

## **TERMS OF REFERENCE AND SCOPE OF SERVICES, DESIGN AND DEVELOPMENT OF A WEBSITE FOR FENAKA**

### **1. Background**

Fenaka Corporation Limited emerged as the solution to the challenges faced by the Maldivian islands in providing utility services due to their dispersed nature and decentralized administration. Established in 2012, Fenaka has since become the largest state-owned utility provider in the Maldives, serving over 150 island communities. The journey has been marked by achievements such as ensuring 24/7 electricity supply to all islands and expanding water and sewer facilities. Looking ahead, Fenaka aims to integrate sustainability into all aspects of operations, fostering fair business practices and environmental protection while driving growth and development. Although the company has grown immensely throughout the years, the lack of information provided to public is noticeable hence a primary focus is now given to establish a website that will enhance the service and provide all necessary information to stakeholders.

The current assignment involves complete re-design and re-development of the current website of Fenaka Corporation to a modern, user-friendly, easy to navigate website that delivers a full- fledged customer experience on all aspects of services provided by the company.

### **2. Scope of Work**

With the overall guidance and direction, the following key tasks should be completed and achieved.

#### **Planning and Creative Design**

- In accordance with the branding guidelines, create a fresh visual identity for the upcoming website, incorporating the various functionalities described in this document.
- Contribute creatively to the layout, design, and functionality of the website. Enhance user-friendliness, streamline processes, improve system performance, and enhance the website's adaptability during development.

- Adhere to contemporary web development frameworks and design norms.
- The website's design should:
  1. Be responsive and optimized for mobile viewing.
  2. Possess an attractive, uncluttered, and intuitive interface.
  3. Maintain visual consistency throughout the website, ensuring uniformity in fonts, styling, icons, and layout techniques.

### **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.

### **Functional requirements**

- Should be multilingual.
- Features should include, but not be restricted to:

**Home Page:** Featuring slideshows, banners, images, current events, and updates.

**About Us:** Providing an introduction and background of the corporation.

**What We Do:** Including separate tabs for all services and projects carried out by Fenaka, with easy navigation buttons embedded on the home page.

**Media:** Incorporating news, downloads, advertisements, and playable embedded videos.

**Online Services:** Featuring links for bill payments, Fenaka mobile application, vendor registration, and procurement processes.

**Downloads:** Providing access to reports and publications.

**Careers:** Displaying available job opportunities.

**FAQs:** Addressing frequently asked questions.

**Contact Us:** Offering a messaging portal, contact information, details of the

information officer, and Google Map location.

- The ability to add new sections/pages to the website as needed should be included.
- Each page (including sub-pages) should support various forms of multimedia and be easily customizable by the admin user.
- A module for receiving inquiries via email for clarifications from website visitors, including attachments, is necessary.
- Date stamps should be available for all postings.
- The capability to publish/unpublish all postings should exist.
- The system should allow for multiple levels of backend users, with an administrator empowered to assign and revoke read/write privileges for specific components of the user management system.

#### **Additional requirements**

- Incorporate feeds from Fenaka's social media channels.
- Provide customizable fonts for enhanced aesthetic appeal.
- Implement an easy-to-use search function enabling instant search optimizations, such as keyword and key file name searches.
- Ensure the website is optimized for search engines to enhance its visibility and accessibility.

#### **Hosting Arrangements:**

- The company's ICT team will be responsible for arranging the hosting of the website upon its completion.
- The hosting environment will be set up and managed by the ICT team in collaboration with the developer to ensure optimal performance, security, and reliability.

#### **Testing and knowledge transfer**

- The consultant is responsible for conducting User Acceptance Testing

(UAT) of the website.

- Orient Fenaka Corporation and authorized staff members on how to effectively utilize the website.
- Develop a comprehensive user manual and conduct delivery sessions for support staff and system administrators, enabling them to perform tasks such as content upload, system maintenance, and administration.
- The consultant must transfer FULL admin, management, and customization rights to Fenaka. This involves granting admin rights (including multiple admins) to authorized Fenaka staff, allowing them to autonomously modify all content and visual elements.
- If the developer requests or requires a testing environment, the ICT team will provide a dedicated testing ground for the developer to showcase and test the website.
- The testing environment will be configured to replicate the production environment as closely as possible to ensure accurate testing and validation of all website functionalities.

