

DESIGN AND DEVELOPMENT OF THE MALDIVIAN MOBILE APPLICATION

Request for Proposal

22 October 2026

Tender no.:	L4-BID NO 061-2026
EOI Registration date	Before 27 October 2026, 14:00hrs (GMT+5) Via email: procurement.admin@iasl.aero Copied to: mohamed.ziyau@iasl.aero , mohamed.shace@iasl.aero and azka4513@iasl.aero
Information session details	29 October 2026, 14:00hrs (GMT+5) Online via Teams
Proposal Submission Date	12 November 2026, 23:59Hrs (GMT+5) Via email to proc.proposals@iasl.aero only, Email Title: Design and development of the Maldivian mobile application L4-BID NO 061-2026

Island Aviation Services Ltd. is seeking bids for the items specified in this document. Interested bidders are invited to submit their proposals for the supply of the items as instructed in this document. Please ensure that all submissions comply with the instructions. Failure to comply with the instructions may result in disqualification of the bid.

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1. Background

Island Aviation Services Ltd (IASL) is a hundred percent government owned limited liability company established by a presidential decree on 13th of April 2000. The company was initially established as an airline catering for the ever-growing demand for a domestic transport network. During a span of more than twenty-one years, the company has managed to become an established business operating an international airline all while providing a variety of services within the aviation industry.

IASL is the owner and operator of the National Airline of the Maldives, Maldivian, and is a hundred percent government owned limited liability company. The company operates its flights out of its primary hub in Velana International Airport (IATA: MLE; ICAO: VRMM).

IASL's core businesses include.

- Airline Services
- Airport Lounge Services
- Airport Management & Operations
- Engineering & Maintenance Services
- Cargo Services
- Maldivian Holidays
- Maldivian Seaplane Services

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2. Information to Bidders (ITB)

2.1. BID Data

Description	Details
RFP Title	Design and development of the Maldivian mobile application
Bid Number	L4-BID NO 061-2026
Issuing Entity	Island Aviation Services Ltd (IASL), M. Dar Al-Eiman Building, Majeedhee Magu, Male' 20345, Republic of Maldives
EOI Registration Deadline	27 October 2026, 14:00 Hrs (GMT +5) Via email: procurement.admin@iasl.aero CC: mohamed.ziyau@iasl.aero , mohamed.shaeec@iasl.aero and azka4513@iasl.aero
Contact for Clarifications	Primary: procurement.admin@iasl.aero CC: mohamed.ziyau@iasl.aero , mohamed.shaeec@iasl.aero and azka4513@iasl.aero
Information Session	29 October 2026, 14:00Hrs Online via Microsoft Teams Attendance for this session is mandatory
Proposal Submission	12 November 2026, 23:59Hrs (GMT+5) Via email to proc.proposals@iasl.aero only
Proposal Validity Period	Minimum of 90 calendar days from submission deadline
Evaluation Criteria	- Technical: 80% - Financial: 20%
Currency for Financial Proposal	Maldivian Rufiyaa (MVR) inclusive of all applicable taxes
Mandatory Documents	- Cover letter - Company Profile - Certificate of Incorporation/Registration - Tax registration certificate and Tax clearance certificate (GST, WT, or other applicable tax registrations, along with a valid Tax clearance certificate) - Audited financial statements (Optional) - Relevant experience letters - Design proposal - Technical proposal and Cross-Match Sheet (Annex A) - Presentation - Project cost and payment terms (Form B) - Completed Bid Forms A–G
Appeals & Complaints	Must be submitted in writing within 5 days of bid opening or award notification.
Additional Notes	- Only one bid per proponent - Late submissions will be disqualified - All communications must be in writing and via email - Bidders must not contact IASL staff outside official channels
Payment Terms	Currency: Maldivian Rufiyaa (MVR) Tax Inclusion: Prices inclusive of all applicable taxes Payment Schedule: Implementation paid against milestones (Clause 9.4); support and maintenance paid quarterly in arrears, with 30 days credit period upon receiving the invoice. Invoice Submission: With deliverable acceptance confirmation Payment Timeline: Within 30 working days of valid invoice Bank Details: To be provided by successful bidder

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	Retention Clause: Final payment subject to deliverable verification
Clarification deadline	05 November 2026, 14:00Hrs (GMT+5)

2.2. Schedule of Events

Event	Time	Date
IASL issues RFP	-	22 October 2026
EOI (Expression of Interest) Deadline	14:00	27 October 2026
Information Session	14:00	29 October 2026
Deadline for submission of Proposals	23:59	12 November 2026
Presentation	TBA	16 to 18 November 2026
Estimated Proposal evaluation completion time and IASL notify the winning bidder.	-	25 November 2026

3. Services required

Island Aviation Services Ltd. (IASL) invites interested parties to submit their proposal for the design, development, integration, app store publishing and support of a new Maldivian mobile application for iOS and Android, replacing the current Maldivian app. The app must be live by February 2027. The Maldivian website, including the headless CMS that provides the app's content, is procured separately under its own RFP; bidders may bid for both, priced separately. The Maldivian CRM (including Microsoft External ID customer sign-in and profiles, push notifications and in-app messages, the AI chatbot, and customer service, feedback, complaints and refund forms) is procured under a separate CRM RFP. Under this RFP the App Provider builds the app and integrates it with the CRM; it does not build, configure or license the CRM.

4. Eligible Bidders

- 4.1 This bid is open for local and international mobile application development companies and digital agencies.
- 4.2 This bid is open for registered bidders who have declared their interest to participate in the bid via email through an EOI (Expression of Interest)
- 4.3 The bidder shall be a registered business entity, or government owned entity, sole-proprietor or freelancer or any combination of them in the form of a joint venture, under an existing agreement, or with the intent to constitute a legally enforceable joint venture. All partners shall be jointly and severally liable for the execution of the Contract in accordance with the Contract terms.
- 4.4 Bidder shall be an interested party that has registered through an Expression of Interest (EOI) by email in the stipulated time period (a "Registered Party").
- 4.5 International Bidders must provide Tax Clearance certificates along with proposals.

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- 4.6 The bidder shall be eligible under the laws and regulations of the Republic of Maldives and as such shall be operating under commercial law.
- 4.7 The bidder shall have the financial and legal capacity to enter a contract and as such, shall be legally and financially autonomous; and shall not be a dependent entity of IASL.
- 4.8 The bidder shall have the expertise and resources to carry out the work required.
- 4.9 A bidder shall not be insolvent, in receivership, bankrupt or being wound up; its affairs not being administered by a court or a judicial officer for debt / tax obligation or any criminal offence for the past five (5) years, its business activities not being suspended and not the subject of legal proceedings for any of the foregoing.

5. Guideline for Proposal Submission

- **Compliance Statement**

- Bidder shall state that the offer is made in accordance with the Request for proposal and sign and submit the Form A (Bid Application Form)
- Bidders who offer additional or alternative conditions shall clearly state those in their proposals.

- **Evaluation of Proposals**

Points will be given to proposals as outlined in *Clause 8. Evaluation criteria*. All the proposals will be ranked in descending order based upon total score and the party who scores highest points will be awarded the contract.

- **Language of Proposal**

The proposal documents must be in written in English.

- **Clarifications about RFP**

Prospective bidders requiring any clarification on the Request for Proposal may notify IASL in writing to the addresses mentioned below. All questions and responses will be copied to all parties. (Bidder will not be identified).

Email: procurement.admin@iasl.aero

Copied to: mohamed.ziyau@iasl.aero , mohamed.shae@iasl.aero and azka4513@iasl.aero

- **Proposal Validity**

All Proposals shall be valid for a minimum period of **90 days** from the due date of submission for Proposals.

- **Appeals and Complaints**

- Regarding conduct of an application
 - Applicants are to file appeals and complaints regarding conduct of an application, in writing, within 5 (Five) days of opening of an application.
- Regarding outcome of an application (an award or decision to award)
 - Applicants are allowed to file appeals and complaints regarding outcome of an application (an award or decision to award), in writing within 5 (Five) days of receiving the award or rejection letter from IASL.

