10th EDF-EPA Programme – Technical Barriers to Trade Component

"Support to the Caribbean Forum of the ACP States in the implementation of the commitments undertaken under the Economic Partnership Agreement"

REQUEST FOR PROPOSALS

CONSULTANCY TO DEVELOP WEBSITE FOR THE CARICOM REGIONAL ORGANISATION FOR STANDARDS AND QUALITY (CROSQ)

1.0   BACKGROUND

The CARICOM Regional Organisation for Standards and Quality (CROSQ) has a vision of becoming the premier CARICOM organisation for the development and promotion of an internationally recognized regional quality infrastructure (QI). CROSQ's mission is the promotion and development of QI and QI related activities. The aim is to facilitate international competitiveness and sustainable production of goods and services within the CARICOM Single Market Economy for the enhancement of social and economic development" with the aim of becoming the premier CARICOM organisation for the development and promotion of an Internationally Recognised Regional Quality Infrastructure.

CROSQ with assistance of the 10th European Development Fund (EDF) Caribbean Regional Indicative Programme Economic Partnership Agreement (CRIP) Technical Barriers to Trade (TBT) Programme aims to the integration of the CARIFORUM states into the world economy, to support regional cooperation and the development efforts of the Caribbean, in an effort to meet the requirements under the current Economic Partnership Agreement (EPA) between the EU and CARIFORUM. Specific to the Awareness and Information component of the Project, CROSQ will be strengthening the information and communication infrastructure of CROSQ. Overall it is expected that:

"User orientation and awareness of QI services are improved and promoted"

To build awareness and highlight the services of CROSQ, it is imperative that a constantly updated Information and Communication Technology (ICT) focus be adopted and be included as part of the interaction between CROSQ, its members, stakeholders and the public. Recent observation and statistics indicate the evolution in the way the average consumer receives information; these channels now include the use of new media such as websites, social networks, and mobile apps. It is concluded that to effectively and efficiently achieve the marketing and communication objectives, at all levels it is absolutely essential that efforts be made to meet stakeholders at all entry points.

2.0 SPECIFIC PURPOSE

To build awareness and highlight the activities of CROSQ, an updated Information and Communication Technology (ICT) focus must be adopted and be the base of interaction between CROSQ its members, stakeholders and the public. Recent observation and statistics indicate the evolution of the average consumer from conventional media to new media such as social networks, mobile apps, and the wider internet of things. It can be concluded that to achieve effective and efficient communication at all levels it is absolutely essential that all affordable efforts be made to meet our target groups through digital media.

3.0   OBJECTIVE

The primary objective of this assignment is to design and develop a website and associated Content Management Systems. The solution will be expected to serve as effective RQI information tool and provide site visitors accessibility, usability and ease of navigation.

Easy access to resource material and services

The website will provide useful tools to its users; it will be intuitive and provide the website administrator with the ability to conveniently add, edit or delete content as needed. The content will highlight the contribution of the National Standards Bodies and the Secretariat to the economic and social development of CARICOM.

Making the website easily understandable, searchable and navigable is absolutely critical to the site's success. The information architecture should be structured so that prospective partners, and stakeholders can easily find and share content.

Easy management and financial sustainability

The site should take full advantage of the flexibility offered by a CMS (e.g. Wordpress) so that it can be easily upgraded over time without costly redesigns to interfaces and templates. Additionally, features and tools should be implemented which will make the management and consumption of information easy while allowing for the sharing of material.

The site will present a visual message of modernity, simplicity and sophistication, while focusing on the people and information it provides. Font types should be easy to read and pages should utilize a grid structure. Pages should be uncluttered but informational, and images should be powerful and consistently treated throughout the site.

