

**mozilla**  
+  
***dear***

Delhi + Jaipur Research Trip Consultant Proposal

# *dear* about us

We are a group of passionate Indophiles from around the world. Multi-disciplinarians at heart, we mix rich experiences across strategy, research, visual ethnography, filmmaking, and photography with cultural insights gained over several years of living and working here.

Based between Delhi and Bombay, we offer research and content production services to brands and organizations both domestically and internationally.



# Delhi + Jaipur with **mozilla**

The mobile market in India is a unique and fast-changing one, and the urban landscapes of Delhi and Jaipur and surrounding rural area will provide a strong foundation for the Mozilla team to develop an understanding of the conditions and particularities of this market.

We are excited about the proposed approach of this project, which we feel will allow for a crash course of sorts in what life is like in North India, as well as meaningful interactions with a wide range of locals and potential users. The fluidity of the research methodology will allow the team to be cultural explorers and gain insights that go beyond what conventional market research can provide.

We'd love to lend our local knowledge, skills and expertise towards making your team's experiences as vivid, impactful and ultimately as useful as possible!

# Scope of Work

## Mobile Open House – Delhi and Jaipur

- Scouting suitable venues
- Setting up locations + arranging materials
- Assisting Mozilla researchers in developing recruitment profiles
- Recruitment
- Assist Mozilla researchers to identify participant activities to meet their goals
- On-site translation support
- Production of participant notebooks/materials for open house
- Documentation support
- Post-event analysis + debrief sessions

## Potential Engagement for Daily Cultural Immersion Missions – Delhi

- Translation support
- Documentation support
- Post-mission analysis/debrief sessions
- Coordinate transportation needs

# Work Schedule

## Pre-Departure: early May to May 31st

- Recce for open house venues in Delhi and Jaipur, confirm and book locations
- Work with Mozilla team to identify target profiles; begin recruiting participants for open house based upon these
- Prepare participant notebooks and other required materials for open house set up

## Research Week: Delhi May 31<sup>st</sup> – June 3<sup>rd</sup>

- **June 1<sup>st</sup>:** Dear will be available to assist with local activities, shopping, etc if needed. Team meeting to go over plan for open house the follow day, provide any overview or insights into India, Delhi, what to expect, etc.
- **June 2<sup>nd</sup>:** Set-up open house stations at venue. Provide team materials as needed, arrange extra translators and coordinate recruited participants. Photo and video documentation of the day's activities. Assist with post-open house debrief and discussion.
- **June 3<sup>rd</sup>:** Dear will be available to arrange for and lead cultural missions around Delhi based on need. Each accompany one team along with additional local guide/ translator. Photo and video documentation of missions as needed. Assist with post-mission debrief and discussion.

# Work Schedule

## Research Week: Jaipur June 4<sup>th</sup>-7<sup>th</sup>

- **June 4<sup>th</sup>:** Travel to Jaipur. Team meeting to discuss research findings to date and prepare for the following day's open house.
- **June 5<sup>th</sup>:** Set-up open house stations and arrange team transportation to venue. Provide team materials as needed, arrange extra translators and coordinate recruited participants. Photo and video documentation of the activities. Assist with post-open house debrief and discussion.

# Costing: *dear* Services and Fees

Dear Services	Fee
Project Management: location recce, participant recruitment fee for Delhi + Jaipur, translation support, facilitation of open house activities	Project rate of \$7500
Photo/Video & All Documentation Materials for open house	Project rate of \$2500
<b>Total</b>	<b>\$10,000</b>

*Additional Indian service tax of 12.6% to be added at time of invoicing.*

# Costing: Project Expenses

Services	Fee
Incentive payments for open house participants – total 60	\$40/participant
Venue rental – Delhi and Jaipur	\$500 per day
Phones for open house activity station	\$400 for 4-5 phones
Notebooks, badges, stationary supplies for open house activities – Delhi and Jaipur	\$200
Three translators for open house stations – Delhi and Jaipur	\$75/translator per day
Dear team round trip travel – Delhi-Jaipur	\$100 total
Dear team 2 nights stay in Jaipur	\$300 total
<b>Total</b>	<b>\$4850</b>



Thank you!  
*dear*