- **Communications**

Except as provided in the preceding section relating to questions about this RFP, Bidders shall not contact any officers, employees, or team members of Client with respect to this RFP. Any oral communication with an employee concerning this RFP is not binding on Client and shall in no way alter a specification, term or condition of this RFP or any contract documents.

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6. General Terms and Conditions

- a) Island Aviation Services Ltd reserves the right to reject a bid in the following circumstances:
 - i. If less than two total bids have been received, IASL reserves the right to continue or reject the evaluation or request for a resubmission.
 - ii. IASL shall evaluate the responsiveness of the bidder based on *Clause 7. Bid Proposal*.
 - iii. If any of the mandatory documents set out in *Clause 7. Bid Proposal* are not submitted, IASL has the right to reject the bid or request for a resubmission.
- b) Bidders shall be evaluated in accordance with the Party's demonstrated capacity, experience and expertise. The awarding criteria and weightage will be mentioned in *Clause 8. Evaluation criteria*.
- c) Bidders shall bear all costs associated with the preparation and submission of the bids and IASL will not in any case be responsible and liable for the costs incurred.
- d) All information given in writing to or verbally shared with the Bidders in connection with this Request for Proposal is to be treated as strictly confidential. The Bidders shall not share or invoke such information to any third party without the prior written approval of IASL. This obligation shall continue after the procurement process has been completed whether the Bidder is successful or not.
- e) All materials submitted in response to the Request for proposal shall become the property of IASL. Bids and supporting materials will not be returned to the Bidder.
- f) All information provided will be subjected to verification by IASL. Submission of incomplete or unsigned forms may result in rejection of the proposal as non-responsive.
- g) IASL will only accept one bid document from every proponent.
- h) To assist in the evaluation and comparison of bids, IASL may, at its discretion, request any bidder for clarification of their proposal. This will be clarified in writing, but no change in substance or price of the bidder will be sought.
- i) IASL will evaluate and compare only those bids determined to be responsive in accordance with requirements specified in the bid document.
- j) IASL will award the contract in writing to the bidder who scores the highest marks in compliance with the evaluation criteria.
- k) Upon furnishing by the successful bid, IASL will promptly notify the other bidders through telephone or email that their bids have been unsuccessful.
- l) Any change to the contents of RFP will be clearly briefed during the information session.
- m) At any time prior to the deadline for submission of Proposals, IASL may amend the RFP documents by issuing an addendum.
- n) Prospective respondents shall be given reasonable time as IASL deems reasonable to take an addendum into account in preparing their proposals by extending the deadline for submission of Proposal.

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7. Bid Proposal (General Compliance and Mandatory Documents)

The responsiveness of the bid to the RFP will be based on how well bidders meet the requirements outlined in this section. Bids which do not meet the mandatory requirements will not be considered for further evaluation.

7.1. General Compliance

Prior to detailed evaluation of the bid, IASL will examine the bid to determine whether it is generally compliant by considering the following below. If a bid is determined to be not meeting any of the following or missing any mandatory documents stated below or is generally non-compliant or is incomplete, the bid will be rejected as generally non-responsive, and will not be considered for further evaluation:

- Bid is properly signed/initialed/stamped as appropriate with due authorizations in accordance with the RFP Document.
- Is responsive to the eligibility criteria (ITB).
- Mandatory functions stipulated in the Cross-Match Sheet (Annex A) are met in one of the two forms stated below:
 - Functions that are available out of the box (as default functions)
 - Functions provided through customisation

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7.2. Mandatory Documents

No.	Item	Description	Requirement Level
1	Cover Letter	The cover letter for the bid must be signed by an authorized person who has the authority to bind the Bidder to a Contract.	Mandatory
2	Certificate of Incorporation/Registration	Certified copy of the company / SP (Sole Proprietor) incorporation or registration document.	Mandatory
3	Company Profile	The profile of the Company should include the following. - The organizational capacity and structure: - Proposed project team (minimum: a dedicated project manager with at least 3 years' experience, UX/UI designer, iOS and Android (or cross-platform) developers, QA tester and integration specialist), with CVs and a commitment that the named key staff will be available for the project - Number of years in operation (minimum 4 years in operation) - Location of office(s) - Services offered directly by company personnel, and any services to be subcontracted - List of the current client list	Mandatory
4	Tax clearance certificate	Tax registration certificate and Tax clearance certificate (GST, WT, or other applicable tax registrations, along with a valid Tax clearance certificate)	Mandatory
5	Project cost and payment terms	- A fixed lump sum price for the implementation, broken down as per Form B (Price Schedule), plus annual prices for support and maintenance for two years and any third-party services, quoted in Maldivian Rufiyaa (MVR) inclusive of all taxes. - Bid must remain valid for a period of 90 days after the date of Proposal Submission. - The implementation price must cover all work in the Scope of Work (Clause 9), including all travel, accommodation and out-of-pocket costs. IASL will not be liable to make any additional payments for services within the scope of work other than the prices quoted in Form B.	
6	Financial capacity and relevant experience	Provide audited financial statements of 2024 and 2025 to indicate financial strength of the company to execute a project of this nature. If audited financial statements are not provided as	Optional. However, Bidders who fail to provide audited

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		per this requirement, the bidder will not be awarded points for this category. - Summary of audited financial statements (Report of independent auditors' opinion) - Audited balance sheets, Income Statements, Cash flow statements	financials will not be provided any marks under this category
7	Relevant experience of Company / Firm	- Up to five similar mobile app projects completed in the last 3 years (preferably airline, travel, hospitality or e-commerce apps, and integration with airline booking systems such as Amadeus), each live on the Apple App Store and Google Play, with store links and a letter of completion from the client confirming the scope and value of the project. - IASL will evaluate each project individually by reviewing the live app: design quality, ease of booking or purchase, performance, store ratings, accessibility and complexity of integrations (see Clause 8). IASL may also contact the clients of these projects directly to check references. - A project without a live store link or a client letter of completion will not be scored. If the value is not stated in the client letter, it may be supported by the Letter of Award or the contract.	Mandatory
8	Design proposal	- High-fidelity design visuals (not wireframes) for the following app screens, for iOS or Android, based on the Maldivian brand and the app structure diagram in Appendix A: (1) Home screen with the next trip card, in light and dark mode; (2) Flight search screen; (3) My Trips with the boarding pass; (4) Either the notification inbox or the inflight magazine reader. - A clickable prototype link (for example Figma) is preferred. The designs are used for technical evaluation only and will not be used by IASL unless the bidder is awarded the contract.	Mandatory
9	Technical proposal and Cross-Match Sheet	A technical proposal describing the proposed solution, architecture, technology (native or cross-platform), integrations, project plan and team, and how the bidder will work with the Website Provider, the CRM provider and the booking engine middleware team.	Mandatory

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		The completed Cross-Match Sheet (Annex A, Excel), giving a response code and, where needed, an explanation and enhancement cost for every requirement. Every Mandatory requirement must be met out of the box or through customisation (Clause 7.1). List any Highly Desirable requirement proposed for Phase 2, with the reason.	
10	Presentation	- Shortlisted bidders will be required to deliver a 20-minute presentation followed by a 20-minute Q&A session. The presentation must cover: - Overview of the company's experience in mobile app design and development, preferably for airlines, travel or e-commerce. - Case studies of past apps (live in the stores), showing results such as ratings, downloads, retention and conversion. - Walkthrough of the design proposal submitted. - Proposed solution and technology (native or cross-platform, integration approach for the booking engine middleware and Amadeus Refx, the content API and the CRM (sign-in, push notifications, chatbot)). - A live demonstration, on a phone, of an app the bidder has built and published (not slides), showing booking or purchase, sign-in and push notifications. - Project plan, team and approach to meeting the February 2027 launch.	Mandatory for shortlisted bidders
11	Bid Forms (From A-G)	Bid Forms, signed by duly authorized personnel	Mandatory

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8. Evaluation Criteria

IASL intends to apply the following criteria for the selection of proposals. Proposals will be assessed based on the scores obtained for said criteria at the percentages given, with the highest total scoring party being the winner.