4.0   SCOPE OF WORK

In designing and developing one (1) website, the Consultant must be willing and able to adequately provide presentations and demonstrations, as needed, throughout the lifetime of the assignment. The Consultant will carry out the activities described hereunder and any other activities necessary to accomplish the stated objectives of the assignment, whether or not a specific activity is cited in these terms of reference. The main tasks/activities are described below:

4.1   Specific Activities

Specifically, the Consultant shall:

Inception Meeting and Finalise a Work Plan with the CROSQ Secretariat

1. Host an initial meeting with the Chief Executive Officer, Project Coordinator, and Information Technology Assistant via teleconferencing, videoconferencing or face to face where practical, to review and discuss the assignment, clarifying the roles and responsibilities and the extent of logistical and other support to be provided to the Consultant. Relevant background information is to be provided to the Consultant during this initial phase. The final work plan and schedule of deliverables are to be submitted within one week of the start of the assignment.

Gathering of Requirements from Secretariat

2. Liaise with CROSQ's Chief Executive Officer, Technical Officers, and Information Technology Assistant to develop an understanding of the organisation's mandate, strategic objectives, clients and key boundary partners, the role of communications in supporting the achievement of the organisation's mandate and strategic objectives.

Designing of Sitemap and HTML5 and CSS3 Templates

3. Review current website to understand current end-user processes.

4. Develop sitemap to show list of pages.

5. Design web and mobile responsive templates based on feedback captured from staff interviews.

Development of Website Prototypes

6. Develop website in accordance with the Specific Activities (see 4.2 Specific Requirements) and feedback captured from staff interviews.

Testing and Deployment of Website

7. Deliver, install, deploy and configure website on hardware environment provided.

8. Perform stress testing in the below:

    A. Functionality – ensures that the website is working as per requirements (see 4.2 Specific Requirements).

B. Performance – Check performance under simultaneous access and user interface.

9. Populate website with initial content.

Training and Delivery of Website

10. Train relevant staff on the content management system and the maintenance of the site.

11. Prepare a website Operations Manuals.

4.2 Specific Requirements

Specifically, the Consultant shall:

Granular Privileges

1. Permissions must be configurable to allow for granting or denying privileges for creating, viewing modifying and deleting content on a per content basis and MUST support the proposed workflow process.

Audit Trail

2. User actions should be recorded to a "who did what" log.

User Authentication

3. An underlying architecture should exist to support user accounts and user logins (with proper verification techniques and logging). The Consultants will sit with the relevant authority of the CROSQ and design an "access control plan" to suit the needs of CROSQ and at the same time ensures security of the information (for e.g. customers who have registered on the website should be able to check on job status, apply for jobs and so).

Friendly URLs

4. For Search Engine Optimization (SEO) purposes, all areas of the websites should be assigned friendly URL references.

Source Codes

5. Upon completion, The Consultant should provide source code to the CROSQ on a DVD or any secondary device, as advised by the CROSQ.

Image Control

6. The websites should be able to resize or reject images according to desired website specifications.

Metadata

7. The websites should allow for proper Meta data administration such as page titles, descriptions, keywords, among others.

Spell Check

8. Spell check functionality should be available to all publicly displayed content during data entry or upon review.

Preview and Publish Control

9. The sites should offer or mandate a preview of all data entry or modification and also grant privileged controls such as un-publishing, revising or promoting any content item.

WYSIWYG

10. A web-based rich text editor should be available, allowing content to be formatted without the user having to possess skills in HTML, CSS, XML and other similar languages.

Performance Mechanism

11. The websites should offer mechanisms (such as caching and load balancing) that enhance the speed and availability of the websites to users.

Content Scheduling

12. The websites must allow for users to enter content and if needed, schedule said content for automatic publishing and un-publishing (expiration).

Online Administration

13. The Website administration in its entirety should be possible via the web browser.

Theme / skinned user interface

14. The websites should support smooth and easy major or minor interface changes.

Mobile Technology

15. The websites will be responsive to mobile devices in accordance with international web standards. All users of the website should be able to use their mobile devices to access all pages.

Beta Testing, deployment, and training

16. Carry out Beta testing of the websites and CMS developed, in collaboration with the respective programmes and unit, under the supervision of the CROSQ. Once the testing is over, complete deployment on the domains and provide training to selected staff.

Browser Compatibility

17. Ensuring that the websites can be viewed effectively on all popular internet browsers.

Web Analytics

18. The Consultant should make recommendations regarding web traffic software to allow for the creation of detailed reports of visitors to the websites.

