

TERMS OF REFERENCE FOR INSTITUTIONAL CONTRACTORS

PART I		
Title of Assignment	Ingazi interface re-design	
	<input type="checkbox"/> International	<input checked="" type="checkbox"/> National
Contract Type	<input type="checkbox"/> Individual Consultant	<input checked="" type="checkbox"/> Institutional Contractor
Hiring Section	Education	
Location	Kigali, Rwanda	
Duration	3 months	

AWP Activity	Employment and entrepreneurship Platform customization, Brand design and testing (Consultive of youth from the development phase, gender transformative and sustainable)
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I. Background and Justification

Over 20 years, Rwanda has accelerated the implementation of several national development agendas to achieve middle-income status by 2035. The country continues its development journey, particularly in human capital development and the socio-economic well-being of its population. Significant policies have been put in place to lay a solid foundation of human capital and yielded robust results in education, health care and job creation.

Rwanda's 13.2 million population is relatively young. Youth, defined as persons aged 16 to 30 years represent 27.1 % of the population. Despite making up a significant proportion of the population, youth are still faced with a range of challenges, especially unemployment. The latest data shows youth unemployment has been steadily increasing, peaking at 25.6 % in 2022. And 34.2% of youth are neither in employment, education nor training. Increasing youth unemployment hinders the achievement of the country's economic transformation initiatives. Continued youth unemployment will not only hamper the country's socio-economic development ambitions but will potentially contribute to widening social inequality when young people are not able to get jobs and progressively improve their socio-economic status.

The Government has therefore identified youth employment as one of its top priorities. Improvement in youth employment is being approached from multiple angles, including by ensuring that there is better alignment between education/training programmes and skills required in the labour market. The government has also intensified focus on job creation opportunities for and by young people.

UNICEF, The Ministry of Youth and Rwanda Development Board (RDB) are launching passport to earning (P2E) Rwanda to bridge the skills and employment opportunities gap for youth by providing them with access to interactive and applicable learning material as well as connecting them to professional opportunities. The overall aim of the P2E initiative is to support young people to realize their full potential by providing them with the right, and job-relevant skills and opportunities so they can contribute to creating a better and prosperous nation.

Since the P2E platform is built on the Microsoft Community Training Platform and is not customizable, we opted to design a separate landing page which users can first go through to learn more about the platform, what it offers, to navigate career opportunities, and to get user support.

As a result, UNICEF is seeking to hire the services of a creative designer to design a creative landing page (for www.ingazi.rw) that will serve as the first point of contact between users and the Ingazi. It will enable us to monitor platform performance and continue making improvements by observing metrics such as the frequency of site visits, the most popular features and where users drop off from the page. The most important function of this site will be to serve as an interface for user support allowing users to input any inquiries they have in a textbox and get prompt responses. Another important feature is a hub that guides young people to career-related opportunities such as jobs, internships, mentorship, training programs, and project funding.

N.B.: The designer will not develop content for the website but rather come up with visually appealing ways of presenting the information.

II. Scope of Work

The main task is to do a 360 redesign of the Ingazi web interface to make it more visually appealing for young people. The interface should be easily navigable and not have crowded text or pictures. The new interface should include a combination of videos, graphics, images, transitions, animations, jingles, and other effects for visual enhancement.

The Key Tasks:

a. Design Phase:

- Meet with Ingazi technical team to understand the purpose of the platform, requirements and the Ingazi (P2E Rwanda) brand guidelines.
- Develop wireframes, mockups, and design prototypes adhering to the approved brand guidelines for review and approval.
- Create a visually appealing interface that encapsulates the essence and goals of Ingazi targeting the youth demographic (ages 16-30). The proposed website design should not only be responsive, accessible, and compatible across various devices but also incorporate creative elements appealing to the youth. It should strictly adhere to the brand's visual identity.

b. Development Phase:

- Utilize appropriate technologies for website development, integrating approved design elements that resonate with the target youth audience.
- Implement a content management system (CMS) for effortless content updates and management such as WordPress and Joomla.
- Integrate necessary functionalities such as contact forms, maps, multimedia elements, and interactive features according to the brand's guidelines.
- Ensure compliance with web accessibility standards and data protection regulations while infusing creativity into the user experience.