8.1. Technical Scoring (80%)

For the technically compliant RFPs, a technical score will be given for the quality of materials provided. Each criterion below is scored out of the points shown (total 100 points), and the total is converted to the 80% technical weight. Only bids scoring at least 60 of the 100 technical points will proceed to financial evaluation.

Technical Scoring (80%)		
Criteria	Weight	Details
Design proposal	35 points	Quality of the submitted app screen designs: modern and premium look, ease of use, clear booking journey, use of the Maldivian brand, light and dark mode versions, and accessibility. Scored by the evaluation panel: Excellent 30 to 35, Good 22 to 29, Fair 12 to 21, Poor 0 to 11.
Relevant experience	35 points	Up to five similar mobile app projects completed in the last 3 years, each live in the app stores with a client letter of completion (Clause 7, item 7). The evaluation panel reviews each live app individually: design quality, ease of booking or purchase, performance, store ratings, accessibility and complexity of integrations, with extra credit for airline or Amadeus work. IASL may contact these clients directly to check references. Score basis: each project is scored out of 7 (Excellent 6 to 7, Good 4 to 5, Fair 2 to 3, Poor 0 to 1). The five project scores are added together, to a maximum of 35. A project without a live app or a client letter scores 0.
Presentation	15 points	Evaluated based on the 20-minute presentation and 20-minute Q&A session: understanding of Maldivian's needs, quality of case studies, design walkthrough, the live app demonstration, how the solution meets the requirements in the Cross-Match Sheet, and confidence in the solution. Scored by the evaluation panel: Excellent 13 to 15, Good 9 to 12, Fair 5 to 8, Poor 0 to 4.
Project team and delivery plan	15 points	Experience and size of the proposed team (including content creation: copywriting, photography and video) Supporting documents required: - Proposed team structure - CV's and portfolios of previous work A realistic, detailed plan to launch within 90 days of contract signing, working alongside the App Provider, the CRM provider and the booking engine middleware team. Scored by the evaluation panel: Excellent 13 to 15, Good 9 to 12, Fair 5 to 8, Poor 0 to 4.
Total technical points	100 points	Technical Score = (Total technical points / 100) × 80

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8.2. Financial Scoring (20%)

A financial score will be given for each category stated below. The total score for the Financial Evaluation for each bidder shall be the sum of the category scores.

Financial Scoring (20%)		
Criteria	Weight	Details
Price	20%	- Total evaluated price in Form B: implementation plus two years of support and maintenance and any third-party services (optional items are not included). - Formula: The bid proposing the lowest total evaluated price will receive a maximum score of twenty (20), and points will be allocated to other RFPs according to the below formula. $[(\text{Lowest total evaluated price among the RFPs considered for financial evaluation} / \text{Total evaluated price of the bid under consideration}) \times 20]$

8.3. Combined Scoring (100%)

For each bidder, the score received for the Technical Evaluation and the Financial Evaluation shall be added together to get the Combined Score using the respective formulas as stated below to determine the highest scored bidder for the respective service.

#	Formula	Score
Combined Score	(Technical Score calculated using the formula) + (Financial Score calculated using the formula)	Max 100

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9. EMPLOYER REQUIREMENTS

IASL requires a new, modern and easy to use Maldivian mobile app that is the passenger's travel companion: booking, My Trips, boarding passes, live alerts, magazine and help in one place. The detailed scope of work and requirements are set out in Clause 9.5 below. Every requirement is also listed, with its priority, in the Cross-Match Sheet (Annex A), which bidders must complete.

Objective: To design, build, integrate, publish by February 2027 and support the new Maldivian mobile app for iOS and Android, using content from the headless CMS delivered by the Website Provider and integrating with the CRM procured under a separate RFP.

9.1 Key Responsibilities:

1. Discovery, user experience and design
 - a. Carry out discovery and user research, and define app structure, journeys and user flows.
 - b. Create the Maldivian app design, based on the Maldivian brand guidelines and adapted to iOS and Android conventions. The website and the Amadeus Refx booking screens are designed by others and are not part of this RFP.
 - c. Deliver a modern, premium and easy to use design, with high-fidelity designs and prototypes for iOS and Android, in light and dark mode, for IASL approval.
2. App development
 - a. Build the iOS and Android app as set out in Clause 9.5: Home, Book, My Trips, Explore and Account.
 - b. Offline boarding passes and trip details, Apple Wallet and Google Wallet passes, deep links and home screen features.
 - c. Inflight magazine and publications reader, news, offers and destination content from the CMS, and advertising slots managed from the advertising manager.
 - d. The app's crisis dark site mode, triggered by the central switch.
 - e. Launch in English, ready for further languages (for example Chinese) added later through the CMS.
3. Booking and integrations
 - a. Build native flight search and integrate it with the booking engine flow redirect middleware: retrieve airports and city pairs, and hand over to the Amadeus Refx booking, manage booking and check-in flows through the middleware, and integrate with Amadeus services for boarding passes, flight status and schedules.
 - b. Integrate with the headless CMS content delivery API built by the Website Provider (content, FAQs, contact information, offers, alerts, ads and dark site status), and with analytics, wallet passes and the other systems listed in Clause 9.5 (Section 13).
 - c. Build the sign-in, registration and My Account screens and integrate them with Microsoft External ID (CIAM) and the CRM, provided under the separate CRM RFP, and embed the AI chatbot and customer service forms provided by the CRM.
4. Push notifications
 - a. Set up push notifications in the app and integrate them with the CRM, which sends all trip alerts and marketing campaigns and provides the console under the separate CRM RFP. Build the notification inbox, notification settings and the display of in-app messages.
5. Working with the Website and CRM providers
 - a. Agree the content delivery API specification with the Website Provider and IASL by 18 December 2026, and integrate with the content API on staging from 15 January 2027. Agree the CRM integration (sign-in, profile, push notifications, chatbot and forms) with the CRM provider and IASL.
 - b. Attend weekly joint integration meetings and take part in joint testing and the crisis dark site rehearsal.
6. Quality, security and launch

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- a. Meet WCAG 2.2 Level AA accessibility, the security and data protection requirements, and the performance targets in Clause 9.5.
 - b. Carry out full testing on real devices, beta testing, an independent penetration test and user acceptance testing.
 - c. Publish the app under IASL's Apple and Google accounts, migrate existing app users, and be live in the stores by 28 February 2027.
7. Training, handover and support
 - a. Train IASL users on the app features and admin tools, and hand over documentation, source code, signing keys and all accounts to IASL.
 - b. Provide a three-month warranty after launch and two years of support and maintenance, including updates for each new iOS and Android release, with the service levels in Clause 9.5 (Section 20).
8. Project management and reporting
 - a. Assign a dedicated project manager, work in short sprints with demonstrations to IASL, and provide weekly status reports and fortnightly steering meetings.
 - b. Maintain a risk and issue register, and follow IASL's change control for any change to scope, cost or timeline.

The full requirements are set out below, and every requirement is listed with its priority in the Cross-Match Sheet (Annex A).

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9.2 Detailed Scope of Work and Requirements

This clause sets out the detailed scope of work and requirements for the mobile app. Every requirement is also listed, with its priority, in the Cross-Match Sheet (Annex A), which bidders must complete using the requirement identifiers.

Bidders must respond to every requirement in the Cross-Match Sheet (Annex A, a separate Excel file), using the requirement identifiers (for example BKG-04) and the response codes given in the sheet.

Priorities: Mandatory requirements must be met at launch, either out of the box or through customisation; a bid that cannot meet a Mandatory requirement is non-responsive (Clause 7.1). Highly Desirable requirements are expected at launch and priced in the base offer; a bid that cannot meet one is not rejected, but must state how and when it will be delivered. Desirable requirements should be proposed and priced, and IASL may include them. Future requirements are not built at launch, but the solution must support them later without rework.

