TERMS OF REFERENCE FOR INSTITUTIONAL CONTRACTS

UNICEF EAPRO

Requesting Section: EAPRO Gender Section

Terms of Reference: Support, maintenance and hosting for mobile phone application

UNICEF requires the services of a vendor to provide 24 months of support, hosting and maintenance services for Oky, a mobile phone period tracker app available on Android (and forthcoming on iOS).

1. Background

Oky: an overview.
Oky is a tool to support adolescent girls to manage their period with normalcy and confidence, through evidence-based information on menstrual health and hygiene and individual period cycle tracking. An Android app that was developed by UNICEF East Asia Pacific Office, Oky enables girls to take control and plan for their periods and their lives.

Oky helps girls to learn about menstruation in fun ways and distinguish myths from facts and promotes positive attitudes towards menstruation. Oky's aim is to transform stress and shame into empowerment. It provides girls with accessible, relevant information about menstruation, as well as a period-tracking tool to help girls get to know their own bodies. The app is designed to be fun and engaging to counteract often negative feelings girls have around their periods.

Key features of Oky include:

Oky is the first period tracker app created with and for adolescent girls to make learning fun:
- Gamified design for girls (10-19 years)
- Avatars and personalized interface
- Period and body positive
- Evidence-based information in girl-friendly language to learn in entertaining ways
- Challenging gender stereotypes and heteronormativity, celebrating diversity
- Localized in national languages and to local context

Girls' digital realities require tailored technology:
- Light-weight app for low end phones
- Offline functionality for low connectivity settings
- Multiple user login and password protection for girls sharing phones
- Read-out function, tutorials, help for low (digital) literacy or vision impairment
- Downloadable via link
- Highest data protection

Girls will never be charged to download or use the app; Oky will not be commercialized, there will be no advertising on the platform. Oky also follows the strictest privacy and data protection, and girls' personal data will never be accessed or seen by anyone; it is only stored locally on the device. The app has very strict data and security guidelines that it follows, and the first iteration has been through a security audit by an external developer.

Open source

The app (and CMS) software and content is open source. This means everyone can utilize the Oky code and content with no development or licensing costs, which is available on GitHub. Open source also allows continuous co-creation and iteration of Oky functionality and the opportunity to build a global community around the app. It can be built out, adapted, and utilized, by girls and partners around the world.

In 2020 and 2021, we are planning to scale to three or four new markets. Each new market will have their own implementing partners who will develop the local version from the open source code, and provide support and maintenance for each new version of the app developed in new markets.

The code is hosted on a repository in GitHub; implementing partners who have access to the code will share any code modification or additional features to the main Oky repository on GitHub (via the Oky open source Technical Steering Committee) so the global Oky community of implementing partners can have access to all code and app modifications from all countries.

The Oky open source Technical Steering Committee (made up of Oky team members, UNICEF staff from other departments, and implementing partners), will look at the different pull requests and code modifications from implementing partners. The open source Technical Steering Committee will then decide what modifications and features add value to the main global Oky repository and what does not, and what modifications should be approved. The open source Technical Steering Committee will also need to provide capacity to merge new code into the master Oky repository, through a technology partner / vendor who understands the Oky code and who will make sure any approved code modifications are merged correctly into the main Oky code repository.

Launch and scale

The first iteration of the Android version of Oky went live in Dec 2019 on the global Play Store as well as in the two pilot markets of Mongolia and Indonesia as a soft launch.

The second version of Oky with additional features and with country specific apps for the global English version, the Mongolia version on the Mongolia Play Store and the Indonesia version on the Indonesia Play Store went live in May 2020.

More reading and resources
  ● Download the English version of the Oky Android app: onelink.to/okyglobal
  ● Download the Indonesia version (Indonesia and Malaysia PlayStore only):
    https://onelink.to/okyindonesia
  ● Download the Mongolia version (Mongolia and 'other' PlayStore only):
    https://onelink.to/okymongolia
  ● Visit the website: https://okyapp.info/
  ● More information on Oky:
    https://www.dropbox.com/s/wqy7sb08fx561zo/Unicef%20EAPRO%20Gender_Oky_PeriodTrackerAppforGirls.pdf?dl=0

2. **Objectives, purpose & expected results**

In order to harness the momentum of the Android version of the Oky app and ensure that the app, CMS and website is always available and working for users, UNICEF requires the services of a vendor to provide hosting, support and maintenance for the English version of Oky (Android and iOS) and the related CMS, as well as the website.

