TERMS OF REFERENCE

Design and website development – UNDG Website

BACKGROUND

The United Nations Development Coordination and Operations Office (UN DOCO) launched a new website in 2015 to ensure accessibility to all materials related to the work of the United Nations Development Group (UNDG). The new platform has been one year up providing key information to 132 UN Country Teams across the world.

DOCO is tasked with working with UNDG agencies to communicate information on UN coherence, including the Delivering as One UN pilot initiative, high-level policy statements, technical guidelines on programming, and operational tools and procedures.

To further enhance the new site and ensure the best experience to users, the Knowledge and Innovation Team is planning to conduct a series upgrades on the website.

The primary users of the site will be members of UN Country Teams, Resident Coordinators across the globe, Member States, civil society, donors and the general public.

OBJECTIVE

The Knowledge and Innovation Team (KIT) received a number of requests from various DOCO teams to support their units with new interactive website development. The aim for the new web sections and other webpages proposed in this TOR is to address this request and use this opportunity to further promote interaction and collaboration among key users of the site.

UNDG is inviting proposals from reputable and qualified companies with a track record of success in designing and producing digital solutions to develop new templates for the current website. The templates will provide a new look-and-feel to the web and will unlock the potential functionalities of the current software while displaying the content in a more organized, attractive and user-friendly manner.

DELIVERABLES

☐ The UNDG website presents a new visual look and its functionalities are enhanced to provide a better experience to users.

☐ Four new sections are developed and integrated in the UNDG site.

☐ Develop a user manual and deliver a webinar for the support staff and system administrators to perform content upload, system maintenance and administration.

☐ Support and maintenance: Administrative and technical support, quality control for a period of 6 months.

☐ Source code handover: Full source code including all developed libraries shall be handed over to DOCO.

Deliverables clause

Once a company is selected, the contract may be amended with a time and materials to capture new specific developments on the site upon request of the UN DOCO.

WORK SETTING

The work setting for the assignment will include different aspects:

Timing and duration of the assignment

The duration of the contract will be six months and the expected starting date of 1st June 2016.

The development of the will be ready in two-months' time starting from the date of signing the contract.

The user manual, webinar and the maintenance of the new webpages will be done from the third month of the contract.

Briefing/debriefing arrangements

A first meeting/conference call will be scheduled for the DOCO team to brief the firm on the background information to develop each of the requested deliverables.

Reporting relationships and identification of responsibility for assessment of the services/outputs

The company will work in close consultation and under the supervision of the Communications and Knowledge Management Specialist. They will follow up the design process answering questions related to the documents.

The Communications and Knowledge Management Specialist in close consultation with the Team Leader of the Knowledge and Innovation Team will assess the services and outputs of the firm.

Support provided

UNDG will grant access to the current UNDG website code and content including Word Press administration console, all documents and pages, plugins, themes and additional files.

WORK PLAN

Deliverables

All new developments listed in this section will be built in the current UNDG site operated in Word Press.

1. New look and feel

☐ Following the UNDG branding guidelines, design a new look-and-feel for the UNDG site capturing the different functionalities outlined in this TOR. The company will develop a graphic concept and the visual language of the new templates.

☐ Ensure a consistent visual language on the new site by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, layout techniques.

☐ The new look and feel should be adapted to homepage, sections, subsections and the following components of the site: article template, resource webpage template, publication/guidance webpage template, country story webpage template, event webpage template.

☐ Standard page elements including header, footer, tabs, persistent navigation, contact us, email and pageprint options should be included in the new templates.

☐ The new templates should guarantee that most recent content on the site is captured in automatically in the homepage in an organized way following specific categories, tags or other custom taxonomies.

☐ All section and subsection webpages should incorporate functionalities to guarantee the latest information on that section and sub-section is displayed (news, resources, publication/guidance, country stories, events).

- The current sections and sub-sections of the site should be adapted using the new templates. These sections include around 1,000 blog posts and pages.

- Adapt the database of the UNDG site to include new categories to display the information in an organic way.

2. New sections

- Based on the agreed templates, develop four new web sub-sections to the UNDG site based on, but not limited to the structure, functionalities and features defined in these terms of reference.

- The new subsections webpages should incorporate functionalities to guarantee the latest information on that sub-section is displayed (news, resources, publication/guidance, country stories, events).

- A total of 1,000 number of new pages and posts will be developed using the new templates.

3. Functionalities to include in the new templates

The following features will be guaranteed through the new templates outlined in the section 1 &2:

- Add feed links;

- Responsive design;

- Social sharing features – including twitter share by text selection and twitter feed by handle and hashtag.

- Multiple page styles and custom post types;

- Language options feature in resources and guidance templates;

- Search function by news, type of publication/guidance, type of resource, events, country story and issue;

- Search resources by free text;

- Interactive map;

- Signup for latest news;

- Link the site with other platforms such as yammer and other UNDG microsites; □ Password protected pages.

4. Knowledge transfer

□ Develop a user manual and deliver a webinar for the support staff and system administrators to perform content upload, system maintenance and administration.

5. Support and maintenance

Support and maintenance: Administrative and technical support, quality control for a period of 6 months;

6. Source code handover

Full source code including all developed libraries shall be handed over to DOCO.

<u>Tasks</u>

- The successful company will participate in a debriefing session with the KIT and other programme areas to understand the overall project and expectations.

