



# TERMS OF REFERENCE

UI/UX Designing for MFMC Website

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Issued by:

Maldives Fund Management Corporation Ltd

## Contents

Purpose of the project.....	2
Background .....	2
Project Overview .....	2
Objectives.....	3
Scope of Work .....	3
Methodology:.....	3
Deliverables .....	4
Duration .....	4
Qualifications and requirements: .....	4
Evaluation.....	5

# Terms of Reference

## For redesigning of the MFMC Official Website

### Purpose of the project

Maldives Fund Management Corporation (MFMC) is in search of a skilled contractor to facilitate the redesign of our website. Our aim is to develop a contemporary and visually engaging online platform adhering to responsive web design principles.

### Background

Maldives Fund Management is a 100% state-owned establishment by the presidential decree on 3/20190, with the mandate to pursue capital market solutions for the government's development needs while facilitating private sector development subsequently creating opportunities for the local and foreign investors to benefit from the investments in various sectors in the Maldivian economy.

### Project Overview

Our aim is to modify the structure and design of our website ([www.mfmc.mv](http://www.mfmc.mv)) in order to maintain a more up-to-date and modern design as well as improve our online visibility to reach our marketing requirements by increasing our website traffic.

We are soliciting proposals for a total redesign of the website. Furthermore, we would like to include the development of brand elements which are to be incorporated in the website redesign in order to create a consistent and recognizable brand image of MFMC, across all of our platforms.

The text content, images and some visual elements will be provided by MFMC. However, the web designer must propose a visual model and a presentation of various sections to be approved by the MFMC team in charge of this project.

MFMC team will be in close contact with the selected web designer, in order to ensure that the seamless communication regarding all aspects of the project.

## Objectives

MFMC's website will be a representation of the corporation and its values, therefore, the web developer must adhere to the MFMC brand guidelines and ensure that the design measures up to the standards of MFMC.

## Scope of Work

As the experience and interface design dictates the visual hierarchy and workflow of a website, the designer / party will work in closely with MFMC's marketing team and website development team, to design the visual and experience as per the guidelines provided to adhere to the standards of MFMC.

The services included in the scope of this contract are listed below.

- 1- By using the brand guidelines, conceptualize and design a user interface and user flow for the website for both desktop and mobile layouts, making it effective for the users. The delivered should be scalable and pass WCAG accessibility standards.
- 2- Propose a design and visual system manual, with consideration given to widely accepted foundations within the areas of accessibility, adaptive design, interactions etc. Design must follow principles of widely used standards such as Material, bootstrap or Human Interface Design
- 3- Design and collate a frequently used library of reusable components, and design templates for main sections. For ToR, a minimum of 05 web and mobile UI templates, are required.
- 4- Propose and finalize the site map.
- 5- Make design adjustments as proposed by MFMC.

## Methodology:

MFMC will provide a full explanation of the project and the brand image in mind to assist with visualization.

The agent should provide MFMC with a preliminary user experience design for the website, which will be further improved from the comments from developers and MFMC. The agent should be able to take MFMC's comments and preferences into consideration and customize the designs to meet MFMC's requirements.

Once the comments are finalized, the agency must quickly deliver the requested deliverables including the work files so that MFMC may bring any required changes after the contract period with the agency has surpassed.

## Deliverables

proposed website structure and design elements.

- 6- Design and Visual System manual with Style Guide
- 7- Component Library which includes Action Components, Communication Components, Containment, Navigations, Selections
- 8- Web and mobile templates/interface

**Note:** Please include deliverables in proposal with timeline.

## Duration

The successful party must be available to commence the services in March 2024. This assignment shall be completed within 14 calendar days from the date of signing the agreement.

## Qualifications and requirements:

Interested firms for the consultancy are expected to fulfill the following criteria in terms of the expertise and qualifications:

### 1. Team/individual must demonstrate:

- Experience in UI/UX designing

2. Team/individual have undertaken related or similar projects in the past with successful outcomes

### 3. Competencies of project team

The team/individual shall have key personnel with the following minimum qualifications and experiences:

PERSONNEL	EXPERIENCES
1. UI/UX DESIGNER	Minimum 4 years of experience in UI/UX Design. Completed 2 projects within last 2 years.

*Scores will be appropriated based on the skill set of team members (as evidenced from the CVs submitted) based on the above expertise areas.*

## Evaluation

Criteria, sub-criteria, and point system for the evaluation:

	MINIMUM REQUIREMENT	Max.POINTS					
A	Qualification / Experience	30					
	Competency of the project team. <table border="1" data-bbox="422 645 1114 869" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Key Team Member</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>Lead Designer</td> <td rowspan="2">10</td> </tr> <tr> <td>Diploma in a related field</td> </tr> </tbody> </table>	Key Team Member	Points	Lead Designer	10	Diploma in a related field	10
	Key Team Member	Points					
Lead Designer	10						
Diploma in a related field							
Successfully completed website UI/UX design or related projects with in last 4 years. Each completed project will be awarded 2 points.	20						
B	Financial						
	Proposed price	70					