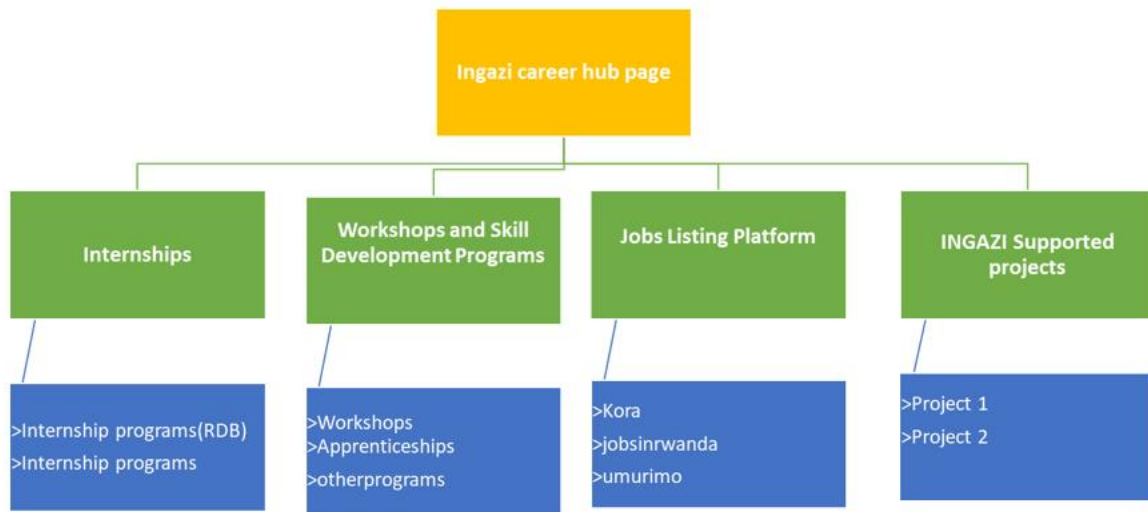
c. Testing and Deployment:

- Conduct thorough testing to identify and rectify technical issues, ensuring optimal performance and a seamless user experience.
- Gather feedback from stakeholders (P2E TEAM) and make all necessary creative adjustments to meet the required standards.

The Key Deliverables:

The main deliverable is a fully renovated, creative, and visually appealing web interface displaying the following pages and features:

- **Home Page (Landing Page):** Introduction to the Ingazi P2E highlighting key features and benefits. Engaging visuals representing the diversity of courses or learners. Highlights of key features such as interactive courses, career support, and testimonials.
 - **About Us:** Detailed information about the vision, mission, objectives, and values of the Ingazi P2E initiative.
 - **Ingazi's Impact:** Statistics or infographics showcasing P2E's impact on youth education and empowerment.
 - **GenU Collaboration:** Details highlighting the collaboration with Generation Unlimited (GenU) and its significance on P2E (content will be provided).
 - **Course Listing:** A catalog showcasing available courses within the Ingazi E-learning platform with options to search and filter.
 - **Course Page:** Detailed information about individual courses, including video introduction, course descriptions, objectives, course provider, and enrollment link to P2E learning platform.
 - **News/Updates page:** Regularly updated content regarding recent developments, news, or updates related to the Ingazi P2E.
 - **Media/Gallery page:** A visual collection showcasing images, videos, or multimedia content related to Ingazi, courses, events, or success stories.
 - **FAQ page:** Frequently Asked Questions addressing common queries related to Ingazi P2E, its courses, and functionalities.
 - **Ingazi career hub page:** the designer is responsible for the look, feel, and structure of the page. Therefore, the designer will create visually appealing ways of presenting the information. Below is a graphic illustrating the key components the designer should incorporate in the hub and a more detailed description.
 - **Ingazi library:** the designer is responsible for designing a library which will serve as a repository of PDF and other formats of books for learners to peruse. The layout should be simple but also appealing to encourage the practice of reading using creative visuals.
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Brief About Career Hub:

- Overview: This will have the introduction highlighting the significance of the Ingazi Career Hub for youth.
- Engaging Content: Use compelling and creative visuals to encourage further exploration.

