**Section II: Schedule of Requirements**

## eSourcing reference: RFQ/2019/8307- Provisions of User Research services on behalf of the HeForShe Initiative

# Background

Created by UN Women, the HeForShe solidarity movement for gender equality provides a systematic approach and targeted platform on which men and boys can engage and become change agents towards the achievement of gender equality. HeForShe invites men and boys to build on the work of the women’s movement as equal partners, crafting and implementing a shared vision of gender equality that will benefit all of humanity.

UNOPS is an operational arm of the United Nations, supporting the successful implementation of its partners’ peacebuilding, humanitarian and development projects around the world. In order to leverage the UN system, UN Women has engaged UNOPS in the implementation of certain aspects of the HeForShe initiative.

# Justification

As part of the discovery phase for a HeForShe project aimed at transforming the gaming industry to make it more inclusive, UNOPS and its partners will conduct ten in-depth interviews and an online bulletin board (board itself not included in scope here).

In-depth user interviews and bulletin boards provide insight into users’ attitudes, motivations, and needs. As a supplement to our formal research activities. Research insights will enable the team to develop the most effective project strategy and tactics to reduce incidences of harassment and to empower gamers to address these behaviours when they occur.

User interviews and online bulletin board discussion will focus on understanding the different experiences with bullying and harassment that male and female gamers have had during play, as well as through other channels such as social media and discussion forums related to the gaming community. Sessions will begin with a series of warm-up questions that will set the context for the remainder of the interview and enable researchers to better understand participants’ specific gaming behaviours. Participants will then be asked about incidences of bullying and harassment that they have personally encountered, whether directly targeted at them or another individual. Participants will be asked to describe how they address these incidents today, and how effective those tactics have been. The sessions will conclude with participants describing their ideal vision for an inclusive gaming community and the changes that need to occur in order to realize that vision.

# Development objectives

• Understand when, where, and why bullying and harassment occur, and what makes these incidents better or worse.

• Understand what gamers currently do to address these incidents, and what additional support or resources they need.

• Understand the experiences of male and female gamers as they relate to bullying and harassment in-game, as well as through other channels such as social media and streaming video.

• Understand what gamers’ ideal future looks like, and what needs to change in order to make that vision a reality.

# Requirements

**Functional Requirements**

* Proposing to engage ~ 10 in person interviews (60 mins each) conducted remotely by lookback
* Proposing to engage ~ 30 participants for a three day online bulletin board
* Offeror will conduct outreach, selection, provisioning of financial support to the interview participants

**Technical Requirements**

* Only organisations with a minimum of 3 years’ experience in conducting such research

**Research Participants**

UNOPS will work with [recruitment vendor] to screen and select candidates for interviews and online bulletin board. Huge would like to include a mix of participants who meet the following criteria:

* Must speak English fluently
* Global mix of users, including participants from: North America, South America, Europe, Asia, Africa, the Middle East, and the Pacific.
* Ages 12-35. (Participants under 18 will participate in remote phone interviews, only).
* 50/50 gender split.
* Mix of diverse backgrounds across age, education, income, ethnicity, and sexual orientation.
* Gamers who play team-based competitive games for at least 3 hours per week.
* 60/40 split of gamers who play console-based games (60%) and those who play desktop-based games (40%).
* Mix of new and experienced gamers, based on number of years and number of hours per week played.