### Code and Licenses

- Any other code-related or website-related api's/licenses required for the development and deployment of the website must be initially provided by the developer.
- The developer must separately quote and procure any additional licenses or accounts necessary for the project, ensuring that they cover a minimum duration of one year.
- These licenses or accounts may include but are not limited to content management systems (CMS), third-party plugins or integrations, and development tools.

### 3. Deliverables

- Upon approval of the design and functionality aspects, the

Consultant/Developer is required to deliver the website, inclusive of web sections, graphic design elements, and a fully operational content management system. Additionally, initial content provided by Fenaka must be uploaded to the website.

- Upon website handover, the Consultant/Developer must submit:
- Clearly commented source code.
- User guides from both online and administrative perspectives, complete with screenshots, wireframes, process flows, and sitemaps.
- Configuration documentation and guidelines detailing website management procedures, along with specifics regarding the environment and its configuration.
- A test site for evaluation prior to live launching.

## 5. Terms and conditions

- Upon approval of the design template and concept by Fenaka, immediate commencement of website development is expected.
- The website must be fully responsive, developed, functional, and running flawlessly online.
- User acceptance testing will be conducted collaboratively with the appointed focal point from Fenaka after the initiation of website development.
- The consultant will accommodate iterations as required by Fenaka during the design phase.
- Weekly updates will be provided by the consultant to the Fenaka team to track project progress and address any issues or clarifications from either party.
- Bug fixing and UI revision support will be provided by the consultant for a period of 6 (six) months from the handover of the website.
- The contract period extends from the signing of the contract until the end of the support period specified above.

## 6. Required proof of experience

To effectively fulfill the outlined tasks, the Consultant must possess the following experience:

**Reputable Firm:** The Consultant should be a reputable firm with a minimum of 4 years of demonstrable experience in designing and developing visually appealing and navigation-friendly websites.

**Current Web Development Technologies:** A broad understanding of current web development technologies and design tools is essential, along with excellent knowledge of recent trends in graphic design and website development, including online video publishing.

**Proven Track Record:** The Consultant must demonstrate a proven ability to deliver high-quality websites that meet specified technical requirements within tight schedules. This should be supported by reference letters, pictures, or a portfolio showcasing similar previous assignments.

## 7. Proposal Evaluation and Criteria

Applicants must provide two distinct proposals, namely a Technical Proposal and a Financial Proposal, each enclosed within its own sealed envelope. The evaluation of these proposals will be conducted in two stages.

### Stage 1: Technical Proposal Evaluation (70 marks)

To pass the Technical Evaluation, applicants must attain a minimum score of 70 out of 100. Proposals falling below this threshold will be promptly rejected, and Stage 2 of the evaluation will not proceed for such proposals. The final score from the Technical Evaluation will carry a weightage of 70% in the overall assessment.

Criteria	Mark Allocation
<p><b>Team Qualifications and Experience:</b></p> <ul style="list-style-type: none"> <li>Lead Developer: Primarily tasked with overseeing website development, possessing substantial expertise and qualifications in programming and CMS development (with a minimum of 4 years of experience in website development).</li> <li>UI/UX Designer: Prior experience in website design and a track record of previous projects.</li> <li>Scores for this section will be assigned based on the skill set of team members, as demonstrated in the submitted CVs, focusing on the specified areas of expertise mentioned above.</li> </ul>	<p>30</p> <p>15</p> <p>15</p>
<p><b>Quality and Functionality of Past Website Developments:</b></p> <ul style="list-style-type: none"> <li>Design Elements of Prior Website Projects</li> <li>Functional Features of Prior Website Projects</li> </ul>	<p>30</p> <p>15</p> <p>15</p>
<p><b>Proposed design outline/sketch for Fenaka website (evaluated based on the submission made with the proposal)</b></p> <ul style="list-style-type: none"> <li>Project schedule and methodology</li> <li>Overall design for the website and its alignment with the objectives set by Fenaka Corporation</li> </ul> <p><b>Total</b></p>	<p>40</p> <p>20</p> <p>20</p> <p><b>100</b></p>

## Stage 2: Financial Proposal Evaluation (30 marks)

Assessment of the Financial Proposal will rely on the proposed fee (in MVR, inclusive of GST), which should encompass the cost of stock photos for website design. The lowest proposed fee will receive the highest score. The project timeline will be determined through negotiation with the selected contractor.

