

Terms of Reference and Scope of Services

Design and development of a website for Invest Maldives

Introduction

Invest Maldives, seeks the services of a consultant firm to redesign the official website of Invest Maldives with new design enhancements and therefore invites interested eligible parties to submit their proposals as per the information outlined in this TOR. Interested parties must demonstrate that they are qualified to perform the services.

This TOR provides the scope of work, deliverables and the eligibility criteria for the consultancy service. A consultant will be selected based on the evaluation criteria outlined in this document.

Background

Invest Maldives, established under the Ministry of Economic Development, is the lead government agency responsible for investment promotion and facilitation. It offers a one-stop-shop service that takes investors through the complete cycle of investing in the Maldives.

A primary focus of Invest Maldives is to showcase Maldives as an attractive investment destination through up-to-date information on the doing-business climate of the country and economic opportunities available. Towards this end, Invest Maldives intends to capitalize on various international investment promotion forums, carry out a more active role in bi-lateral cooperation with major development partners, as well as engage in direct marketing of projects and opportunities with potential partners.

The current assignment involves complete re-design and re-development of the current Invest Maldives website to a modern, user-friendly, easy to navigate website that delivers a full-fledged customer experience on all aspects of investing in the Maldives.

Scope of Work

With the overall guidance and direction from Invest Maldives, the successful party shall undertake the following key tasks.

1. Planning and Creative Design

- Following the Invest Maldives branding guidelines, design a new look and feel for the new website capturing the different functionalities outlined in this TOR.
- Develop and provide creative input and direction for website layout, design and functionality. In developing the new website, the consultant firm should recommend

design methods to improve user friendliness, process flows, system performance and versatility of the website and share the design view with Invest Maldives.

- Adhere to modern web development frameworks and web design standards.
- Share additional iterations to the website during the design phase as instructed by Invest Maldives.
- The website design should:
 - Be responsive and compatible with mobile view.
 - Be appealing, clean and user friendly.
 - Ensure a consistent visual language on the new website ensuring consistency in fonts, formatting, icons, layout techniques.
- The Consultant will adjust design template and concept based on feedback and comments from Invest Maldives.

2. Developing the website

Development of website as per the design requirements and functionality aspects agreed. All aspects and content of the website shall be managed through a Content Management System (CMS), without code manipulation.

2.1 Functional requirements

- Should include, (but not limited to) features like project, investment opportunities, news, blogs, galleries, resources, download, etc.
- Ability to add new sections / pages to website when necessary
- Ability to add various forms of multimedia in each page (including sub-pages) and should be easily customizable by the admin user.
- Module to receive inquiries by email for clarifications from website visitors (with attachments).
- Date stamp should be available for all postings.
- Ability to publish/unpublish all postings.
- Should allow multiple levels of backend users. An administrator shall have the authority to assign and remove read/write privileges to specific components of the user management system.

2.2 Additional requirements

- Display feeds of Invest Maldives' social media channels
- Fonts should be customizable
- Easy search function for the contents of the website through instant search optimizations (E.g.: using keywords, key file names etc.)
- Ensure that the website is optimized for search engines.

3. Testing and knowledge transfer

- Consultant shall conduct the User acceptance testing of website
- Orient Invest Maldives and authorized staff of the Ministry of Economic Development to use the website
- Develop a user manual and delivering sessions for the support staff and system administrators to perform content upload, system maintenance and administration.
- Handover FULL admin, management and customization rights to Invest Maldives. This includes handover of admin rights to Invest Maldives or the Ministry (multiple admins) enabling authorized staff to change all content and visual elements autonomously.

Deliverables

- Upon approval of design and functionality aspects from Invest Maldives, the Consultant is expected to deliver the website including web sections, graphic design elements, and a fully functional content management system, together with initial content (provided by Invest Maldives) uploaded to the website
- At the time of website handover, the Consultant shall submit to Invest Maldives;
 - A clear and commented source code.
 - User Guides (from online and administrative perspective) with screenshots wireframe, process flows and sitemaps.
 - Configuration documentation and guidelines which clearly state how to manage the website, details on the environment and its configuration are provided.
 - Test site before live launching.

Terms and conditions

- On approval of design template and concept by Invest Maldives, development of website should commence immediately.
- The website shall be responsive, fully developed, functioning and running online without any flaws.
- User acceptance testing shall be carried out in collaboration with the focal point appointed by Invest Maldives and the Ministry of Economic Development after commencement of website development.
- The consultant shall provide iterations as needed by Invest Maldives during the design phase.
- The consultant will provide weekly updates to the Invest Maldives team to identify the progress of the project and discuss any issues / clarifications from either side
- The consultant shall provide bug fixing and UI revision support for a period of 12 (-twelve) months from the time the website is handed over.
- The contract period is from the time the contract is signed till the end of the support period stated in the point noted above

Required proof of experience

In order to successfully carry out the tasks listed above; the Consultant is required to have the following experience:

- Be a reputable firm with proven minimum 4 years of prior experience in designing and developing visually appealing and navigation friendly websites;
- Have a broad knowledge of current web development technologies and design tools in the field with excellent knowledge of recent trends in graphic design and websites including online video publishing.
- Demonstrate proven ability to deliver high quality websites according to specified technical requirements under tight schedules provided along with reference letters, pictures or portfolio of similar previous assignments.

