

ANNEX I



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G H A N A

TERM OF REFERENCE (ToR)

GENERAL INFORMATION

Services/Work Description:	Recruitment of Consultant to Design & Development of UNDP Ghana Voter Education Game
Project/Program Title:	Peaceful, Accountable, and Responsive Governance Program
Post Title:	National Consultant (NC)
Consultant Level:	Consultant
Duty Station:	Accra
Expected Places of Travel:	N/A
Duration:	25 working days (completion by 13 December 2020)
Expected Start Date:	16 th November 2020

I. BACKGROUND / PROJECT DESCRIPTION

Since Ghana returned to multi-party democracy in 1992, the country has experienced a high degree of political stability, characterized by multiple transfers of power via free, fair, and transparent elections. This democratic stability continues to serve as a bedrock for the country's economic, socio-cultural, and developmental agenda and has earned us the accolade as a beacon of democracy on the continent. However, as the nation prepares to go to the polls again in December 2020, our country's peace and stability appear under threat from potential electoral violence, political party vigilantism, and some citizens' failure to abide by the code of conduct during elections. In response to the above challenge, it has become imperative to educate all citizens, especially youth between the ages of 18 and 35, on the electoral rules, sanctions, and recommended code of conduct before, during, and after the elections.

UNDP Ghana is looking to engage a consultant with web development experience to design and develop a web-based voter education game that is playable on desktop and mobile devices (including tablets). Given the short time period to the elections, preference would be given to consultants with previous experience in developing web-based games or those with a working prototype of a similar game.

The game content (to be provided) aims to encourage acts that sanitize our electoral atmosphere and bring to the fore the most pervasive flaws in the country's electoral process. Electoral rules, sanctions, and observations are woven into the game to enable players increase their knowledge and commitment

to an ideal election as they play. The overall objective is to help consolidate the democratic and electoral gains made under the fourth republican constitution.

II. SCOPE OF THE WORK

Specifically, UNDP is looking to work with the consultant to develop an online game system with the following:

Game Overview

UNDP Ghana has categorized the interactive, web-based game into four themes: *Voter Registration, Campaigning & Anti-Vigilantism, Voting, and General (includes COVID-19 Protocols)*. Players should be able to select across four different categories to play. Scores should be displayed at the end of each game and tallied against other players' scores.

The game must have a leaderboard that ranks players in descending order. Players should be able to share the game and their scores with their family and friends. The game content uses a proprietary card-based election game as a reference. The overview of the reference game is available upon request.

Compatibility Requirements

The game must be responsive on various internet-enabled devices, i.e., desktop, mobile, and tablet using a Device Description Repository API and CSS Media Queries. The Device Description Repository API is a unified server-side API that allows Web developers to retrieve data on the devices accessing their pages on a variety of device information databases. CSS Media Queries offer a mechanism that enables adaptation of a web page's layout and behavior based on some of the device's characteristics, including the screen resolution.

Game Graphics and Layout

We recommend that the game uses SVG, Scalable Vector Graphics, which provides an XML-based markup language to describe two-dimension vector graphics. Since these graphics are a set of geometric shapes, they can be zoomed at the user request, making them well-suited to creating graphics on mobile devices where screen space is limited.

Game graphics and animations should be rendered and processed with minimal memory capacity. To ensure optimal performances with animations, the consultant may use the CSS will-change property to let browsers compute the animation ahead of its occurrence.