## Final Score

Evaluation	Marks Allocation
Technical Evaluation	70
Financial Evaluation	30

## 8. Documents to be submitted (Qualification Criteria)

Prospective applicants must provide the following documentation:

1. Fenaka Corporation Ltd. shall confirm that the following legal documents and information have been provided in the Bid. If any of these documents or information is missing, Fenaka Corporation Ltd. reserves the right to reject the offer.
2. CVs for the team or individuals involved.
3. A portfolio showcasing previous website projects with comparable functionalities, including links to these websites.
4. Reference letters (minimum of 5) from completed assignments of a similar nature.
5. Sample mock-up designs or wireframes for at least 3 main pages (including the home page) of the Invest Maldives website, illustrating proposed functionalities in line with the website's objectives and target audience.
6. A financial proposal outlining the breakdown of all costs, inclusive of all considerations, to address the project's requirements.
7. Company Registration Certificate
8. GST Registration Certificate
9. SME Registration Certificate
10. Company Profile
11. Bid Security / Bid bond (As per Tender announcement on gazette)
12. One (1) compact disc with original bid document scanned and written.
13. The Bidder shall submit two (2) sets of the bid document (1 original and 1 copy), enclosed separately in two envelopes, and sealed with company stamp.
14. All pages of the bid document shall be stamped and bound properly (excluding the bid security)



15. The bid document shall be sealed properly in an envelope clearly marked ‘ORIGINAL’ or ‘COPY’, with the name of the company and the tender reference number (FNK-I/IUL/2024/093)

16. Contact Details

**Note: Bids lacking the documents mentioned in Qualification criteria can *Compromise the Bid*.**

The bid document must meet minimum criteria and include all required documents; otherwise, it will be rejected. Bidders should submit supporting documents with their proposals, using reference numbers provided.

Vendors must quote prices for all items as specified; partial offers will be rejected. Failure to provide specified services or products will lead to bid rejection by Fenaka Corporation Ltd.

Bidders must clearly state the total cost during bid opening, failure results in disqualification. Vendors can submit a maximum of two bids, clearly stating the total price for each option, or face disqualification.

In bid evaluation, if there's a discrepancy between unit and total price, unit price prevails; vendor dispute may lead to bid rejection.

## 17. Duration of services and terms of payment

Consultancy payments will not be issued as a single lump sum; rather, they will be contingent upon the completion of specific deliverables. Accordingly, payments will be disbursed upon the completion of the following milestones:

**Deliverable 1:** Upon Fenaka's approval of the design template, 15% of the contract value will be paid.

**Deliverable 2:** Upon the submission of a fully tested website, along with configuration documentation, guidelines, and the transfer of full admin rights, 80% of the contract value will be disbursed.

**Deliverable 3:** Upon the fulfillment of the service contract for bug fixing and approval by Fenaka, 5% of the contract value will be paid.

## **18. Intellectual Property**

The Consultant must explicitly confirm that all submitted work components are original creations of the developer. Any form of intellectual property infringement, misuse, or plagiarism of others' work will lead to immediate termination of the contract. Fenaka Corporation will not be liable for any illegal or improper use of copyrighted material by the Consultant, who agrees to bear full responsibility for any resulting consequences. The website and all associated materials shall remain the exclusive property of Fenaka Corporation.

## **19. Application deadline and submission details**

Interested parties are requested to submit their proposals with all relevant documents by 12<sup>th</sup> May 2024, 1000hrs.

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

All inquiries relating to the TOR shall be communicated in written form to the email address above.

***Note: Bidders that arrive after the bid submission deadline shall not be able to participate in the bid. Bidders that do not register for the tender are unable to participate in the bid opening.***