1. Background and Objectives

1.1 Current situation

- **Current website:** www.maldivian.aero combines airline content (booking, baggage, fleet, destinations) with corporate IASL content (management, investment, tenders, careers, engineering, aviation academy, governance). Navigation is organised around the company rather than the passenger journey.
- **Current booking:** flight search, booking, manage booking and online check-in are delivered through Amadeus. Booking is also offered through Viber and WhatsApp channels.
- **Current app:** a Maldivian app is available on the Apple App Store and Google Play. It will be replaced by the new application, and existing users must be migrated with minimal disruption.
- **Amadeus Refx upgrade:** IASL is separately upgrading its Amadeus booking experience to Amadeus Reference Experience (Refx). The Refx project is not part of this SOW, but the new mobile app must be integrated with it (see Sections 2.1 and 6).

1.2 Objectives

- Put booking at the centre: make it faster and easier to search, book and pay for a Maldivian flight than through any third party.
- Increase direct digital sales and ancillary revenue (seats, baggage, lounge, upgrades, Maldivian Journey+ products) and create new advertising and partner campaign revenue.
- Deliver a modern, premium, mobile-first experience that reflects the Maldivian brand, with light and dark modes, while staying simple and easy to use for every passenger, including those with disabilities.
- Serve international customers well, launching in English, with the CMS ready for IASL to add further languages (for example Chinese) later without new development.
- Make the app the passenger's travel companion on the day of travel: boarding pass, live flight alerts, offline trip details and help in one place.
- Be ready for a crisis: be able to switch the website and app to a dark site within minutes, giving the public, families and media one central, trusted source of information.
- Build a first-party customer data foundation (accounts, consent, preferences, behaviour) that supports personalisation, CRM and a future loyalty programme.
- Give the IASL marketing team full control of content, offers, campaigns, push notifications without developer involvement.
- Create a scalable, secure platform that can grow with future products and channels.

1.3 Guiding principles

Principle	What it means for the Provider
Passenger first	Organise the app around what a passenger needs next: book, my trips, day-of-travel and help.
Ready for more languages	Launch in English only. Every screen and content type must be built so IASL can add languages (for example Simplified Chinese) later through the CMS, without new development.

Principle	What it means for the Provider
Day of travel first	The boarding pass, flight status and alerts must be reachable in one tap and work offline.
Book first	Search and book must be reachable from the app home screen in one tap.
Consistent content	The website and app use the same content from the headless CMS and the same customer sign-in from the CRM, so information is consistent across channels, even though each is designed and built by a different provider.
Modern and easy	A contemporary, premium look and feel (bold imagery, clean typography, light and dark modes, subtle motion) that never gets in the way of usability.
Simple and clear	Plain English, short screens, clear calls to action, no dead ends.
Data ready	Collect, store and use customer data lawfully and with consent, in a way that IASL owns and can build on.
Built to grow	Modular, documented, API-driven architecture so new features, languages and products can be added without a rebuild.
IASL ownership	IASL owns the code, designs, data, accounts and app store listings.

2. Working with Other Providers

The website (including the headless CMS), the CRM, the booking engine flow redirect middleware and Amadeus Refx are delivered by other providers under separate contracts. The Provider integrates the app with them and works with those providers as set out below.

2.1 Responsibilities with the Amadeus Refx programme

Activity	Provider	IASL
Search screen in the app (native)	Responsible	Accountable
Hand-off from the app's search to the booking, manage booking and check-in flows through the redirect middleware	Responsible	IASL team to provide API
Boarding passes and wallet passes	Responsible	Accountable
End-to-end testing from search to payment and check-in on the mobile app	Responsible	Accountable
Analytics and tracking across the mobile app and Refx	Responsible	Accountable

2.2 Working with the Website Provider

The website and app are built by two different providers in parallel. Each provider creates its own designs; the website design is not shared with or applied to the app. The split of responsibilities below covers only the shared content and technical items. IASL acts as the integrator and decision-maker between the two providers. The same table appears in both Scopes of Work.

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Shared item	Website Provider	App Provider
CMS and content API (pages, offers, destinations, news, magazine, FAQs, alerts, resort-to-airport data, app content)	Builds the CMS and a documented content API, available on staging by 15 January 2027	Consumes the API; defines app content needs during discovery
Advertising manager	Builds the manager; ad and campaign content available through the content API	Renders app ad slots from the API and reports impressions and clicks back
Crisis dark site switch	Builds the switch; dark site status published through the content API	Builds the app crisis mode and reacts to the signal within the target time
Analytics	Leads the shared measurement plan	Implements the plan in the app with the same event names
Deep links and app promotion	Hosts the app association files on maldivian.aero and the smart app banner	Builds universal links / app links and in-app routing
Booking flow (Amadeus Refx)	Integrates through the booking engine middleware, for the website	Integrates through the booking engine middleware, for the app
Joint testing	Takes part in joint end-to-end tests and dark site rehearsal	Takes part in joint end-to-end tests and dark site rehearsal

- The content delivery API specification must be agreed by both providers and IASL by 18 December 2026. Until the live API is ready, the App Provider works against a mock service built from this specification.
- A joint integration meeting is held every week from kick-off to launch, with a shared issue log owned by IASL.
- Neither provider may change the content API without notice and agreement through IASL's change control.
- If one provider's delay affects the other, it must be raised within two business days.

2.3 Working with the CRM provider

The CRM is procured under a separate CRM RFP and built by a different provider. The App Provider builds the app screens and integrates them with the CRM services below; it does not build, configure or license the CRM.

Item	CRM provider (CRM RFP)	App Provider
Sign-in (Microsoft External ID)	Provides the identity service and the sign-in methods	Builds the sign-in and registration screens using the External ID mobile SDK or OpenID Connect, with biometric unlock
Profile, co-travellers and consent	Holds the customer data and consent records and provides the APIs	Builds the My Account screens, reading and updating data through the APIs
Push notifications and in-app messages	Sends all push notifications (trip alerts and marketing) and in-app messages, and provides the console, segmentation and reporting	Registers devices with the CRM, receives and displays notifications and in-app messages, builds the inbox and settings, routes deep links and reports engagement back
AI chatbot and live chat	Provides the platform and its mobile SDK	Embeds it in the app

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Item	CRM provider (CRM RFP)	App Provider
Customer service forms (feedback, complaints, refunds, special services)	Provides the forms and handles the cases	Embeds or links the forms in the app
Joint testing	Takes part in joint end-to-end tests	Takes part in joint end-to-end tests

3. Users, Audiences and Journeys

The Provider must validate and refine the following audiences during discovery through stakeholder interviews, analytics review and user research with real passengers.

Audience	Key needs
International tourists travelling to resorts (key markets include China, India and Europe)	Find which airport serves their resort, book a connection that fits their international arrival, understand baggage limits, and plan transfers.
Maldivian locals (domestic travellers)	Fast booking and rebooking, local fares, local payment methods, schedules, flight status and disruption alerts.
Expatriate workers and visiting relatives	Simple booking, clear fares and baggage rules, international routes to India and Bangladesh.
Medical and family travellers to India	Special assistance, medical clearance, expectant mothers, travelling with children, clear documentation requirements.
Corporate and government travellers	Corporate travel accounts, group bookings, invoicing, flexible fares, business class.
Passengers needing assistance	Accessible design, clear special assistance information and request forms.

ID	Requirement	Priority
UX-01	Deliver validated user personas covering the audiences above.	Highly Desirable
UX-02	Deliver end-to-end journey maps (inspire, plan, book, prepare, check in, fly, post-flight) with key touchpoints and pain points for each priority persona.	Highly Desirable
UX-03	Deliver user flow diagrams for all key app tasks: book a flight, view my trip, check in and store the boarding pass, follow a flight, receive and act on an alert, read the magazine, get help, manage notifications.	Mandatory
UX-04	Conduct usability testing with at least eight participants (including international tourists and locals) on prototypes before build and on the beta before launch, and report findings and fixes.	Highly Desirable
UX-05	Review analytics and customer feedback from the current mobile app and from the IASL customer complaint records, to inform design priorities.	Desirable
UX-06	Share research findings (analytics and customer insights) with IASL.	Desirable

4. App Structure and Navigation

The proposed structure below (also shown in Appendix A) is a starting point. The Provider must validate it through research and testing, and may propose improvements. The app uses a bottom tab bar so the most used areas are always one tap away.

