

Terms of Reference (ToRs)

Development of an online archive and content management system (CMS) for the health awareness and promotion content in Palestine

SUMMARY

Title	Development of an online archive and content management system
Location	State of Palestine
Duration	5 months
Start Date	15 November2023
Reporting to	SBC unit, UNICEF State of Palestine

BACKGROUND

UNICEF is seeking to implement an online repository for public use (Archive and Content Management System) to efficiently store, organize, and manage digital assets which are produced for the Palestinian Ministry of Health (MoH). Through the development of a website that hosts and provides secure and user-friendly access for the public audience, to a wide range of produced health promotion content, related Risk Communication and Community Engagement (RCCE) and health promotion in general, including documents, images, videos, audio files and container formats (zip files), which shall be uploaded by MoH's designated staffs, through a content management system. The purpose of these ToRs is to outline the requirements and specifications for the procurement and implementation of the Archive and Content Management System.

OBJECTIVES

The main objectives of this project:

1. Development of a centralized web-based Archive and Content Management System that supports efficient storage, retrieval, and management of digital assets related to RCCE and health promotion, managed by MoH.
2. Enable secure access and user-friendly navigation of the system for authorized personnel across various departments and locations.
3. The system will also be accessed by the public audience and external users who seek health awareness and content
4. Ensure proper categorization, tagging, filtration and metadata management for effective search and retrieval of content and sharing of information with partners and population.

DELIVERABLES

The developing company is expected to deliver the following:

1. Main Website:

- The main website shall contain and display all content materials (videos, infographics, audio, audio-visuals, animations, graphics) and digital publications uploaded through the content management system (CMS).
- The landing page of the website should display content highlighted as main-page content in the CMS portal.
- The website shall contain a filtration feature allowing the audience to search for their desired content, using keywords or other categorization properties.
- The website should display content stats, like the number of times a certain content was viewed and the impressions it generated.
- The content should display content info e.g., content source, content creator, date of publication and links to its source pages on the social media –if any-
- The website's visual theme will change based on the main theme of health awareness topics that are being focused on by MoH at the time.
- The website should include the basic tabs e.g., main page, about us, contact us, search, FAQs, etc.
- The website main language is Arabic but should be available in English language as well (bilingual).
- Website design and/or theme should be responsive.

2. Content Management System Setup:

- Develop an online archive system to host the produced content (documents, images, videos, audio files and container formats (zip files), which the main website's content will be fed and customized.
- Each uploaded content should include a set of information, like the content source, date of publication, search keywords, a link to source, and other metadata.
- Set up necessary plugins and themes to enhance the functionality and appearance of the website.
- Open source (CMSs) solution is not applicable

3. User Training and Documentation:

- Provide training sessions to the MoH's designated staff on how to manage and update content using the CMS.
- Prepare detailed documentation outlining the CMS's features, functionalities, and maintenance procedures.

4. Source Code Submission:

- Submit the complete source code of the CMS to the MoH's ICT unit.
- Ensure the designated personnel at the MoH can access the system.
- Implement final test and bug fixing, as the technical support will be handed over to the MoH with no need for further support from the company.

PROJECT DETAILS

The website will be hosted by the Palestinian Ministry of Telecom. And Information Technology (MoTIT), Government Computer Department, with a determined domain name and hosting address – to be shared further with the selected vendor. The pre-determined technical specifications are as follows:

1. Programming Languages: The preferred programming language for the project is ASP.Net, PHP, or Laravel.
2. Using separate development for back end and front end is recommended.
 - a. Building APIs for the back end
 - b. Using front end framework (React, angular ... etc)
3. Database: MySql, SQL Server or Oracle.
4. Source Code: The developer is required to submit the complete source code of the CMS to the MoH's ICT unit.
5. Hosting: hosting services will be provided the MoTIT.
6. Security Check: The website's security will be thoroughly checked according to the policies set by the Palestinian Ministry of Communications. The developing company is responsible for ensuring that all security measures are in place to protect the website and its data.

PROPOSED TIMEFRAME

The work is intended to start by 15th of November 2023, for a period of six months divided as follows: (Interested companies can propose an alternative timeframe and submit a detailed workplan as part of their technical proposal)

1. Project Initiation and Planning:
 - Requirements gathering (preferably in a workshop setup engaging all stakeholders) and analysis: 1-2 weeks
 - Sign-off of the Functional Requirements Document, Project planning and timeline development: 1 week
2. Development Phase:
 - Development of website and CMS system: 9 weeks
 - Website and CMS deployment and configuration: 1 week
3. Testing and agile development:
 - Functional testing and quality assurance: 2 weeks
 - Stress and penetration testing: 2 weeks
4. Content Migration and Quality Assurance:
 - Content migration from existing website: 1-2 weeks
 - Testing and bug fixing: 1-2 weeks
 - User acceptance testing: 1 week

5. Training and Documentation:

- User training sessions: 1-2 weeks
- Documentation preparation: 1 week

6. Deployment and Go-Live:

- Source code submission and knowledge transfer to MoH: 1 week
- Final website deployment and Go-Live: 1 week

