Deadline	Proposals, including design mock-ups, due by 18:00 CET	01/07/2025
Evaluation & Shortlisting	Internal review of proposals; shortlist for potential interviews	07/07/2025
Vendor Interviews (Optional)	Presentations or Q&A sessions with shortlisted agencies	16/07/2025
Contract Award	Notification to the selected agency and contract finalization	23/07/2025
Project Kick-Off	Onboarding meeting with project stakeholders and delivery team	27/07/2025
Design Phase Completion	Approval of wireframes, visual designs, and architecture	26/08/2025
Development Phase Completion	Final coded and tested WordPress environment delivered for UAT	26/09/2025
UAT & Internal Review	Internal testing by DaoPay including functional, language, and UX validation	10/10/2025
Go-Live	Production deployment and public launch of the new daopay.com website	23/10/2025
Post-Launch Support Window	3-month support period for bug resolution and technical assistance	Until 23/01/2026

Notes:

- **Proposers** are encouraged to **provide a detailed timeline breakdown** within their submission, including any proposed refinements to the above phases.
- **DaoPay reserves the right to adjust these dates based on internal priorities or procurement regulations.**
- **Delays must be communicated in advance and will be evaluated in line with service level expectations.**

8. Evaluation Criteria

All submitted proposals will be assessed through a **structured evaluation process** conducted by DaoPay's internal selection committee. [The objective is to select a strategic partner with the](#)

right combination of experience, creativity, technical capability, process discipline, and cultural fit to deliver a high-quality, future-ready website.

Each proposal will be scored against the following criteria:

Evaluation Category	Evaluation Focus
Relevant Experience & References	Proven track record with B2B website redesigns, particularly in the fintech, SaaS, or payment services space.
Strategic & Creative Approach	Demonstrated understanding of DaoPay’s business, ability to translate vision into digital strategy and design.
Design Quality & UX Expertise	Aesthetic design, user-centric layout, information architecture, mock-up quality (homepage & subpage).
Technical Competence & Scalability Readiness	Depth of WordPress development skills, multilingual architecture, performance/security standards.
Project Management & Methodology	Proposed delivery model, communication plan, timeline feasibility, and risk mitigation practices.
Multilingual & Internationalization Capability	Ability to implement and scale language support across European and global markets.
Value for Money & Pricing Transparency	Cost competitiveness, clarity of pricing breakdown, support terms, and optional services.

Additional Considerations:

- **Bonus consideration** will be given to agencies offering **value-added services**, such as **marketing integration, user testing, or future feature planning**.
- **DaoPay may invite** top-scoring agencies **for a presentation or Q&A session** before the final award decision.
- **All proposals will be treated confidentially. Only shortlisted candidates will be contacted** for next steps.

Disqualification Triggers:

- **Incomplete or non-compliant submissions** (e.g., missing mock-ups or cost breakdown).
- **Use of templated or recycled proposals not tailored** to DaoPay’s business or industry.
- **Lack of demonstrable experience with WordPress or enterprise B2B web projects**.

9. Submission Requirements

All participating agencies **must submit a comprehensive proposal that demonstrates their capability to execute the project in accordance with DaoPay’s strategic, technical, and creative requirements.** Proposals should be clear, concise, professionally formatted, and tailored specifically to DaoPay’s business and industry context. **Mandatory Submission Components:**

Agency Overview

- **Company profile, ownership structure, headquarters location, and years in operation.**
- **Key service areas and focus industries** (with emphasis on B2B, fintech, or payment sectors).
- **Overview of team structure and assigned personnel** (roles, seniority, relevant experience).

Relevant Experience & Case Studies (Mandatory)

- **At least three relevant** case studies of comparable B2B WordPress website redesigns.
- **Portfolio URLs or attachments showcasing UX/UI execution and multilingual capability.**
- Description of **challenges solved**, business **outcomes achieved**, and **technology stack used**.

Strategic & Creative Approach

- **Proposed vision for the redesign** of daopay.com based on an initial understanding of DaoPay’s brand and business objectives.
- **High-level design philosophy and rationale for UX/UI decisions.**
- **Understanding of enterprise buyer journeys and digital communication strategy.**

Design Mockups (Mandatory)

- **Homepage mock-up that demonstrates brand alignment, layout strategy, and call-to-action hierarchy.**
- **One key subpage mock-up** (e.g., “Solutions,” “Industries,” or “About Us”) **showing secondary navigation and information density.**
- Mock-ups should be **submitted in an accessible format (Figma, Adobe XD, InVision, or PDF).**

Technical Methodology

- Overview of development approach, **CMS architecture, plugin philosophy, security principles, and multilingual implementation.**

- **CMS customization plan including support** for page modularity, scalability, and administration.
- Description of **QA/testing framework** and **deployment readiness**.

Project Plan & Timeline

- **Estimated schedule** broken into key **milestones: discovery, design, development, testing, deployment**.
- **Assumptions, dependencies, and risk mitigation strategies**.

Cost Proposal (Mandatory)

- Transparent **cost breakdown by phase or deliverable** (design, development, QA, training, support, etc.).
- Indicate **hourly/daily rates where applicable and any optional add-ons** (e.g., content production, SLA maintenance).
- **State whether pricing is fixed, time & materials, or hybrid**.

Post-Launch Support

- **Description of included warranty period** (minimum **3 months post-launch support** is required).
- **Optional support & maintenance packages** (monthly/quarterly retainer options with SLAs).

Client References

- **At least two references from recent clients for similar B2B or WordPress-based web projects**.
- **Include client name, project scope, contact person, title, and email or phone number**.

Legal & Compliance Disclosures

- **GDPR compliance commitments**.
- Confirmation of **IP transfer for all produced assets**.
- **Non-disclosure commitment** if requested.

Submission Format and Delivery

- All proposals must be submitted **electronically in PDF format**.
- **Supporting files** (mock-ups, videos, decks) may be included **via download links or file-sharing platforms** (e.g., Google Drive, Dropbox, Figma link).
- Proposals must be written in **English**.
- Submissions must be sent via email to: **project@daopay.com**

10. Confidentiality

All information contained in this Request for Proposal (RFP) is intended for evaluation purposes and may be made publicly available. However, any materials shared by DaoPay GmbH during the open call process must be treated as **strictly confidential**.

Obligations of the Respondent

By participating in this open call, **each respondent agrees to the following:**

- **Not to disclose, distribute, or communicate** any information, documents, or intellectual property provided by DaoPay GmbH to third parties **without prior written consent**.
- **To use any such information solely for the purpose of preparing a proposal** in response to this RFP.
- **To ensure that all employees, subcontractors, or partners involved in preparing the proposal are aware of and bound by these confidentiality obligations.**

Ownership and Return of Information

- **All documentation, concepts, and intellectual property submitted by bidders** as part of their response **shall remain the property of the respective bidders unless otherwise agreed.**
- **DaoPay GmbH reserves the right to use proposal materials** (excluding proprietary designs, pricing, or confidential methodologies) **solely for internal evaluation purposes.**
- **DaoPay may request the return or secure deletion of submitted materials not selected for the project upon conclusion of the open call process.**

Non-Disclosure Agreement

DaoPay reserves the right to request a signed Non-Disclosure Agreement (NDA) prior to further engagement or the release of sensitive information during vendor shortlisting or final contract negotiations.

Final Notes

- **Submission of a proposal constitutes acceptance of the confidentiality obligations outlined herein.**
- **DaoPay will uphold equal confidentiality toward all vendor proposals and protect proprietary materials** from unauthorized distribution or competitive exposure.