Tab	Purpose	Key contents
Home	What matters now	Next trip card (countdown, check-in button, boarding pass when available), search and book, live travel alerts, offers and campaign cards, ad slots, latest news, magazine
Book	Search and buy	Native search widget, Refx booking flow, special offers, extras and Maldivian Journey+, link to Maldivian Seaplane website
My Trips	Manage and travel	Upcoming and past trips, manage booking, check-in, boarding passes (offline), flight status, follow a flight, add a booking by reference
Explore	Inspiration and information	Destinations, route map, Aerial Isles inflight magazine and publications, newsroom, lounges, baggage and travel information
Account	Me and help	Login, profile, co-travellers, preferences, notification settings and inbox, language, light / dark mode, help, live chat and AI assistant, feedback and complaints, contact options

ID	Requirement	Priority
NAV-01	Bottom tab bar navigation with no more than five tabs; every key task reachable in three taps or fewer.	Mandatory
NAV-02	Search across the app (destinations, help answers, trips, offers) with auto-complete.	Highly Desirable
NAV-03	English at launch. The app must be multilingual-ready: when IASL adds a language in the CMS, the app shows it (with a language switch that follows the device language by default) without a rebuild of the content screens. App interface text must be held in translation files so a new language needs translation only.	Mandatory
NAV-04	Simplified Chinese version of the app.	Future
NAV-05	Currency display: USD and MVR at launch.	Mandatory
NAV-06	Content and links that point to the website open in the app where an equivalent screen exists, otherwise in an in-app browser.	Highly Desirable
NAV-07	Branded empty, error and offline states with a clear next step.	Highly Desirable

5. App Design and User Experience

ID	Requirement	Priority
DES-01	Deliver a modern, premium app design that feels current against leading airline apps (for example Emirates, Etihad, Air India), using bold imagery, clean typography and subtle motion, without compromising ease of use.	Mandatory

ID	Requirement	Priority
DES-02	Apply the Maldivian brand guidelines (logo usage, colour palette, typography, imagery, tone of voice), adapted to Apple Human Interface Guidelines and Google Material Design conventions so the app feels native on each platform. The App Provider creates and owns the app design.	Mandatory
DES-03	Deliver high-fidelity designs and clickable prototypes for every key screen and flow on iOS and Android, phone and tablet, for IASL review and approval before development.	Mandatory
DES-04	Large tap targets (minimum 44 x 44 points), clear visual hierarchy and one primary action per screen.	Mandatory
DES-05	Typography and layouts ready for other languages and scripts (for example Simplified Chinese), so a language can be added later without redesign.	Mandatory
DES-06	Dark display mode: follow the device setting by default, with a manual light / dark choice in the app settings. All app screens, images and logos must be designed and tested in both modes and meet contrast requirements.	Mandatory
DES-07	Support dynamic type (the user's text size setting) and "reduce motion" settings.	Highly Desirable
DES-08	App icon, splash screen and store artwork in line with the Maldivian brand.	Mandatory
DES-09	Architecture ready for right-to-left (RTL) layouts for future languages such as Dhivehi or Arabic.	Future
DES-10	Light, subtle motion and haptic feedback for key moments (for example boarding pass shown, booking confirmed).	Desirable

6. Booking Engine and Commercial Features

Booking is a core feature of the app. The search screen is built natively by the Provider and connects to the booking engine flow redirect middleware, which provides airports and city pairs and hands over to Amadeus Refx. The booking flow itself (fare selection, passenger details, ancillaries, payment, confirmation), manage booking and check-in are delivered by Amadeus Refx, whose screens are designed and configured by IASL and the Refx team. Bidders must state how they propose to present the Refx flow in the app and why.

6.1 Search and book

ID	Requirement	Priority
BKG-01	Native search screen with fields matching the booking engine: trip type (one-way, return, multi-city), origin, destination, dates, passengers (adults 12+, children 2 to 11, infants under 2), cabin class, nationality (local or foreign passenger) where fares differ, and promo code.	Mandatory
BKG-02	Origin and destination fields populated and cached from the booking engine middleware (airports and city pairs), with auto-complete by city, airport name, airport code and island name.	Mandatory
BKG-03	Resort-to-airport mapping: a user can type a resort, hotel, guesthouse or island name in the destination field and the app suggests the correct arrival airport for that property, using the mapping dataset supplied by the Website Provider's content API.	Highly Desirable
BKG-04	Calendar date picker showing lowest fares by day where available from Amadeus, and flexible dates (plus or minus three days).	Highly Desirable

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ID	Requirement	Priority
BKG-05	Save recent searches on the device, and in the customer profile in the CRM when signed in, so they are shared with the website.	Highly Desirable
BKG-06	On submission, continue into the Refx booking flow through the booking engine middleware with all search parameters passed, so the booking continues seamlessly without re-entering data.	Mandatory
BKG-07	Pass the signed-in identity to the booking engine middleware so passenger details are pre-filled.	Mandatory
BKG-08	Inline validation and clear error messages (for example, infant without adult, return date before departure).	Mandatory
BKG-09	Deep links into a pre-filled search in the app from campaigns, push notifications, emails and the website.	Highly Desirable
BKG-10	Connection booking helper: allow a tourist to enter their international arrival flight and time and see suitable Maldivian connections.	Desirable
BKG-11	Display of fare families (for example Economy, Premium, Business) and Maldivian Journey+ bundles in a clear comparison format, aligned with Refx.	Highly Desirable
BKG-12	Apple Pay and Google Pay, where supported by the Refx payment set-up.	Highly Desirable
BKG-13	Chinese payment methods (UnionPay, Alipay, WeChat Pay), where supported by the Refx payment set-up.	Future
BKG-14	Fallback: if the Refx flow is not live at launch, the booking must hand off to the existing Amadeus booking engine with no change to the user-facing search.	Mandatory

6.2 Offers and extras

ID	Requirement	Priority
COM-01	Offers screens showing current special offers from the CMS, each with terms, validity and a pre-filled search.	Mandatory
COM-02	Extras and Maldivian Journey+ information, with "Add to booking" taking the user to manage booking for their trip.	Highly Desirable
COM-03	Links to the Maldivian Seaplane website from relevant screens (booking confirmation, destination content).	Highly Desirable
COM-04	Upsell and cross-sell cards (lounge, extras, seaplane, partner offers) on the booking confirmation and My Trips screens.	Desirable
COM-05	Shop in the app: when IASL adds the Maldivian merchandise store to the website (website RFP, COM-10), the app must give access to it, either through an in-app browser or natively using the same shop platform, with the customer signed in and payment through IASL's payment gateway. Bidders must describe their approach and price it as an optional item in Form B.	Desirable
COM-06	Onboard and duty-free pre-orders linked to a booking, shown and managed in My Trips.	Future

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7. Manage Booking, Check-in and Flight Information

ID	Requirement	Priority
OPS-01	My Trips: view all upcoming and past bookings (from the account, or added by booking reference), with manage booking (change, cancel, seats, extras) through Refx as allowed by fare rules, and refund requests through the CRM.	Mandatory
OPS-02	Mobile check-in for all passengers on the booking, with reminders when check-in opens.	Mandatory
OPS-03	Boarding passes stored in the app and available offline, and added to Apple Wallet and Google Wallet, updating automatically if the gate or time changes.	Mandatory
OPS-04	Flight status: search by flight number, route or departure/arrival airport and date, with real-time data from Amadeus or the operational system. Users can follow a flight and receive push updates sent by the CRM.	Mandatory
OPS-05	Flight schedule / timetable search by origin, destination and date range, with real-time updates.	Highly Desirable
OPS-06	Interactive route network map showing domestic and international routes (with a link to seaplane routes on the Seaplane website), with filters and a "book this route" action (reference: Emirates route map).	Desirable
OPS-07	Disruption handling: delay, cancellation and schedule change notifications (sent by the CRM) open the right trip in the app, with self-service rebooking or refund options where Refx supports them.	Mandatory
OPS-08	Travel advisories (for example, entry requirements for India) managed in the CMS and shown in the app.	Highly Desirable

8. Advertising Slots and Campaigns

IASL runs joint promotional campaigns with partners and sells advertising space. The app must show ads and campaign content managed from the advertising manager built by the Website Provider, so the marketing team runs web and app campaigns from one place.

