Request for Proposal

**Website Design,
Development and Implementation Services**

February 2017

1. About Muwatin

The Muwatin Institute for Democracy and Human Rights, newly established at Birzeit University is a result of the moving of the operation of the Palestinian Institute for the Study of Democracy – Muwatin established in 1991 in Ramallah, and the relocating the MA Programme in Democracy and Human Rights established in 1999, along with other activities into the new institute. Muwatin aims to promote the study and development of democracy in Palestine and in the region. Working to contribute to the process of democratic transformation in Palestinian society in particular and, in Arab society in general, Muwatin seeks to achieve its aims through networking and activism, research and publication, preparation of educational material and its dissemination to schools and the general public, training workshops, symposia, seminars, and conferences.

2. Objectives

   a. Design and develop the new website.
   b. Design and develop a control panel for the new website.
   c. Build a database for the website's data.
   d. Migrate data from the current two websites to the new one.

3. Design Considerations and Requirements

   a. **Concepts**: A first impression of the site should evoke concepts of simplicity, dynamism, progressiveness, pioneering. Users typically visit a website to access information and not for the design. In fact they search for the information despite the design. Try to simplify this process by keeping things as simple as possible.
   b. **Natural Flow**: Various page elements must come together in a perceived natural flow where nothing seems out of place or forced, and everything just fits. Navigating across pages through the site must provide a sense of a continuous and interwoven flow of information, that is all part of a single experience
   c. **Consistency**: This relates to the above point where consistency in user experience, look, and feel across all site areas must be maintained.
   d. **Details**: Attention to details is a must. Smart design addressing the smallest details is expected.
   e. **No Clutter**: Pages must be uncluttered with ample white space.
   f. **No Noise**: Moving elements on pages should be kept to a minimum. The design must avoid busy colours, or colours overload. Flashing or fast changing elements must be avoided altogether.
   g. **Emotions**: A first impression of the site should evoke emotions of inspiration, openness, spaciousness, approachability, uniqueness, and trust.
   h. **Familiarity:** Little things like placing the search box in places where users would expect it, using familiar terms like sign-up and log-in and placing the major links in familiar places will help in reducing the user's learning curve for the website.

i. **Layout**: Two primary page layouts are expected, Layout A and B. Layout A is expected to be used solely for the landing page – the first page a user will see when navigating to the Muwatin website. All other site pages will use Layout B. Layout B should retain some design flexibility to accommodate cases where certain exceptions need to be made. Both layouts must take in consideration that the site will be multi-lingual (Arabic & English), and switching languages shouldn't come at the expense of proper layout.

j. **Originality**: All design concepts, graphics, and/or photos must be original and specifically designed for the purposes of this website. For instance, stock photography won't be accepted, nor will canned graphics.

k. **Mobile Considerations**: Muwatin website will provide a friendly experience for users reaching the website on their mobile devices. We expect the mobile version of the site to have different layout, design elements, and navigation more suitable for mobile browsers without sacrificing much of the primary Design Requirements.

4. Technical and Infrastructure Requirements

a. **Technology**: We prefer to use Drupal as CMS and Framework, we find Drupal to be more like a CMS and Programming Framework Hybrid. It allows for extremely advanced features to be implemented very quickly without losing any flexibility to build even more advanced features in the future.

b. **No Flash**: We expect use of Flash to be avoided unless absolutely necessary. Using alternatives such as HTML5, JavaScript, etc. must first be considered.

c. **Code**: All code must be properly documented to allow for easy ramp-up by anyone sufficiently familiar with the technologies used.

d. **Passwords**: User passwords must be stored encrypted in a database using at least 64-Bit encryption.

e. **Desktop Browser Compatibility**: The site is expected to render consistently on all major browsers listed below.
   i. Chrome
   ii. Internet Explorer
   iii. Mozilla Firefox
   iv. Safari
   v. Opera

f. **Mobile Browser Compatibility**: Supported mobile browsers include the default browsers that come installed. on the following mobile OS's:
   i. iOS
   ii. Android
   iii. Windows

g. **Hosting**: The site must allow for independent hosting (not dependent on developer's hosting environment).

h. **Deployment**: The final deliverable should include all components of the website packaged in an easy to deploy and install package (including any relevant scripts, configurations, etc.), along with detailed documentation on setting up the appropriate hosting environment, and deployment of the website.

i. **Content Migration**: Migrate all the existing content, links and multimedia content from existing website.

j. **Content Sharing**: Offer easy sharing options for content via download and social media.

k. **URL redirect**: Redirect all old links to newly created links or URL. This is important to maintain a solid SEO strategy, and create a proper user experience.
l. **Third- party applications**: Integration of third- party applications and services.
m. **Maintenance, Backup and Warranty Period**: Full system maintenance (including support for bugs and programming changes) for one year after acceptance. Maintenance and backup procedures must be documented in detail to allow Muwatin or any third party to take it over with little ramp-up.
n. **Dynamic - Web content Management** – An Easy to use role based system which enables the website administrator to manage the content. In addition, users should be able to perform advance update maintenance jobs through a comprehensive content management tools provided by the CMS system, such as (Dynamic PDF and word documents links, Dynamic text and images)
o. **Website Speed.** It is important that the website loads quickly. It is very important that the website downloads within 20 seconds.