- Base on the debriefing session and this TOR, the company will develop a design concept for the site. The vendor will share a maximum of three proposals with the UNDG team.

- The company will adjust concept based on feedback and comments from the UNDG team.

- The vendor will develop the visual concept and language for the site adapting it to the different components outlined in the section "deliverables" and adjusting it based on feedback and comments from the UNDG team.

- To create responsive CSS and graphic design elements and to integrate or adapt existing CSS and graphic design and make it responsive.

- Development of web sections and content upload.

- Integration and final approval by DOCO.

- Test site before going live.

REQUIRED SKILLS AND EXPERIENCE

Vendor should demonstrate and provide examples of previous experience in the performance of similar services as follows:

- Be a reputable firm with at least 7 years of prior experience designing visually appealing and navigationfriendly web sites;

- Familiarity and relevant experience in using different Content Management Systems (CMS), particularly WordPress;

- Have a broad knowledge of current web development technologies and design tools in the field, and new software and other web programming languages and programs including use of HTML, XHTML, CSS, XML, XSLT, Macromedia Flash, Java;

- Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing, and social media networking;

- Demonstrate the ability to create innovative and visually appealing design;

- Key professional staff qualifications and competence needed for the assignment:

  Lead developer: The lead developer is responsible for the overall development process and assures that all code contributed is in line with coding standards. The lead developer has extensive experience (at least four years) in programming and CMS development, including versioning of which at least two years are specific to Word Press CMS.

  The lead developer is an expert in the below scripting and coding languages and standards: PHP, AJAX, Java Script, HTML (including version 5), CSS (including version 3). The lead developer is an expert in the use and configuration of the below applications: Word Press CMS, MySQL Database, Apache web server, Experience with other related applications is an advantage.

  The lead developer is an expert in the use and configuration of the below products and techniques: Search engine optimization, Google Webmaster tools, Google developer tools, Mobile device adaptation.

  Junior developer: The junior developer supports the lead developer with the overall development process. The junior developer has at least two years of work experience in programming and CMS development, of which at least one year is specific to Word Press CMS.

  Graphic designer: The vendor will have a team of graphic designers with prior experience on designing websites with a solid portfolio of at least 5 years of experience.

Graphical integrator: The graphical integrator supports the development team with the integration of graphic design and CSS elements. The graphical integrator has at least four years of experience with the CMS integration of responsive CSS and graphic design of which at least one year is specific to Word Press CMS. The graphical integrator is an expert in the below scripting and coding languages and standards: HTML (including version 5), CSS (including version 3), PHP, Java Script (including JQuery).

Junior migration expert: The junior migration expert supports the development team with the execution of manual and/or automated content migration. The junior migration expert works to assure the correct redirection of webpages after migration. The junior migration expert has at least two year of work experience in CMS publishing and configuration of which at least six months are specific to Word Press CMS. The junior migration expert has an eye for detail and a basic understanding of content development. The junior migration expert has the capacity to write and read fluently in English. The junior migration expert has experience with the below applications, scripting and coding languages and standards are also an advantage: PHP, Java Script (including JQuery), HTML, CSS, MySQL Database.

PAYMENT SCHEDULE AND TIMELINE

Deliverables	Deadline
The UNDG website presents a new visual look and its functionalities are enhanced to provide a better experience to users*	1 September 2016
Four new sections are developed and integrated in the UNDG site*	1 September 2016
Develop a user manual and deliver a webinar for the support staff and system administrators to perform content upload, system maintenance and administration.	15 September 2016
Support and maintenance: Administrative and technical support, quality control for a period of 6 months;	31 November 2016
Source code handover: Full source code including all developed libraries shall be handed over to DOCO.	31 November 2016

* All templates should have the functionalities outlined in deliverables section (3).

DOCUMENTS TO BE INCLUDE IN THE PROPOSAL

If you have the required qualifications and are interested in this contract, please submit:

☐ A proposal describing the previous work done in this area;

☐ A portfolio of previous work of webs with similar functionalities developed in Word Press;

☐ CVs of the lead developer, junior developer, graphical integrator, graphic designer and junior migration expert in charge of this project to be included in the proposal; ☐ A financial proposal to address the work.

The lump-sum fee which you propose for the consultancy should indicate the breakdown of all costs. This fee should be inclusive of ALL considerations.

Each of the submissions should be made in **two separate envelopes or attachments (if submitted via email) for technical offer and financial offer** (indicating; DO NOT OPEN IN ADVANCE). Offers that are not submitted separately will be deemed as disqualified and will not be assessed further.

EVALUATION AND SELECTION PROCESS

Submissions will be evaluated in consideration of the following evaluation criteria:

Evaluation Criteria – total 100 points

- The work presented throught the firm portfolio will be evaluated to assess the quality of the company's work [30 points];

- Experience and qualifications of the team proposed to deliver the work by the company. This part of the evaluation will be based in the CVs of the individuals comprising the team that need to be share by the firm in their proposal [20 points];

- Experience in developing sites in Word Press CMS [30 points];

- Timeline to deliver the objectives of the assignment based on the deadlines provided in this document [10];

- Experience working in the development sector producing high quality outputs [10 points];

In order to qualify for further consideration, the company must accomplish a minimum score of 70 percent in the technical offer. The financial offer will account for a maximum of 30 points.

 Please submit proposals to procurement.doco@undg.org **with the subject line: Design and website development – UNDG Website**