8.1 Advertising slots

ID	Requirement	Priority
ADV-01	Advertising slots in the app: home screen banner or carousel card, My Trips and booking confirmation screens, flight status screens, inflight magazine and content sections.	Mandatory
ADV-02	App ad slots filled from the Website Provider's advertising manager through the content delivery API, respecting scheduling, language, audience and frequency rules set there.	Mandatory
ADV-03	Impressions and clicks from app slots reported back to the advertising manager so campaign reports cover web and app together.	Highly Desirable
ADV-04	Sponsored content clearly labelled ("Sponsored" / "Partner") to protect customer trust.	Mandatory
ADV-05	Ads must not slow the app or interrupt booking, check-in or the boarding pass; no full-screen interstitials or auto-playing audio.	Mandatory

8.2 Campaign screens

ID	Requirement	Priority
LND-01	In-app campaign screens built from CMS campaign content (hero, offer details, countdown, pre-filled search with promo code, terms), reached from the home screen, push notifications and deep links.	Highly Desirable
LND-02	Campaign links open the matching in-app campaign screen if the app is installed, otherwise the website landing page.	Highly Desirable

9. App Features

9.1 Notifications and messages

Split of work: all push notifications and in-app messages (automatic trip alerts and marketing campaigns), the console, segmentation, scheduling, A/B testing and reporting are provided by the CRM under the separate CRM RFP. The App Provider builds the app side below.		
ID	Requirement	Priority
NOT-01	Push notification set-up in the app (Apple Push Notification service and Firebase Cloud Messaging), registering each device and signed-in customer with the CRM so it can send trip alerts and campaigns.	Mandatory
NOT-02	Receive and display all push notifications sent by the CRM, including rich media (images, buttons) and deep links that open the right screen.	Mandatory
NOT-03	Display in-app messages (banners and cards) sent by the CRM.	Mandatory
NOT-04	Notification inbox in the app so users can see past notifications and offers.	Highly Desirable
NOT-05	Notification settings in the app: users choose which types they receive (service, offers, news), kept in line with the consent records in the CRM.	Mandatory
NOT-06	Send notification engagement (received, opened, converted) and app events back to the CRM for reporting and automated journeys, subject to consent.	Highly Desirable
NOT-07	Hide in-app marketing messages while the crisis dark site is active (marketing push is paused by the CRM).	Mandatory
NOT-08	Push notifications on Android devices without Google services (for example Huawei) for Chinese users, through the CRM where supported.	Future

9.2 Magazine, news and content

ID	Requirement	Priority
APP-01	Magazines and publications: the Aerial Isles inflight magazine and other Maldivian publications readable in the app (page-turning reader or article view), downloadable for offline reading on board, with past issues archive, other language editions when available, and advertising spaces within the magazine. Content published from the Website Provider's CMS.	Mandatory
APP-02	News section showing the latest Maldivian news and statements from the Newsroom, through the content API, with optional push for major announcements.	Highly Desirable

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ID	Requirement	Priority
APP-03	Destinations, route map, lounges, baggage and travel information screens driven from the CMS, so content is updated once for web and app.	Mandatory
APP-04	Travel alerts shown at the top of the home screen when active in the CMS.	Mandatory
APP-05	Inflight menus and onboard information.	Desirable

9.3 Help and support

ID	Requirement	Priority
APP-06	FAQs from the CMS, searchable.	Mandatory
APP-07	Live chat and AI chatbot provided by the CRM, embedded in the app through its mobile SDK, with conversation history and hand-over to human agents.	Mandatory
APP-08	Feedback and complaints form provided by the CRM, embedded or linked in the app, so each submission is logged and followed up in the CRM, with a reference number shown to the customer.	Mandatory
APP-09	Contact options: call, WhatsApp and Viber, with numbers shown as text that can be copied.	Highly Desirable
APP-10	In-app review prompts and in-app feedback after key moments.	Highly Desirable
APP-11	Post-flight survey (for example NPS), sent by the CRM and opened in the app.	Desirable

9.4 Day of travel and device features

ID	Requirement	Priority
APP-12	Offline access to My Trips, boarding passes and key travel information.	Mandatory
APP-13	Deep links and universal links / app links from emails, SMS, web, campaigns and social media into the right screen.	Mandatory
APP-14	Home screen widgets and live activities for upcoming flights.	Desirable
APP-15	Passport scanning (camera / NFC) to fill in travel document details.	Desirable
APP-16	Add trips to the phone calendar.	Desirable

10. Crisis Dark Site and Emergency Mode

In a major incident, such as an aircraft accident or serious emergency, airlines switch their websites and apps to a "dark site": the colourful brand look, promotions and advertising are removed, the site turns black and white (greyscale), and a central incident page becomes the single official source of information for families, passengers, media and the public. Air India did this after the AI171 accident in June 2025. Maldivian needs this capability ready from day one and able to go live within minutes, at any hour.

Split of work: the Website Provider builds the central switch in the CMS. The App Provider builds the app's crisis mode, which must react to the dark site status published through the content delivery API and show the incident content published in the CMS.

10.1 Activation and look

ID	Requirement	Priority
DRK-01	The app checks the dark site status when opened and regularly while open, and switches to crisis mode within 15 minutes of activation, without an app store release.	Mandatory
DRK-02	When active, the whole app switches to a black-and-white (greyscale) theme: monochrome logo, colour imagery replaced with greyscale or plain backgrounds, and brand colours removed.	Mandatory
DRK-03	All commercial and promotional content is automatically hidden: offers, campaign cards, ad slots, magazine promotions and upsell cards.	Mandatory
DRK-04	In-app marketing messages are hidden while crisis mode is active (marketing push notifications are paused by the CRM).	Mandatory
DRK-05	Essential services stay available but low-key: My Trips, boarding passes, flight status, check-in, contact and help (IASL can choose to hide booking).	Mandatory

10.2 Incident information in the app

ID	Requirement	Priority
DRK-06	A crisis notice shown when the app is opened, followed by an incident screen with the official statement and update timeline from the CMS.	Mandatory
DRK-07	Dedicated contact information for families and friends (emergency hotline numbers, including toll-free and international numbers), shown prominently.	Mandatory
DRK-08	Access to the secure enquiry form for relatives (provided by the Website Provider), routed to the family assistance team.	Mandatory
DRK-09	Information on affected flights, rebooking, refund and travel changes for other passengers.	Mandatory
DRK-10	Ability to publish incident updates in additional languages quickly (for example the languages of those affected).	Highly Desirable
DRK-11	Service (non-marketing) push notifications to affected customers, sent through the CRM as approved by IASL, open the incident screen in the app.	Mandatory

10.3 Resilience

ID	Requirement	Priority
DRK-12	If the app cannot reach the content API, it must fall back to the static failover incident page.	Mandatory
DRK-13	Quarterly dark site test activation in a staging environment, and at least one full joint rehearsal (website and app) with IASL before launch, with training for the communications and emergency response teams.	Mandatory
DRK-14	The app returns to normal mode automatically when the switch is turned off, with marketing notifications resuming only when IASL decides.	Mandatory

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11. Sign-in, My Account and Personalisation

IASL wants the new platforms to build a long-term relationship with its customers. Every interaction should help IASL understand its customers better, lawfully and with their consent, so that it can personalise offers, improve service and launch a loyalty programme in future.

Split of work: customer identity (Microsoft External ID / CIAM), the profile service database, customer profiles, consent records and the CRM are provided under the separate CRM RFP. The App Provider builds the app's sign-in, registration, My Account and My Trips screens and integrates them with these services.