Link to Registration Form for Career Hub:

- Form Access: Direct link/button guiding users to register for exclusive benefits.
- Benefits Highlight: This section will briefly mention the exclusive benefits upon registration.

Job Opportunities Section:

- Place holder for some text describing Ingazi's Role in Job Access:
- Impact Statement: This part will highlight statistics or success stories reflecting Ingazi's impact on job placements or skill development that leads to employment.

Links to other Opportunities:

a. Internships:

- Description: Details about available internships with partnering organizations.
- Access Link: Direct access guiding users to explore internship opportunities.

b. Workshops and Skill Development Programs:

- Description: Workshop details covering various skills and professional development.
- Access Link: Direct link to workshop schedules or registration forms.

c. Job Platforms:

- Description: Information on partnering job platforms.
- Access Link: Direct link guiding users to job listings.

Additional Considerations:

- **Visual Appeal:** Use engaging visuals such as vibrant graphics or icons to enhance the section's appeal.
- **Clear Call-to-Action (CTA): Prominent** registration link/button encouraging users to take action.
- **Concise Messaging:** Keep descriptions concise and easily understandable for quick comprehension by users.
- **Clear Navigation & Visual Enhancements:** Ensure easily accessible links/buttons and incorporate visuals for a visually appealing layout.
- **Contact Us page:** Information and forms for users to reach out for inquiries, feedback, or support related to Ingazi P2E, social media links and contact information.
- **Terms and Conditions page:** Detailed terms governing the use of the website and participation in Ingazi P2E.
- **Privacy Policy page:** Information outlining how user data on P2E is collected, used, and protected on the website, ensuring compliance with data privacy regulations.
- Include/integrate Multilingual feature on the website
- Integrate accessibility feature on the website to accommodate PLWD
- Integrate Google analytics or any analytical tool to track website access in real time
- Include feedback form/page to gather feedback on users' experience in using the website and Ingazi

III. DELIVERABLES

The multimedia firm will use its expertise and state of the art software and hardware to provide digitization services and produce high quality products according to UNICEF and Ingazi (Passport to Earning Rwanda) partner's needs, including:

Completed and fully edited video recordings for the assigned course(s) in English and Kinyarwanda

- Visual storyboards for each course outlining the scenes, transitions, and key visuals.
- Word-to-word script recordings aligned with the outlined video structure.
- Edited videos with integrated visuals, graphics, animations, and effects.
- Videos with embedded charts, graphs, or multimedia elements from the PDF.
- Subtitles and sign language interpretation integrated for accessibility.
- Videos with subtle branding icons of content providers.
- Digitized courses are to be delivered digitally in full resolution, accompanied by all relevant files, with the timeline for each deliverable negotiated at the project's outset. The agency must obtain team approval for each assigned course, ensuring a systematic and thorough evaluation process before progressing to the next course.
- Prepare a report documenting the digitization experience, lessons learned and recommendations for each course digitized.

IV. QUALIFICANTS AND EXPERIENCE REQUIREMENTS

Professional web design company with a strong portfolio, of experience in:

- Professional Experience: 2 - 5 years of professional experience in web design or a closely related field. Experience should include designing websites and/or web applications, with a portfolio of previous work to demonstrate skills and creativity.
- Proficiency in HTML, CSS, and JavaScript and responsive and adaptive design principles.
- Familiarity with web design tools and software
- Knowledge of user experience (UX) and user interface (UI) design principles.
- Experience with at least one CMS (e.g., WordPress, Joomla, Drupal) including customizing themes and plugins.
- Basic understanding of Search Engine Optimization (SEO) principles and ensuring that web designs are optimized for search engines.
- A comprehensive portfolio showcasing previous web design projects and demonstrating a range of skills.
- Proficiency in English and Kinyarwanda for effective editing.
- Working with non-profits, NGOs, or international organizations. Working experience with UNICEF is an added advantage.
- Familiarity with UNICEF and Government of Rwanda brand guidelines, quality standards, and ethical regulations is an added advantage.