QUALIFICATIONS OR SPECIALIZED KNOWLEDGE / EXPERIENCE REQUIRED

- These ToRs are open for national companies specialized in IT and/or software and web-based applications development services with at least 5 years' experience in a similar field.
- Proven experience in UX/UI front-end design, Web-based programming languages e.g., PHP, Asp.Net, JavaScript, and back-end programming using .Net framework or other similar languages, in addition to database management system SqlServer, oracle, MySQL or mongoDB.
- The company should be able to demonstrate a strong track record in producing similar websites, and a detailed list of all relevant previous assignments should be provided.
- Demonstrated experience in working with multiple stakeholders.
- Previous experience delivering services to UN agencies and/or Governmental organizations is an asset.
- The company should propose a core team of 3-5 people with at least 5 years of personnel experience.
- The company's team should be able to demonstrate their relevant experience related to the specific details and required programming language mentioned in section 5.
- The company's team should comprise a gender balanced team.
- The company should be fully incorporated and demonstrate the ability to work in the West Bank and tax complaints.
- Languages: Fluency in English with mother tongue being Arabic.
- Other competencies: Excellent ability to write reports clearly and concisely, strong organizational skills, strong communication skills.
- Companies that fail to demonstrate the qualifications/requirements will be excluded.

TIMELINE AND PAYMENT

The project timeline will be agreed upon in a separate contract or agreement between UNICEF and the selected company, while the payment plan is as follows:

Milestone	<i>Proportion of Fees</i>
Completion of Project Initiation and Planning phase.	20%
Completion of Website Development phase	30%
Completion of Content Migration and Quality Assurance phase.	25%
Completion of Deployment and Go-Live phase.	25%

GENERAL CONDITIONS

1. No activity may commence unless the contract is signed by UNICEF and the selected company.
2. The selection process for the company will strictly follow UNICEF internal procurement rules.
3. The company will provide fortnightly progress updates to UNICEF SBC team which will also participate throughout various phases and key activities of the assignment.
4. UNICEF will coordinate the communication between the selected company and MoH, specifically the ministry's ICT and health promotion units, and invite them to the fortnightly progress meetings when required.
5. MoH's ICT will facilitate the coordination with MoTIT upon need, and when the time comes for deployment of the system.
6. Development of Functional Requirement Document: Facilitate an inception workshop with participants from MoH, UNICEF and other stakeholders. Agree on design, UX, and security etc. related requirements and features of the CMS. Document all agreed points with detailed schematic diagrams, features in the FRD. Distribute the draft FRD to the focal persons of the MoH, UNICEF, and relevant stakeholders and collect feedback. Update the FRD and get it signed by MoH and relevant stakeholders. Use this document for the development of the CSM.
7. Follow Agile Project Management methods: Keep updating during the development to all relevant stakeholders in every two-week sprint on UX, security components and other relevant features
8. Support and Maintenance: With an SLA for critical (10 minutes response/4hours resolution), high (15 minutes response/8hours resolution time), regular incidents. Etc. Max two years of S&M (then the office should have an exit strategy to hand over to govt.

APPLICATION AND EVALUATION PROCESS

In making the final decision, UNICEF considers both technical and financial aspects. A selected evaluation team from UNICEF will review the technical aspects of the offer, followed by a review of the financial offer of the technically compliant vendors. The proposal obtaining the highest overall score after adding the scores for the technical and financial proposals together, that offers that are technically cleared with the best value for money, will be recommended for award of the contract.

Technical Evaluation:

Criteria	No of Points
Interpretation of the objectives in the ToRs, critical description, and examination of deliverables, with accordance to the Objectives, Deliverables and Project Details sections	15
Workplan: Presentation and explanation of the implementation plan, e.g., work steps, milestones, schedule, with accordance to the Deliverables and Proposed Timeframe sections of the ToR	25

Team Composition: Assessment of proposed staff with accordance to the Qualifications or Specialized Knowledge/ experience required , and the Deliverables sections of the ToR. CVs should be provided for each team member.	25
Personnel Assignment: Personnel assignment plan for team members (who, when, what work steps) incl. explanation and specification of expert days	15
Company profile and Reference of previous work: Details of similar assignments (minimum 3) undertaken in the last two years including the following information: Title of project, year and duration of project, scope of project, outcome of project, reference/contact persons.	20

The passing score for the technical evaluation is 65/100.

The financial proposal should include, but not be limited, to the following:

- Resource costs: Daily rate multiplied by number of days of team members.
- Key administration costs.
- Any other costs the company finds important to include.
- A proposed budget should take into consideration the payment plan agreed up in line with the deliverables.
- Audit report (carried out in the past 2 years and certified by a reputable audit organization). In case an audit was not carried out, clearly demonstrate financial transparency of the company.

EVALUATION CRITERIA

Cumulative analysis will be used to evaluate and award proposals. The evaluation criteria associated with this TOR is split between technical and financial and it will be assessed on this basis: 70% technical and 30% financial

PROPOSAL SUBMISSION

Interested companies are invited to submit a comprehensive proposal addressing all requirements outlined in the ToRs. The proposal should include information about the vendor's experience, technical approach, team composition, project timeline, and detailed cost breakdown, no later than Monday 9th of October 2023, 3:00 p.m Jerusalem time by email to: optsuppliers@unicef.org

Please refer to these ToRs for all technical guidance and specifications. For any further clarification or additional information, please contact UNICEF Supply team at: optsuppliers@unicef.org

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