The specific objectives of the assignment is to:
- Host the Oky apps, CMS and website domains on a server
- Support and maintain the apps, CMS and website for a period of 24 months (including regular security patches and bug fixes)
- Provide expert advice on how to run the Oky open source governance structure
- Provide advisory services to the Oky open source Technical Steering Committee
- Merge any approved code modifications into the master Oky repositories on GitHub (Android and iOS)

3. Description of the assignment

Hosting

The vendor is expected to host the global English Oky apps (iOS and Android), the corresponding CMS a server, and the website domains on a server for 24 months.

Support and maintenance

The vendor is also expected to provide support and maintenance services for the global English Oky apps (iOS and Android), and corresponding CMS, and the website for 24 months, for a minimum of 24 days over the 24-month period.

Support and maintenance has to include the following (this list is not exhaustive):
- ensuring that the apks / CMS / website are up and running as normal
- ensuring any bug fixes
- responding to and fixing any unexpected downtime of the apks / CMS / website (within 12 hours)
- responding to and fixing any emergency issues with the apks / CMS / website (within 24 hours)
- responding to and fixing any non-emergency issues with the apks / CMS / website (timeline for each individual issue to be agreed with the Oky product manager on a case-by-case basis)
- ensuring regular app updates to keep Oky up to date with Android release cycles and security patches, to mitigate any vulnerabilities and ensure the continued safety of users
- ensuring up to date SSL certifications
- ensuring up to date Firebase / Google Analytics SDKs
- develop any code or app modifications as needed and that can be covered by support days (individual code or app modifications to be agreed with the Oky product manager on a case by case basis)
- responding to any data protection or data security requests

Technical Steering Committee for open source repository governance

The vendor is also expected to support the Oky and UNICEF team in the open source governance structure:
- working with the UNICEF and Oky team to design the set up of the open source / technical steering committee governance structure
- provide technical advisory services to the Oky Technical Steering Committee
- Be responsible for merging any board-approved code modifications into the master Oky repositories on GitHub (Android and iOS)

4. Deliverables

- Provide hosting space on server for 4 domains (2 apks, 2 CMS and 1 website) for 24 months
- Provide a minimum of 2 days/month for support and maintenance for the apks, CMS and website over the 24-month period

- Provide a minimum 10 days of consultancy for designing the Oky open source governance structure (delivered in the first 6 months of the contract) and technical advisory services to the Oky open source Technical Steering Committee board over the 24-month period
- Merge approved code modifications into the Oky repositories: the time and effort needed for these will be done on a case-by-case basis and costings for each approved with the Oky Product Manager

Bidders are required to submit a suggested approach and timeline to complete the assignment (see Technical Response form - **Annex C**).

5. Reporting requirements

The service provider is required to provide thorough documentation of each task and minutes of meetings.

6. Location and Duration

Indicative start date for the assignment will be February 2021, with the contract spanning a 24-month period until January 2023.

The services provided are to be based at the offices of the successful vendor with regular virtual meetings at the UNICEF East Asia and Pacific Regional Office in Bangkok and with the Oky Product Manager (based in Kuala Lumpur). It will require regular collaboration with the Oky team (calls, email, Slack, GSuite for example) who are based in Bangkok, Kuala Lumpur and with colleagues in New York, and so flexibility with time zones is required.

No travel to field locations is expected for this contract and is therefore not to be included in the initial bid. However, if travel to field locations becomes necessary, the successful vendor will be requested to submit a separate travel budget in the future.

7. Qualification requirements or specialized skills/experience required:

For this assignment, UNICEF seeks a service provider with team members that have - as a team - the following qualifications or experience:

- Experience with the relevant technical skill set as indicated for each service presented above; professional references and concrete examples of working products will be requested
- Ability to host domains on a server, provide technical support and maintenance services, and security patches
- Software development and maintenance experience
- Open-source software knowledge and experience, including open source governance
- Experience designing and iterating digital products for the target audience (adolescent girls)
- Understanding of challenges in digital literacy and the gender digital divide
- Experience with Agile methodologies is preferred
- Experience developing and maintaining software as part of a distributed team, especially in an open-source environment
- Language: Fluency in written and English is a must

Bidders are requested to propose gender-balanced teams.