11.1 Sign-in and My Account screens

ID	Requirement	Priority
ACC-01	Sign-in, registration, password reset and sign-out screens in the app, using Microsoft External ID (CIAM) as the identity provider. The app does not keep its own customer password store.	Mandatory
ACC-02	Support the sign-in methods configured in Microsoft External ID (for example email, mobile one-time passcode, and social login including Sign in with Apple).	Highly Desirable
ACC-03	Biometric unlock (Face ID, fingerprint) for a signed-in session, with tokens stored securely on the device.	Highly Desirable
ACC-04	My Account screens: profile and preferences, saved co-travellers and communication preferences, reading and updating data through the CRM and profile service APIs.	Mandatory
ACC-05	My Trips: upcoming and past bookings retrieved through the booking engine middleware and Amadeus, including bookings made through other channels when the customer adds them by reference.	Mandatory
ACC-06	Personalise the app for signed-in customers (for example name, home airport and preferences) using their profile data.	Highly Desirable
ACC-07	Guest booking must remain available. After booking, guests are invited to create an account.	Mandatory
ACC-08	Single sign-on with the booking flow: pass the signed-in identity to the booking engine middleware.	Mandatory
ACC-09	Account deletion in the app (required by Apple and Google store rules) and data download, using the services provided by the CRM.	Mandatory
ACC-10	Show loyalty status and benefits from the CRM when a Maldivian loyalty programme is launched.	Future

11.2 Data collection, consent and personalisation

ID	Requirement	Priority
DAT-01	Capture marketing consent in the app (email, SMS, push, WhatsApp), including the operating system push permission, and pass it to the CRM, which holds the consent records and preference centre.	Mandatory
DAT-02	Progressive profiling: ask for additional information gradually (for example, home airport after first booking) instead of long forms, saved to the profile through the CRM.	Highly Desirable

ID	Requirement	Priority
DAT-03	Send app events (for example searches and abandoned bookings) to the CRM, subject to consent, so the CRM can run automated journeys.	Highly Desirable
DAT-04	Rules-based personalisation of the home screen (offers, cards and content) by language, location, upcoming trip and past behaviour at launch.	Highly Desirable
DAT-05	Machine-learning-driven dynamic content and personalised recommendations (destinations, offers, extras) using behavioural data.	Desirable
DAT-06	App screens and navigation ready to add a future Maldivian loyalty programme provided through the CRM, without rebuilding the app.	Future

12. App Technology, Performance and Publishing

ID	Requirement	Priority
TEC-01	The Provider must propose and justify either native (Swift / Kotlin) or cross-platform (for example Flutter or React Native) development, and describe the architecture, technology stack and third-party SDKs.	Mandatory
TEC-02	Apps for iOS (current and previous two major versions) and Android (Android 9 and above), on phones and tablets.	Mandatory
TEC-03	Android distribution for Chinese users where Google Play is unavailable (for example Huawei AppGallery).	Future
TEC-04	Performance: cold start under 2 seconds on mid-range devices, smooth scrolling, small download size, and efficient battery and data use. Bidders to state targets.	Mandatory
TEC-05	Works on slow and unstable connections, with caching of content and clear offline states.	Mandatory
TEC-06	Development, staging / UAT and production builds connected to the matching environments of the content API, the CRM, the booking engine middleware, Refx and other systems, with CI/CD and automated builds.	Mandatory
TEC-07	App analytics, crash reporting and performance monitoring, with alerts to IASL and the Provider.	Mandatory
TEC-08	Forced and optional update mechanism, and remote configuration (feature flags) to switch features on and off without a store release.	Highly Desirable
TEC-09	Migration from the existing Maldivian app: publish as an update to the existing store listings where possible so current users receive the new app automatically.	Mandatory
TEC-10	Publishing under IASL's own Apple and Google developer accounts, including store listings, screenshots, descriptions, privacy labels and compliance with store guidelines. Allow for store review time in the plan.	Mandatory
TEC-11	App store optimisation (titles, keywords, screenshots).	Desirable
TEC-12	Well-documented code following recognised coding standards, with automated tests.	Mandatory

13. Integrations

The Provider must integrate with the following systems. For each, the bidder must state its proposed method, experience with that system and any dependencies on IASL or third parties.

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System	Purpose	Priority
Booking engine flow redirect middleware and Amadeus Refx	Airports and city pairs; hand-over to booking, manage booking, check-in, ancillaries and payment; boarding passes	Mandatory
Amadeus Altéa / operational data	Flight status, schedules, trip-based push alerts, My Trips data	Mandatory
Headless CMS content delivery API (website RFP)	All app content: offers, destinations, news, magazine, FAQs, contact information, alerts, campaign content, resort-to-airport data, ads and dark site status	Mandatory
Microsoft External ID (CIAM), under the CRM RFP	Sign-in, registration and single sign-on	Mandatory
Advertising manager (website RFP)	App ad slots, through the content API, and impression / click reporting	Mandatory
Relatives' enquiry form (website RFP)	Linked from the app's crisis mode	Mandatory
CRM and profile service (CRM RFP)	The Maldivian customer relationship management platform, procured under a separate CRM RFP, including Microsoft External ID sign-in, customer profiles and consent, push notifications and in-app messages, the AI chatbot and customer service forms	Mandatory
Payments	Through Refx: cards, local banks, Apple Pay and Google Pay	Mandatory
Push notifications and in-app messages (CRM RFP)	Receiving trip alerts and marketing messages sent by the CRM; device registration and engagement reporting	Mandatory
AI chatbot and live chat (CRM RFP, mobile SDK)	Embedded in the app	Mandatory
Customer service forms (CRM RFP)	Feedback, complaints, refunds and special services requests, embedded or linked in the app	Mandatory
Mapping service	Route map and lounge locations	Highly Desirable
Apple Wallet and Google Wallet	Boarding passes	Mandatory
App analytics and crash reporting (shared measurement plan)	Measurement and marketing	Mandatory
Social sharing	Share trips, offers and articles	Highly Desirable
Chinese Android stores and push services	Distribution and notifications for Chinese users	Future

14. Accessibility

ID	Requirement	Priority
A11Y-01	The mobile app must conform to WCAG 2.2 Level AA as a minimum, and meet Level AAA success criteria wherever practical (IASL's technical requirements specify WCAG 2.0 AAA; bidders must state which AAA criteria they will meet and explain any exceptions).	Mandatory
A11Y-02	Compatibility with VoiceOver and TalkBack on all key journeys, including search, My Trips, boarding pass and forms.	Mandatory
A11Y-03	Sufficient colour contrast in light and dark modes, support for large text sizes without loss of content, captions for video.	Mandatory
A11Y-04	Accessible forms with clear labels, instructions and error messages.	Mandatory
A11Y-05	Independent accessibility audit before launch, with all critical and high issues fixed.	Mandatory

15. Security and Data Protection

ID	Requirement	Priority
SEC-01	TLS 1.2 or higher on all connections and APIs, with certificate pinning where appropriate.	Mandatory
SEC-02	Encryption of personal data in transit and at rest; secure storage of passwords (strong hashing) and travel document details. Sensitive data on the device kept in the secure keychain / keystore.	Mandatory
SEC-03	Compliance with applicable Maldivian laws on data protection and privacy, the EU General Data Protection Regulation (GDPR) for European customers, and other applicable international data protection rules.	Mandatory
SEC-04	PCI DSS compliance for any part of the solution that handles payments; card data must never be stored by the mobile app.	Mandatory
SEC-05	Secure development aligned with the OWASP Mobile Top 10 and the OWASP Mobile Application Security Verification Standard (MASVS).	Mandatory
SEC-06	Independent penetration test of the app and its API calls before launch, and annually afterwards, with critical and high findings fixed before go-live.	Mandatory
SEC-07	Protection against tampering, jailbreak / root abuse and reverse engineering appropriate to an airline app.	Highly Desirable
SEC-08	Regular security patching and updates of all components, with a defined patching schedule.	Mandatory
SEC-09	Role-based access and full audit logging for administrative functions.	Highly Desirable
SEC-10	Privacy by design: data minimisation, defined data retention periods, and processes for data subject requests and breach notification.	Mandatory
SEC-11	Customer data hosted in locations approved by IASL, with a list of all sub-processors and third-party SDKs.	Mandatory