III. EXPECTED OUTPUTS AND DELIVERABLES

No	Deliverables	Timeline/Deadline	Review and Approval
1	Demonstration of a Functional Prototype for the Game. Applicants shall submit a link to a functional prototype of the game. The prototype must demonstrate the	13th November 2020.	UNDP Ghana Governance Cluster and Accelerator Lab.

	game mechanics and systems-based thinking directly applicable to the digital game design specification.		
2	Release beta version of the game for internal testing, along with product documentation of game mechanics.	18th November 2020	UNDP Ghana Governance Cluster and Accelerator Lab.
3	Submission of Social media pack and schedule for digital campaigns on various platforms. The consultant shall also provide a complete communication plan for various activation stages of the game.	20th November 2020	UNDP Ghana Governance Cluster, Accelerator Lab and UNDP Ghana Communication Unit.
4	Go-Live of the UNDP Ghana Voter Education Game	23rd November 2020	UNDP Ghana Governance Cluster and Accelerator Lab.
5	Execution of the Social Media Engagement Plan	23 rd November – 6 th December	UNDP Ghana Governance Cluster and Accelerator Lab.
6	Submission of an acceptable final game analytics report including user reach and performance	13 th December	UNDP Ghana Governance Cluster and Accelerator Lab.

IV. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The consultant will:

- Work under the supervision of the UNDP Ghana Governance Cluster and Accelerator Lab.
- Liaise with other UNDP staff and stakeholders and as necessary.
- The consultant will be given access to relevant information necessary for the execution of the tasks under this assignment.

V. LOGISTICS AND ADMINISTRATIVE SUPPORT TO PROSPECT IC (if any)

- a. All expenses must be anticipated and factored into the professional fees

VI. DURATION OF THE WORK¹

¹ The IC modality is expected to be used only for short-term consultancy engagements. If the duration of the IC for the same TOR exceeds twelve (12) months, the duration must be justified and be subjected to the approval of the Director of the Regional Bureau, or a different contract modality must be considered. This policy applies regardless of the delegated procurement authority of the Head of the Business Unit.

This assignment is expected to last for 1 month between the **16th November 2020** and **13th December 2020**.

VII. QUALIFICATIONS OF THE SUCCESSFUL INDIVIDUAL CONTRACTOR (IC)

Professional Competencies

- 1) A seasoned consultant capable of working with different stakeholders (domain experts, communications specialists, software developers, and end-users) to understand their goals and needs and how best to make data actionable to maximize discoverability and usability. User journeys and building personas are second nature to you. You are sensitive to the complex demands inherent in information products designed for global multi-lingual, multi-cultural audiences with various technical backgrounds such as development experts, government officials, statisticians, and the wider public.
- 2) Ability to take complex data from multiple domains and quickly translate them into mockups and wireframes that can drive rigorous user testing. You know exactly how to bridge the gap between ideas and implementation.
- 3) Competent with modern data visualization frameworks, evidenced by familiarity with tools such as Tableau and PowerBI. You have the expertise to hack into JS libraries such as D3 and High Charts to customize, extend, and enhance the frontends of data-driven websites. You have experience in HCI techniques such as think-aloud protocols and A/B testing.

Minimum Qualifications and Experience

- Bachelor's Degree or equivalent in graphic design, software development, information science, or related subjects.
- A minimum of three years' experience in graphic design, software development, information science, or related subjects.
- Training and experience in HCI testing techniques.
- Experience in creating exciting gaming and intuitive user experience designs.
- Experience working with content management and website frontend and backend.
- Experience working in Agile environments Understanding of development context in Ghana and UNDP's activities will be an asset

Important Note:

The Consultant is required to have the abovementioned professional and technical qualifications. **Only** the applicants who hold these qualifications will be shortlisted and contacted

VIII. REQUEST FOR PROPOSALS

To express interest in this project, applicants must submit the following documentation by **11th November 2020**. NOTE: Please review the schedule of outputs and deliverables carefully before applying.

1. **Technical Proposal:** Applicants shall submit a brief proposal (**5 pages excluding annexes**) with the following contents:
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- a. **Qualifications and Experience:** Brief description of the qualifications and outline of recent experience that is most relevant to the assignment.
 - b. **Design Specification and Work Plan:** How they intend to design and develop the game by following the game mechanics and references provided. You must also include a proposed Work Plan.
 - c. **Digital Strategy & Engagement Plan:** A high-level strategic media plan to reach the game's targeted audience. The plan must include pre-launch activities, call to actions for the launch of the game, and post-launch engagement activities.
2. **Financial Proposal:** Applicants must provide a financial proposal for the game design and development, execution of social media engagement plan, and support services.