Proposal Evaluation and Criteria

The applicants are required to submit two separate proposals, i.e.; Technical Proposal and Financial Proposal in two separate sealed envelopes.

Evaluation of the proposal will also be carried in two stages.

Stage 1: Technical Proposal Evaluation (70 marks)

Applicants need to achieve minimum 70 out of 100 in order to pass the Technical Evaluation. Proposals achieving a mark below this threshold will immediately be rejected and Stage 2 of the evaluation will not be undertaken for such proposals. 70% weightage will be provided for the final score from Technical evaluation.

Criteria	Mark Allocation
Qualification and experience of team	30
<ul style="list-style-type: none">• Lead Developer – responsible for the overall website development process with extensive experience/qualifications in programming and CMS development (minimum 4 years of experience in website development).	15
<ul style="list-style-type: none">• UI/UX Designer – Prior experience on designing websites and previous projects undertaken	15
<ul style="list-style-type: none">• Scores for this category will be appropriated based on the skill set of team members (as evidenced from the CVs submitted) based on the above expertise areas	

Quality and functionality of previous websites developed:	30
<ul style="list-style-type: none"> • Design aspects of previous websites developed • Functionality aspects of previous websites developed 	15 15
Proposed design outline/sketch for Invest Maldives website (judged based on the submission made with the proposal)	40
<ul style="list-style-type: none"> • Work plan and methodology • Overall design for the website and its alignment with the objectives of Invest Maldives 	20 20
Total	100

Stage 2: Financial Proposal Evaluation (30 marks)

Evaluation of the Financial Proposal will be based on the proposed fee (in MVR, inclusive of GST). The proposed fee should be inclusive of stock photos for the design of website.

In calculating the score under this criterion, the party quoting the lowest collective price will get the maximum marks allocated under this criterion. Marks for the remaining bidders will be distributed on a pro rata basis in descending order.

Therefore, the formula used for the computation of the marks is as follows:

$$\text{Price Marks} = \frac{\text{Lowest proposed total price from bids received} \times (\% \text{ in bid data})}{\text{Particular bidder's proposed total price}}$$

The timeline for the project will be negotiated with the successful party.

Final Score

Final score of applicants will be allocated as follows:

Evaluation	Marks Allocation
Technical Evaluation	70
Financial Evaluation	30

Documents to be submitted

Interested applicants are required to submit the following documents:

- a) CV of team / individuals
- b) A portfolio of previous websites developed with similar functionalities and links to such websites
- c) Reference letters (minimum 5) of similar completed assignments
- d) Sample mock-up design or wireframe (of at least 3 of the main pages including home page) for the Invest Maldives website with proposed functionalities considering the objectives of the website and its targeted audience
- e) A financial proposal to address the work – the proposed fee should indicate the breakdown of all costs, inclusive of ALL considerations.

Duration of services and terms of payment

The payment of the consultancy would not be made as a lump sum figure; it will be based on the deliverables. Accordingly, payments would be made upon completion of the outputs as stated below:

- *Output 1:* Upon approval of design template by Invest Maldives – 15% of contract value.
- *Output 2:* Upon submission of fully tested website – 80% of the contract value, with configuration documentation and guidelines; and handover of full admin rights.
- *Output 3:* Upon completion of service contract for bug fixing and approval by Invest Maldives – 05% of the contract value.

Intellectual Property

The Consultant must agree explicitly that all components of the works submitted are indeed original creations of the developer. Any intellectual property infringement, misuse or plagiarism of another's work in any form or state will result in immediate termination of the contract. Invest Maldives and the Ministry of Economic Development will not bear any responsibility for the Consultant's illegal or inappropriate use of copyrighted material and the Consultant agrees to bear full responsibility for any consequences of such actions.

The website and all related material shall remain the sole property of Invest Maldives under the Ministry of Economic Development.

Application deadline and submission details

Interested parties are requested to submit their proposals with all relevant documents by **1 March 2023** via email to investmaldives@trade.gov.mv or in person to the address as below by 1200 hrs.

Ministry of Economic Development
11th floor, Velaanaage
Male', Maldives
Tel: (+960) 332 3668

It is the responsibility of the firm to ensure that all documents that will be needed for the evaluation are submitted.

The Ministry will retain the discretion to inquire and obtain information from previous clients of the firm to obtain information related to previous projects undertaken.

Additional queries relating to the TOR shall be communicated in written form to the email address above.