

TERMS OF REFERENCE FOR REDESIGN AND ENHANCEMENT OF THE IDEAs WEBSITE- A CALL FOR EXPRESSIONS OF INTEREST

1. BACKGROUND AND OBJECTIVE

The IDEA website is the main repository of the network's knowledge products and analysis by its experts. It holds a rich archive of information resources and material accumulated over more than two decades. Primary users of the website include economists in academia and research, university students of economics, policy makers, think tanks, media entities, CSOs and others with an interest in economics, economic policy, and development issues. To enhance the website and improve user experience, an upgrade/revamp is planned. This revamp envisages additional web pages and sections, edits to content as well as enhanced use of audio visuals.

IDEAs is therefore inviting proposals from reputable and qualified individuals or companies with a track record of success in designing and producing digital solutions to redesign the organization's website (<https://networkideas.org>). The new design is expected to use the existing CMS (Wordpress) but provide a new look-and-feel to the website, unlocking additional functionalities while displaying the content in an attractive and user-friendly manner.

2. OVERVIEW OF KEY DELIVERABLES

- A new design for the website with enhanced functionalities to provide a better experience to users.
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- Advise IDEAs about appropriate hosting service, and migrate the redesigned website to a new host
- Implement a backup system.
- Prepare a manual for the web manager and deliver a webinar for the support staff and system administrators to perform content upload, system maintenance and administration.
- Provide technical support and maintenance for a period of 1 year after the revamp.
- Handover of full source code (including all developed libraries) to IDEAs.

2a) DETAILED DELIVERABLES

All new developments listed in this section will be built in the current site operated in Wordpress.

i) New design

- Following the IDEAs branding guidelines, design a new look-and-feel for the IDEAs site capturing the different functionalities outlined in this TOR. The consultant will develop a graphic concept and the visual design of the new templates.
- Ensure a consistent visual design on the new site by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, and layout.

- Ensure that the website performs well in terms of security and speed of content delivery against standard website performance metrics. Only those plugins that are secure, widely used and are expected to be maintained for a long time in future should be used on the website.
- The new look and feel should be adapted to the home page as well as all other pages of the site. Templates should be provided for creating thematically consistent pages as and when required.
- Standard page elements including header, footer, tabs, persistent navigation, contact us, email and page print options should be included in the new templates.

ii) Hosting

- Advise considering resources required and bandwidth, costs, reliability and security.
- Set up the hosting server and migrate the website.
- Integrate a web analytics service for regular monitoring of the traffic to the website.
- Implement an open source, reliable, easy to use backup solution (preferably using rsync)

iii) Functionalities to include in the new templates

Guarantee the following features through the new templates outlined above:

- Add feed links; Responsive design; feedback loop for users.
- Social media sharing features – including twitter X share by text selection and twitter X feed by handle and hashtag. Multiple page styles and custom post types.
- Language options feature in resources.
- Search function by news, type of publication, type of resource, events, country story and issue.
- Search resources by free text.
- Possibility of hosting discussion forums and user interaction appropriate to the organization's requirements.
- Signup for latest news via the IDEAs newsletter. Integrate mailing list management with the website.

iv) 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.

3. TIMING AND DURATION OF THE ASSIGNMENT

- The duration of the contract will be three months and the expected starting date is October 1, 2024, or sooner depending on the contracting process.

4. BRIEFING/DEBRIEFING ARRANGEMENTS

- A first meeting/conference call will be scheduled for the IDEAs team to brief the selected consultant firm or individual and agree the modalities to execute the task and attain the requested deliverables. The session will clarify the overall assignment and expectations. Based on the briefing session and this TOR, the consultant will develop a design concept for the site and share the same with the IDEAs team for feedback. The consultant will adjust the concept based on feedback and comments from the IDEAs team.
- The consultant will develop the visual concept and language for the site adapting it to the different components as outlined in the “deliverables” and adjusting it based on feedback and comments from the IDEAs team.

5. SUPPORT & REPORTING RELATIONSHIPS FOR ASSESSMENT OF THE SERVICES/OUTPUTS.

- IDEAs will grant access to the current website code and content including Word Press administration console, all documents and pages, plugins, themes, and additional files.
- The selected consultant will work in close consultation and under the supervision of the Communication and Engagements Manager and the previous website manager. The Communication and Engagements Manager in close consultation with the previous website manager and the IDEAs Executive Director will assess the services and outputs generated by the consultant.

6. REQUIRED SKILLS AND EXPERIENCE

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

- Be a reputable firm with at least 5 years of prior experience designing visually appealing and navigation friendly web sites as evidenced in a solid portfolio.
- Familiarity and relevant experience in developing websites using Wordpress Content Management System (CMS).
- 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, php, and JavaScript.
- 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.
- Demonstrable server management skills and experience (including ability to install, manage and secure a server, firewalls, etc.)
- Expertise in the use and configuration of search engine optimization, Google Webmaster tools, Google developer tools and Mobile device adaptation.
- Trouble shooting skills.
- Demonstrate possession of the requisite qualifications and competence needed for this assignment.

7. DOCUMENTS TO BE INCLUDED IN THE PROPOSAL

If you have the required qualifications and are interested in bidding/applying for this consultancy, please submit:

- i) a cover application letter.
- ii) a proposal describing the previous work done in this area.
- iii) a portfolio of previous work with similar functionalities developed in Word Press.
- iv) CVs of the consultant (s) to deliver the assignment A financial proposal to address the work.
- v) A financial proposal -the proposed lump-sum fee for the consultancy should indicate the breakdown of all costs. This fee should be inclusive of ALL considerations.

The application should be made in two separate attachments (if submitted via email) for the technical offer and financial offer (specifying in the subject of the email). Offers that are not submitted separately will be deemed as disqualified and will not be assessed further.

8. APPLICATION PROCESS

Please submit proposals to aneelmani@networkideas.org with the subject line: Design and website development – IDEAs Website

Expressions of interest will be accepted until **midnight (GMT) on 9 August 2024.**