8. Evaluation process and methods

UNICEF will evaluate each bid for compliance with the mandatory requirements of this RFQS. Failure to comply with any of the terms and conditions contained in this RFQS, including provision of all required information, may result in a bid being disqualified from further consideration. Secondly, UNICEF will evaluate bids for compliance with the technical requirements stated below and undertake a commercial evaluation. UNICEF will award the contract to the bidder providing the lowest priced technically compliant bid.

Technical evaluation criteria (pass / fail)

Company Profile
- Company services and expertise related to digital solutions.   - Previous clients and projects in emerging markets.   - Expertise of key team members include project management, mobile phone applications, software development, open source, governance.
Experience with similar projects and customer references from projects of similar scope and complexity
- Clients with similar types of work assignments.   - Software development projects/ mobile phone applications and hosting & maintenance services undertaken during the last 5 years.   - References from past assignments.
Technical capacity
- Experience in software development / iOS app development, hosting & maintenance.   - Knowledge of open source and related governance structures.   - Knowledge of security standards.   - Language requirement.

9. Administrative issues

- Bidders are requested to provide a technical bid in **Annex C** – Technical Response form.
- Bidders are requested to provide a cost bid in **Annex D** – Financial Response form.
- Bidders are requested to complete the list of daily rates per role, in case additional services are requested beyond the scope of this RFQ (kindly refer to 2nd tab of Annex D).
- Bidders are requested to provide an all-inclusive cost in the financial bid. Bidders are reminded to factor in all cost implications for the required service/assignment.
- The bidder is requested to provide an all-inclusive cost in the financial proposal. The bidder is reminded to factor in all cost implications for the required service/assignment.

10. Payment Schedule

Payments will be based on monthly fees for hosting and maintenance. The service provider will invoice every 3 months, after the services have been provided. Payments for deliverables (see Section 4) can be invoiced once completed and signed off by the contract manager.
Payment terms are 30 days net after receipt and approval of invoice by the contract manager.

11. Special terms and conditions

All software services provided under this contract with UNICEF shall consider the following special terms and conditions that UNICEF commonly upholds its vendors to in projects:

Agile development
- The design and software development process shall include regular check-ins to re-assess progress, check priorities and adapt specific details. However, all of the contracted features to be implemented within the agreed timeframe.
- Publicly visible roadmap (to UNICEF and Oky team and partners) roadmap and development priorities
- Project management (i.e. using tools such as Redmine, Trello, Jira, etc.)

Full source ownership
- Source code fully owned by UNICEF.
- Documentation, testing and frequent commitment of all code to UNICEF TFS and/or to appropriate online repositories such as GitHub

Test coverage
- Automated testing of the overall system, including provision of unit tests for all source code that can be included on the integration build server. Near total test coverage for all code is required.
- Performance and scalability
- Repeatable testing of system performance to ensure scalability, including automated detailed performance measurement of all software modules under stress-test conditions.
- Unit testing, user acceptance testing and integration testing must be thoroughly documented. User Acceptance Testing (UAT) will be signed off by the respective stakeholders as acceptance of deliverables

Data Protection
- The vendor shall ensure provision of Data Protection as defined in UNICEF's data security guidelines (which the Oky security guidelines are mapped to)

Note 1: Approach

Please provide a detailed breakdown of your suggested approach to the assignment (e.g. which server you will use and how you will manage it on a day-to-day basis as well as ensuring security etc; how you will approach any code modifications; how you will monitor and detect any downtime for the apks, CMS and website), with key roles needed for each task.

Note 2: Format for financial proposal

Cost of overall assignment
- Provide a financial proposal of the all-inclusive cost for hosting for 24 months, with approx. 50 days support and maintenance, 10 days open source governance advice and 10 days of technical advisory for governance board in USD.

Breakdown of hosting costs
- Provide a breakdown of the monthly hosting costs (in USD), with an explanation of what the costs include and entail

Daily cost for code modifications and other additional services for unforeseen elements
- The actual code modifications and the time / development days needed to merge each one into the master Oky code is not known yet.
- In addition, the development of Oky has to date been iterative, and there may be support required / improvements / additional development work needed which cannot yet be foreseen and that may require more development days that are covered in the total support days
- UNICEF therefore requires bidders to also provide a daily cost (in USD) for any additional support days we may need.