

TERMS OF REFERENCE - Design and website development – HDF Website www.hdf.com.

BACKGROUND OF ASSIGNMENT

The website of the Human Development Foundation (www.hdf.com) provides critical information to the donors regarding the impact being created through their donations and also provides an overview and profile of the organization. We intend to further enhance the existing website and align its user interface with our second website (www.hdfpk.com) to ensure the best experience for users. In order to bring a series of upgrades to www.hdf.com, we request technical and financial proposals from well-reputed software houses with an in-house capacity of design, content and code.

HDF Pakistan 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. They will unlock the potential functionalities of the existing software while displaying the content in a more organized, attractive and user-friendly manner.

DELIVERABLES

1. The www.hdf.com presents a new visual look, which is aligned with www.hdfpk.com and its functionalities are enhanced to provide a better experience to users.
2. The new sections are developed and integrated with the website.
3. Complete SEOs (Search Engine Optimization) should be in place.
4. Integration of payment gateways with the website.
5. Develop a user manual and deliver a webinar for the support staff and system administrators to perform the content upload, maintenance, and administration.
6. Support and maintenance: Administrative and technical support, quality control for six months.
7. Source code handover: Full source code, including all developed libraries, shall be handed over to HDF.

Deliverable's clause

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

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 three months, and the expected starting date of 1st April 2022.
- The website development will be ready in two months, starting from signing the contract.
- The user manual, webinar and maintenance of the new web pages will be done from the third month of the contract.

Briefing/debriefing arrangements

A first meeting/conference call will be scheduled for the HDF team to brief the firm on the background information to develop 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 Manager Donor Liaison. They will follow up the design process by answering questions related to the documents.

The Manager Donor Liaison in close consultation with the Senior Manager - Enablement and Innovation Team, will assess the services and outputs of the firm.

Support provided

HDF will grant access to the current HDF website code and content, including Laravel CRM, 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 Word Press.

1. New look and feel

- Following the HDF branding guidelines, design a new look-and-feel for the HDF 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 templates, ensuring consistency in fonts, formatting, icons, images, and 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, success story webpage template, event webpage template.
- Standard page elements including header, footer, tabs, persistent navigation, contact us, email and page print options should be included in the new templates.
- The new templates should guarantee that the most recent content on the site is automatically captured on the homepage, 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, success stories, events).
- The current sections and sub-sections of the site should be adapted using the new templates. These sections include blog posts and pages.
- Adapt the database schema to include new categories to display the information organically.

2. New sections

- Based on the agreed templates, develop new web sub-sections, 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, success stories, events).
- 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 sections 1 & 2:

- Add feed links;
- Responsive design;
- Social sharing features – including twitter share by text selection and Twitter feed by handle and hashtag.
- Language options feature in resources and guidance templates
- Search function by the news, type of publication/guidance, type of resource, events, success story and issue
- Search resources by free text
- Interactive map

- Signup for the latest news
- Link the site with other platforms such as Microsoft SharePoint.
- Password protected pages

4. Complete SEO's (Search Engine Optimization)

- On-page SEO
- Off-page SEO
- Technical SEO
- Installation of Google Analytics and Search Console
- Submit an XML Sitemap.
- Ensure the Website is Indexable.

5. Integration of Payment gateways

- Complete integration of available payment gateways
- Integration with the donor management system
- Customize reporting as per requirements

6. Knowledge transfer

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

7. Support and maintenance

- Administrative and technical support, quality control for six months.

8. Source code handover

- Full source code including all developed libraries shall be handed over to HDF (Pak & USA)

Tasks

- The successful company will participate in a debriefing session with the HDF Marketing section and other project managers to understand the overall expectations.
- Based on the debriefing session and this TOR, the company will develop a design concept for the site. The vendor will share their proposals with the HDF team.
- The company will adjust the concept based on feedback and comments from the HDF 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 HDF 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.
- Development of SEO friendly content.
- Integration of Payment gateways for customized reporting.
- Test site before going live

REQUIRED SKILLS AND EXPERIENCE

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

- Be a reputable firm with at least seven years of experience designing visually appealing and Navigation friendly websites.
- 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 the use of HTML, XHTML, CSS, XML, XSLT, Macromedia Flash, Java
- Have technical knowledge of integrating payment gateways and customised reporting.
- Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing, and social media networking
- Demonstrate the ability to create an innovative and visually appealing design

Essential 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 should be 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 should be 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 should also be 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's 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 in designing websites with a solid portfolio of at least five years of experience.

Visual integrator: The visual integrator supports the development team with the integration of graphic design and CSS elements. The visual 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, JavaScript (including jQuery).

Junior migration expert: The junior migration expert supports the development team with manual and/or automated content migration. The junior migration expert ensures the correct redirection of web pages after migration. The junior migration expert has at least two years 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 can 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, JavaScript (including jQuery), HTML, CSS, MySQL Databases.

PAYMENT SCHEDULE AND TIMELINE

Deliverables	Timelines
The HDF website presents a new visual look, and its functionalities are enhanced to provide a better experience to users.	8 April 2022
The new sections are developed and integrated with the website standardized.	8 April 2022
Complete SEO's (Search Engine Optimization) should be part of the project.	16 May 2022
Integration of Payment gateways with the website	15 May 2022
Develop a user manual and deliver a webinar for the support staff and system administrators to perform the content upload, maintenance, and administration.	30 June 2022
Source code handover: Full source code, including all developed libraries, shall be handed over to HDF Pakistan.	30 June 2022

DOCUMENTS TO BE INCLUDED 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 you propose for the consultancy should indicate the breakdown of all costs. This fee should be inclusive of ALL considerations.

Each submission 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). Requests that are not submitted separately will be deemed 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 through 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 on the CVs of the individuals comprising the group that needs to be shared 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]
- To qualify for further consideration, the company must accomplish a minimum score of 70 percent in the technical offer. The financial proposal will account for a maximum of 30 points.

Please submit proposals to **procurement@hdfpk.com** with the subject line: Design and website development – HDF Website (www.hdf.com) before **Thursday, March 10, 2022**.