Language requirements

- Fluency in French
- Fluency in English
- Fluency in Kinyarwanda

V. REPORTING

- The firm will work closely with the Ingazi (Passport to Earning Rwanda) technical team and report directly to the Chief of Education at UNICEF Rwanda.
- The firm will attend physical and virtual preparatory meetings with P2E Rwanda technical teams to clarify expectations on the scope of work and the final deliverables.

VI. Payment Schedule

Assignment	Key tasks	Deliverables	Deadline	Payment schedule
Design Phase	Meet Ingazi technical team for alignment on scope of work and expected deliverables. Develop a technical proposal that includes the Interface design and mockup of required product	Ingazi Interface Mockup Design	March 30 th	30%
Development Phase	Develop the first draft visuals for review by the technical team		April 10 th	

	The designer works with the Ingazi team to finetune the proposed visuals as per required standards and submits the revised version for review	Draft design interface /visuals	April 20 th	70%
Testing and Deployment:	Deployment of the interface for testing with selected group of young people The designer applies any final feedback the Ingazi team suggests and prepares the files for integration/deployment. Designer prepares a report documenting the entire exercise, platform infrastructure and guidance on how to manage the interface	Final design and interface successfully deployed. Final report	April 30 th	

1. Evaluation methodology:

Technical proposal

Evaluation of technical proposals will represent 70% weighting. The prospective contractor will be expected to prepare a technical proposal based on the tasks and deliverables described in the ToR. The technical proposal should include:

- i) Proposed interface mock-up indicating creative and innovative way of visualizing the above detailed platform functions.
- ii) Description of experience, reflecting why the contractor's is well suited to fulfil this scope of work.
- iii) Role distribution amongst the consultancy team should be clear, with indication of a team lead and technical team members.
- iv) Approach and methodology with detailed breakdown of ways to approach tasks, proposed features for digitizing interactive courses, with a related timeline aligned to the scope of the consultancy.

Financial proposal

The financial proposal shall include technical fees, travel (if applicable) and any relevant costs expected to be incurred to successfully complete the assignment. The proposal should include a breakdown of quantities, unit prices and totals for every costed items. The financial proposal shall be submitted in a separate file, clearly named "Financial Proposal". No financial information should be contained in the technical proposal as this will lead to proposal cancellation.

The financial proposal will be opened only for those institutions whose technical proposal achieved the minimum technical threshold of 49 points of the obtainable maximum score of 70 points and are determined to be compliant. Non-compliant proposals will not be eligible for further consideration.

The contract shall be awarded to the proposal obtaining the overall highest score after adding the score of the technical proposal and the financial proposal. The contract shall be awarded to the institutional applicant obtaining the highest combined technical and financial scores. Proposals not complying with the terms and conditions contained in this ToR, including the provision of all required information, may result in the Proposal being deemed non-responsive and therefore not considered further.

Evaluation criteria

First, consideration will be given to technical proposals which include a detailed mockup of the Ingazi interface, with innovative and creative visualizations of the above-mentioned platform functions. The considered applicants will be invited for a 30-minute virtual demonstration of their mockup, previous work, and a Q&A, to inform the technical deliberations.

Secondly, the financial proposals of applicants whose technical proposals meet expectations will be assessed, for a consolidated score of the overall proposal. The financial proposal shall be evaluated out of 30%.

Category	Criteria	Marks
Technical criteria	Experience in creating visually appealing and user-friendly websites. Previous projects' quality, diversity, and relevance to the current proposal.	10
	Ingazi website mock-up that shows creativity and innovation and aligns with the Ingazi P2E brand guidelines in terms of color scheme, typography, logo usage, and overall visual consistency.	20
	The intuitiveness and user-friendliness of the website interface, including ease of navigation, accessibility features, and responsiveness across various devices.	15
	The integration of necessary functionalities outlined in the brief, such as contact forms, multimedia elements, interactive features, and CMS efficiency.	15
	Clarity of physical demonstration and presentation	10
Financial criteria	Overall cost of the proposal and clarity of budget	30
	Total	100

2. How to Apply

Qualified candidates are requested to submit their interface mock-up, technical and financial proposals to rwasupply@unicef.org indicating ability, availability, and service rates expressed in RWF to undertake the terms of reference, not later than **March 20th, 2024, COB**

Applications submitted without a fee/ rate will not be considered