5. Functional Requirements

a. **Features**: Features in the main feature area will include large, eye-grabbing pictures of news, events, research highlight, or conference highlight. The pictures in the main feature area will auto-rotate at a slow pace, and will go through only one iteration, after which auto rotation will stop. Thereafter, manually navigating the features will be possible through a well-designed navigation mechanism. Such mechanism will allow the user to jump to a specific picture, or slide back and forth from one picture to the previous or next one. All pictures in the feature area will have title and short description added to them.
b. **Navigation**: The Muwatin website must provide for easy navigation and flexible referencing. There are five approaches to navigation that must be available in the site:
   i. **Menu**: The menu is the primary navigation tool. The menu has a top-level menu that is visible on all the pages by default, and has either 1 or 2 sub-level menus. Sub-menus should display upon hover action over the parent menu. Navigation takes place on selecting (clicking) a menu item. Showing and hiding sub-menus should include smooth transitions.
   ii. **Breadcrumb**: The site should provide the user with a breadcrumb bar to allow them to jump back to any level by one click instead of having to hit the back button, or try to figure out how to go back using the menu.
   iii. **Site Map**: A link to a site map will be provided (probably in the footer). Once clicking through, the user will see a page with the full breakdown of the menu from the top level, and down through all the sub-levels
   iv. **URL**: Pages (and sections of pages where applicable) will be referenced by user friendly, and search-engine friendly URL's. This means the URL's should look much like a breadcrumb trail of the current page (or page section) being viewed by the user.

     v. **Search**: A Search text field will be visible to the user at all time (probably in the header). This will conduct a full-text search of the website content upon a text query entered by the user. The Search tool will need the ability to search within all types of published materials (keyword search capabilities with certain categories). It will need to filter based upon taxonomy and or other defined categories. This advanced internal search engine should be user friendly.

c. **SEO management**—"search engine optimization: so the website will be well archived on Google and other social media services"

d. **Media**: The media page should offer the users a gallery of pictures and videos that are relevant Muwatin's activities. We need to be able to embed services from photo sharing sites like Flicker, YouTube, Vimeo, and Instagram instead of building our own gallery. The key functionality should allow the user to see most recently added media, plus be able to browse media by chronological or taxonomy order in a user friendly way. The Admin should have full control and should easily update the photos, videos and the publications.

e. **Visitor Counter + Google Analytics**: Web analytic—need to report number of visits to site generally and to each section or page

f. **Information:**
    i. Information production and dissemination
        1. Publications
        2. Website(s) and databases
        3. Audio-visual materials
    ii. Information Repository
        1. Library
        2. Resource lab

g. **Outreach:**
    i. Continuing Education
        1. Democratic Governance
        2. Human Rights Protection
        3. Research skills
    ii. Communications:
        1. Activism and Intervention
        2. Conventions

h. **Research**: Almost we are looking for functionality like Birzeit University Institute of law [website](#).

i. **Teaching:**
    i. DMHR
        1. Course listing
        2. Continuing Education, courses
        3. Course Catalogue
    ii. DE.MA: Static pages with announcements.

j. **Hosted initiatives:** activities hosted by Muwatin need an a separate identity.

k. **Languages**: The site will support both English (US) and Arabic. When a user navigates to the Muwatin website for the first time, the site will default to English. The user will be able to change the language setting by one click and from any page (probably available in the header) in the site. The last language setting by a user should be persisted, and when the same user returns again to the site, the site should render in the last language setting they chose.

l. **Log in**: A Login link will be available to users and accessible from any page (probably in the header). Clicking on the Login link will open an in-place popup for the user to enter their username and password. The user will be provided by an option to stay logged in.

m. **Functions, forms, and links**: Integrated Web Page Functions (print this page, mail page to a friend). In addition to Contact us and feedback forms, and links to Social Networks (Facebook, Twitter) through Social Media plug-ins.

n. **Database**: build a database to include all the website data.

o. **Podcasting feature**

6. Deliverables:

a. A new website

b. Conduct a one week "Test" period in close coordination with staff

c. Contractor must work with Staff to make sure Website is successfully hosted

d. Contractor must ensure the team understands how to undertake all modification related to posting and removing of information and links (i.e. training on WCMS- Web Content Management System)

7. Application Submission and Requirements

a) The proposal structure

The individual/firm is expected to provide the following:

i. **Technical proposal**

The technical proposal should indicate the timeframe and proposed level of effort. It is expected to include a work plan consistent with the requirements of the terms of reference. It should provide a time schedule, including an estimated time for accomplishing the tasks and the timing of deliverables. In addition, please provide a profile and/or sample websites..

ii. **Financial proposal**

The financial proposal should include a proposed budget that shows all costs related to the production of the Website.

b) Submission

The completed proposal must be delivered to us via email at director.muwatin@birzeit.edu by the close of business on Sunday 12 March 2017. Any proposal received after the time for submission of proposals shall not be evaluated.