IX. CRITERIA FOR SELECTING THE BEST OFFER

UNDP Ghana's evaluation committee shall evaluate the Expressions of Interest based on their responsiveness to the Terms of Reference, applying the evaluation criteria and sub-criteria as specified below. Each responsive proposal will be given a technical score. A proposal shall be rejected at this stage if it fails to respond to essential aspects of the ToR or if it fails to achieve the minimum technical score. Financial proposals must be all-inclusive and contain all professional fees and other services fees as appropriate. Proposals will be evaluated based on the following evaluation criteria:

- Technical proposals must contain both the Design Specification & Work Plan and the Digital Strategy & Engagement Plan to be deemed responsive.
- The proposals will be evaluated using the following weighting:
 - Technical Criteria weight is 70%
 - Financial Criteria weight is 30%
- The minimum technical score required to pass the Technical evaluation is 70 Points.

Technical Criteria for Evaluation		Points Obtainable
Qualifications and Experience		
1.1	Qualification <ul style="list-style-type: none"> - Degree in graphic design, software development, information science, or related subjects. 	5
1.2	Specialized knowledge & Experience with Similar Projects <ul style="list-style-type: none"> - 3 years' experience in graphic design, software development, web development - At least 1-year experience working with content management and website frontend and backend. - At least 1-year experience in creating exciting gaming and intuitive user experience designs. - Competence with Data Visualization Frameworks and tools, e.g. Tableau and PowerBI - Work for UNDP/ major multilateral/ or bilateral programmes 	25
1.3	References <ul style="list-style-type: none"> - Link to similar projects completed/samples of previous work. (This can also be attached as an annex) 	10
	Sub-Total	40

Design Specification and Work Plan		
2.1	Suitable design specification covering game design and layout, compatibility requirements and relevant technical requirements as stated in ToR	20
2.2	Schedule of Work covering all the outputs and deliverables	20
	Sub-Total	40
Digital Strategy and Engagement Plan		
3.1	Digital media strategy and engagement plan covering pre-launch activities, call to actions for the launch of the game, and post-launch engagement activities	20
	Sub-Total	20
	TOTAL	100

Summary of Evaluation Criteria		Score Weight	Points Obtainable
Technical Evaluation			
1.1	Qualifications & Experience of Consultant		40
1.2	Design Specification and Work Plan		40
1.3	Digital Strategy & Engagement Plan		20
	Technical Score (TS)	70%	100
Financial Evaluation			
	Financial Score (FS): (Lower Offer/Offer*100)	30%	
Total Score: TS * 70% + FS * 30%			

X. PAYMENT MILESTONES AND AUTHORITY

The qualified consultant shall receive his/her lump sum service fees upon certification of the completed tasks satisfactorily, as per the following payment schedule:

Installment of Payment/ Period	Deliverables or Documents to be Delivered	Approval should be obtained	Percentage of Payment
1st Installment	Submission of an acceptable beta version of the game and social media pack	To be submitted to the UNDP Governance Cluster, Ghana	80%
2nd Installment	Submission of an acceptable final game analytics report including user reach and performance	To be submitted to the UNDP Governance Cluster, Ghana.	20%

XI. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The Individual Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP.

XII. ANNEXES TO THE TOR (if any otherwise cancel it out)

Existing literature or documents that will help Offerors gain a better understanding of the project situation and the work required should be provided as annex/es to the TOR, especially if such literature or documents are not confidential.

This TOR is approved by:

Name: Jennifer Asuako

Designation: Ag. Head of Democratic Governance Cluster

Signature: _____

Date Signed: 03 November 2020