

**website development service**

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**REQUIRED ITEMS AND KEY FEATURES**

Below is a list of required items within the website and the key features that need to be responded to while submitting technical proposal to the Client’s Office.

* Language bar: The website needs to be developed in three languages, Dari, Pashto & English.
* Menu bar (Maga Menu)
* A dynamic banner (Feature Post)
* An online form for the Client’s users
* A sign-up option button with a form, for getting automatic emails for job announcements, events, new publications and others
* A gallery tab, that would include up-to-date events, seminars, workshops images
* Contact form and info of the Client’s office at the footer part of the website
* FAQ tab, where we can inform people about us and how they can help and vice versa
* Search bar - on every main and subpages include the relevant metadata and background links, to improve Search Engine Optimization
* A database in terms of giving more details of the heads of download, views and visitors
* A database for all publications uploaded, all news posts, events, medias and etc… from the beginning of the office until now.
* Security: The website must be security oriented and meet or exceed industry security best practices of today.
* Responsive Design (Mobile/ IPad Friendly): The website must to be mobile friendly and easily accessible from all mobile devices, including tablets, without compromising any design or functional elements.
* Fast Load Times: The website must load within 5 seconds because it is important for good usability and it will mostly be used in areas with lower internet speed.
* Browser Consistency: The website must appear and act consistently across all major browsers such as Chrome, Internet Explorer, Firefox, Safari etc.
* Social Network Integration: including, Facebook, Twitter, YouTube, etc…
* Error Handling: The website must display a description as an on-screen message, such as an in case of error message.
* Tracking: The website must be integrated with Google’s analytical tool.
* Possibility to download datasets
* It must be easy to update the content (image, video, text), WordPress or anything even better proposed by the Service Provider.

**SITE MAP**

Home Page/Introduction – with a minimal amount of text. On the backend, numerus pages and parts of this website will be connected with databases/external links. Site Map (Final website): The Service Provider must follow latest trends in design so that the website looks extremely professional yet user-friendly and as simple as possible.

Overall Pages: Home, About Us, Newsroom, Work With Us, Contact Us – and sperate fields for Recent News, Recent Stories and Reports

**WEBSITE DEVELOPMENT**

The Service Provider must develop a customized Content Management System (CMS) for the Client’s website, third party CMS will not be accepted by the Client.

* All the themes and plugins used within the CMS of the Client’s website must be licensed, free versions should not be used.
* All the themes and plugins must be from the trusted company and must have at least 4 stars value in the market.
* CMS must be flexible and scalable to accommodate suggested changes/modifications including design and IA, as and when required during contract period.
* CMS must have simple workflow and publishing controls.
* CMS must have simple and easy administration.
* CMS must have Search Engine friendly attributes.
* CMS must have strong security features.
* CMS must have robust content templates.
* CMS must support detailed analytics for each section of the website.
* Comprehensive SEARCH functionality on homepage as well as each section of the website.
* Auto archival mechanism to maintain the archived documents with proper classification and auto archival system.
* Content Migration from exiting website. Content optimization including images before migration.
* Role/Level based access to users for content updates.
* Audit trails of the documents hosted on the website should be maintained and should be accessible to the Client’s administrator as and when required.
* Content of each section should be sharable by the user on multiple platforms such as Facebook, Twitter, WhatsApp, Email etc.

**WEBSITE DESIGN FEATURES**

The design of this website must consider the following:

* Using **Mega Menu** instead of simple one. <https://evernote.com/>
* Using **Feature Post** as slider/main banner inside the home page. [www.transparency.org](http://www.transparency.org)
* Having a general gallery tab; as well as a simple Gallery for posts (news, stories).
* Website databases, having the following capabilities:
  + **Report Generation**, NCSs, policies and… (for total website visits, publication views, downloaders, etc);
  + **View pivot** **graph**, inside the home/main page for the top 5 report viewed/downloaded;
  + Showing views and downloads count below each report; and
  + Having a dedicated database for extracting all this information not from the Google analytics.
* Easy & Intuitive Navigation
* Fast-loading pages designed with a balance of text and graphics
* Clean, contemporary Design & Flow
* Support High Resolution media (Images & Video)
* Mobile Responsive Web Design
* Balance between Simplicity and relevant information
* Admin Panel for managing Dynamic Content: Easy upload facility that can be operated by even by non-technical staff
* Website Design and Content Ownership – Ownership of the website design and all content must be transferred to the Client upon completion of the Project.
* Ownership of all types of intellectual property relating to the website, including the design and content, shall rest with the Client only.
* Responsive design compatible to all hand held devices and browsers.
* The website must have Search Engine Optimization (SEO) boosting elements/SEO friendly.
* Highly user-friendly information architecture (IA) and clear navigation.
* Customization of user interface in terms of color, font size and language etc.
* Social Media Integration.