Technical Maintenance

19. The Consultant should provide advice on preventative technical maintenance and upkeep of websites' security systems, and their supporting plug-ins/modules.

5.0 CONSULTANT REQUIREMENTS

The appointed consultant/s must be nationals of CARICOM Member States and must also meet the following minimum requirements:

Qualifications and Skills

- At least a Bachelor's Degree in Information Technology, Computer Science or Computer Engineering or professional certifications in website development.
- Excellent written and oral communication skills in English.

General Experience

The appointed consultant must be able to demonstrate:

- Over four (4) years professional experience in the Information Technology field.

- Understandings of current and future user interface design trends.

- Implementation of at least two (2) projects of similar size.

- Competence in the use of client and server side web technologies.

Specific Experience

- Minimum of three (3) years professional experience in developing responsive websites and databases.

- Minimum of three (3) years professional experience in implementing Content Management Systems.

- At least three (3) publicly accessible website projects developed for corporate entities.

- Demonstrated competence and experience in CSS3, HTML5, PHP, JavaScript, MySQL/PostgreSQL, responsive design, database design, CMS (both Open Source and Commercial/Proprietary systems), Search Engine Optimization, user profile authentication and role management, and development of operations manuals (for CMS).

6.0   OUTPUTS/DELIVERABLES

The consultant is required to deliver the following, approved:

1. Webpage sitemap
2. Webpage templates or theme
3. Website source code
4. Operational manuals

7.0   DURATION

The duration of this project should be three (3) months from the date of contract signatures.

8.0   SUBMISSION OF PROPOSALS

The proposal is required in English. All proposals must be submitted in such manner that they are **received** before **16:30 hrs Barbados on October 28, 2016.**   Any proposal received after this deadline will not be considered.

Proposals must be submitted **either** in hard copy to:

Project Coordinator - 10th EDF-CRIP-EPA-TBT Programme

CARICOM Regional Organisation for Standards and Quality
2nd Floor Baobab Towers
Warrens, St. Michael
Barbados

OR

Electronically via email to karlene.russell@crosq.org

9.0   EVALUATION OF TECHNICAL PROPOSALS

Selection will be based on experience and competence. The quality of each proposal will be evaluated in accordance with the award criteria and the associated weighting as detailed below:

EVALUATION CRITERIA	WEIGHTING (%)
1. Qualifications • A bachelor's degree in any of the following relevant fields of study: Information Technology, Computer Science, Computer Engineering. • Excellent written and oral communication skills in English.	5
2. General Experience • Over four (4) years professional experience in the Information Technology field. • Understandings of current and future user interface design trends. • Implementation of at least two (2) projects of similar size. • Competence in the use of client and server side web technologies.	5
3. Specific Experience • Minimum of three (3) years professional experience in developing responsive websites.	10
• Minimum of three (3) years professional experience in implementing Content Management Systems.	10
• At least three (3) publicly accessible website projects developed for corporate entities.	10
• Experience Demonstrated competence and experience in CSS3, HTML5, PHP5, JavaScript, Responsive Design, Database Management, Social Media Integration & Optimization, CMS (both Open Source and Commercial/Proprietary systems), Search Engine Optimization, User Profile Authentication and Role Management, and development of operations manuals (for website CMS).	10
4. Quality of Technical Proposal	

EVALUATION CRITERIA	WEIGHTING (%)

• Approach and methodology
   - consultants understanding of assignment
   - adequacy/appropriateness of proposed methodology and strategy
	40

• Work Plan - Reasonableness of completion time estimates and work breakdown structure	10

All proposals will be reviewed and scored using the above-mentioned criteria.

10.0 FINANCIAL PROPOSAL

In preparing the Financial Proposal, consultants are expected to list all costs associated with the assignment including professional fees, direct costs and reimbursable costs. Consultants are required to express the price of their services in Barbados dollars or Euros. Fees are not subject to taxes. Per diem and hotel rates (where applicable) will be paid in accordance with the Federal travel allowance law of Germany.

The Financial Proposal should be submitted separately from the Technical Proposal. The Financial Proposal is weighted at forty percent (40%) of the overall score.