**ACCESSIBILITY OF STRUCTURE**

* Aesthetic, futuristic and user friendly.
* Structure overall content with proper tagging to make it reader friendly.
* Ensure Compatibility with all platforms like windows, Android & Mac iOS etc.
* Design should be coded using Open Source Tools.
* Resolution independent design structure.

**WEBSITE MAINTENANCE**

The Service Provider must provide maintenance support for **two years** after successful launching of the website. It would include the followings:

* Maintenance of CMS and technical modifications as and when required.
* Creation of new web pages within existing site as and when required.
* Website design changes as and when required.
* Website technical functionality upgrade as and when required.
* Monitoring and maintaining website speed, sign up process, navigation links etc.
* To design and upload banners, jQuery, graph artwork, info graphics and audio – video files etc. on the website.
* Formatting and posting of content updates, images, videos etc. on regular basis.
* Conversion of documents to required format such as HTML/HTML5.
* Bug fixing and keeping website (s) secured from all possible cyber-attacks and hackers at all time; and security audit as and when required.
* Content upload and website support on 24X7 basis.
* Keeping activity log for all web updates.
* Creation and maintenance of archive section on the website and trouble shooting.

In addition to the website maintenance, the Service Provider must work for 3 to 6 months on the optimization of this website in Google. The website after all its contents are uploaded/transferred and updated, must be shown at least on the first page of Google search and be in the top three results after searching for specific keywords like, “corruption in Afghanistan” and many more as suggested by the Client.

**ONSITE TRAINING**

The Service Provider must provide a training to the Client’s Advocacy and Communications staff on overall workflow of the developed solution and backend administration functions. The Service Provider must provide two years Maintenance and Technical support, the Service Provider must provide dedicated single point contact and team to attend the maintenance requirements.

The Service Provider must maintain the website for a period of two years from the date of successful launch of the website. Maintenance period of two years is extendable for one more year considering the Client’s need. The Service Provider must provide technical support via email; phone, remote login and in person (if required) to address, analyze and fix any technical malfunctions within the existing features within 4 working hours. The scope of technical support includes rectification of errors within the already developed pages. The updating/maintenance in the source code of the website must also include quality assurance (as per global guidelines). The maintenance support must also include design updates and enhancements.

**ACTIVITIES AND TASKS**

The Service Provider must include the activities below in their technical proposal to the Client. These are website development activities, that must be carried out by the Service Provider:

* Project management plan
* Content strategy/solution
* Illustration/you may propose your own
* Information design (sitemap/highly user friendly and wireframes)
* Visual design (Photoshop or sketch format or theme) propose something that would best suit the nature of this project.
* Search engine optimization
* Front-end coding (HTML/CSS, animations)
* Back-end coding (CMS: WordPress, Drupal or Joomla etc.)
* Mobile device optimization, the Service Provider must pay a very high attention in this area
* Testing and quality assurance
* Website management training/handover

**How to apply:**

Consulting companies are encouraged to apply by sending a proposal that contains their registration certificate (if relevant), relevant CVs (maximum of 3 pages), their technical and financial proposals and send it to [bids@integritywatch.org](mailto:bids@integritywatch.org) or Your sealed bid envelope shall be sent to House #3, Street #8, Qala-e-Fatullah, Kabul, Afghanistan for technical and specifications call 93 (0) 780313435

When submitting it must include the followings:

* Envelope is sealed and duly stamped.
* Write company name and bid number on sealed envelope.
* Register your bid in IWA bid registration book.
* Place your bid in IWA bid box at IWA office.
* The deadline for submission of bid is January 28, 2021 at 4:00 PM. Late and incomplete quotations will not be considered.