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16. Analytics and Reporting

ID	Requirement	Priority
ANL-01	Implement the shared measurement plan (led by the Website Provider) in the app, using the same event names and KPIs so web and app can be compared.	Mandatory
ANL-02	App analytics (for example GA4 for Firebase or equivalent) covering the Refx booking flow, so bookings and revenue can be attributed to campaigns, push notifications and deep links.	Mandatory
ANL-03	E-commerce tracking of searches, bookings, revenue, extras and conversion rates.	Highly Desirable
ANL-04	Dashboards for active users, retention, notification performance, magazine reads, ad slot performance, crash-free sessions and app store ratings.	Highly Desirable
ANL-05	Session replay or heatmaps (with consent) for UX optimisation.	Desirable
ANL-06	Monthly performance report during the support period.	Highly Desirable

17. App Content and Translation

ID	Requirement	Priority
CON-01	All app interface text (buttons, labels, messages, errors, notifications) written in plain British English, following the shared style guide from the Website Provider.	Mandatory
CON-02	All app interface text held in translation files so a new language can be added by translation only.	Mandatory
CON-03	Simplified Chinese translation of app interface text and store listings, priced separately as an option.	Desirable
CON-04	Store listing text, screenshots and promotional artwork.	Mandatory
CON-05	Agree with IASL and the Website Provider which content types the app needs from the CMS, so that editors publish once for both channels.	Highly Desirable

18. Testing and Quality Assurance

- Test strategy and test plan agreed with IASL, covering functional, integration, regression, device and operating system, performance and load, security, accessibility, usability and content testing.
- End-to-end testing of all booking, manage booking and check-in journeys on the mobile app together with IASL, the booking engine middleware team and the Refx team, including payment in test and live environments.
- Joint end-to-end tests with the Website Provider (content API, ads, dark site status, deep links) and with the CRM provider (sign-in, My Account, push notifications, chatbot, forms) before UAT.
- Device testing on a matrix of real iOS and Android devices agreed with IASL, including popular devices in China and India.
- Beta testing through TestFlight and Google Play internal testing with IASL staff before public release.
- User acceptance testing (UAT) support: test scripts, environment, defect tracking and fixes.
- Defect severity definitions agreed with IASL. No open critical or high defects at go-live.

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19. Training, Documentation and Handover

- Training for customer service and marketing teams on app features (including how CRM push notifications and in-app messages appear in the app), with recorded sessions.
- Briefing for the communications team on how crisis mode looks and behaves in the app.
- User guides for all app admin tools (for example remote configuration and feature flags).
- Technical documentation: architecture, app architecture, build and release process, SDKs, integrations, data model, deployment and environment set-up, security configuration.
- Full source code, build scripts and design files handed over to IASL repositories, with knowledge transfer to IASL IT so that IASL or another vendor could support the solution.
- Handover of all accounts, credentials, licences, signing keys and app store access to IASL.

20. Warranty, Support and Maintenance

Bidders must provide a warranty period of at least three months after go-live (hypercare in the first month with a dedicated team), followed by a support and maintenance contract for at least two years, priced annually, with an option to extend.

Support must cover bug fixes, security patches, updates for each new iOS and Android release (tested before public release of the new operating system), SDK updates, store compliance changes, monitoring, store publishing, and minor enhancements from a bank of 20 hours per month (240 hours per year) included in the annual support price. Unused hours carry over within the contract year; work beyond the bank is charged at the day rate in Form B. The Provider reports the hours used each month.

Severity	Definition	Response	Resolution / workaround
Critical (P1)	App crashing for many users, booking, check-in or boarding pass not working, security breach	15 minutes, 24/7	4 hours
High (P2)	Major function impaired for many users, no workaround	1 hour, 24/7	8 hours
Medium (P3)	Function impaired with workaround, or minor feature not working	4 business hours	3 business days
Low (P4)	Cosmetic issue, content or enhancement request	1 business day	Next scheduled release

Business hours are Maldives time (UTC+5). The Provider must report monthly on SLA performance, availability, incidents and enhancement hours used. Service credits will apply for missed SLAs. Where an issue involves both providers, each must cooperate under IASL's direction until it is resolved.

21. Project Management and Governance

- Keep the project manager and key staff named in the proposal on the project until handover. Any replacement needs IASL's prior approval and must have equal or better experience.
- Agile delivery in one or two-week sprints with sprint demos to IASL, and a shared backlog and project tool visible to IASL.
- Weekly status reports (progress, risks, issues, decisions) and a fortnightly steering meeting with IASL management.
- Weekly joint integration meeting with the Website Provider, the CRM provider and IASL, and joint working sessions with the booking engine middleware and Amadeus Refx teams, with a shared integration plan and dependency log.
- Risk and issue register with mitigation actions, and a change control process for any change to scope, cost or timeline.
- On-site presence in Malé for discovery workshops, UAT and launch.

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22. Timeline and Milestones

IASL requires the mobile app to be live in the Apple App Store and Google Play by 28 February 2027 at the latest, at the same time as the website. The implementation period is 90 days from contract signing (expected by 26 November 2026). The phases and dates below are indicative only: bidders must propose their own plan, phases and timeline to deliver within the 90 days, including resourcing, parallel workstreams and app store review time. Only these dates are fixed: content API specification agreed by 18 December 2026, content API on staging by 15 January 2027, and go-live by 28 February 2027.

Phase	Indicative dates	Key outputs
RFP issue and evaluation	October to late November 2026	Proposals, presentations, contract award by 26 November 2026
1. Mobilisation and discovery	29 November to 10 December 2026	Kick-off (jointly with the Website Provider and the CRM provider), research, current app review, Refx integration workshop, confirmed requirements and backlog
2. Design and API contracts	1 to 31 December 2026	App designs; content API specification agreed with the Website Provider by 18 December 2026; prototypes, usability testing, design sign-off
3. Build	7 December 2026 to 29 January 2027	App features built against mock services, then the live content API on staging from 15 January 2027; push notification set-up with the CRM
4. Integration and testing	11 January to 12 February 2027	Booking engine middleware, Refx, Amadeus, content API, CRM (Microsoft External ID, push notifications, chatbot, forms) and wallet integration; joint tests with the Website Provider and the CRM provider; device, performance, security and accessibility testing; TestFlight and internal beta
5. UAT and store submission	1 to 19 February 2027	UAT sign-off, penetration test fixes, store submission by 12 February 2027 to allow for review, joint dark site rehearsal
6. Launch	By 28 February 2027	Apps live in the Apple App Store and Google Play, update for existing users, launch monitoring (coordinated with the website go-live)
7. Hypercare and warranty	March to May 2027	Daily monitoring of crashes and reviews, fixes, optimisation, handover completion
8. Phase 2 and continuous improvement	From March 2027	Any agreed Phase 2 items, Chinese language version, home screen widgets, loyalty

Phasing: because of the February 2027 deadline, bidders must confirm which **Highly Desirable** requirements they can deliver by launch. Any **Highly Desirable** item a bidder cannot deliver by February must be listed with a proposed Phase 2 date (no later than May 2027) and the reason. IASL will agree the final launch scope at contract award.

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Dependencies: the February 2027 date depends on (1) the Amadeus Refx upgrade being available for integration testing by mid-January 2027, (2) the Website Provider delivering the content API specification by 18 December 2026 and the content API on staging by 15 January 2027, and (3) the CRM (Microsoft External ID, push notifications and chatbot) and the booking engine middleware being available for integration by mid-January 2027. If Refx is delayed, the mobile app must launch connected to the current Amadeus booking engine and switch to Refx later without redesign.

23. Deliverables

#	Deliverable	Phase
D1	Project plan, team structure, communication plan, risk register	1
D2	Discovery report: research findings, current app review, confirmed requirements	1
D3	App user flows and journey maps	1 to 2
D4	App structure, high-fidelity designs and prototypes (iOS and Android)	2
D5	Agreed content API specification (jointly with the Website Provider and IASL)	2
D6	App analytics set-up following the shared measurement plan	2 to 3
D7	iOS and Android apps with all features in this SOW	3
D8	Push notification and in-app message integration with the CRM	3
D9	In-app magazine reader, news and campaign screens	3
D10	App crisis mode, tested in the joint dark site rehearsal	3 to 5
D11	All integrations, tested end to end (including joint tests with the Website Provider and the CRM provider)	4
D12	App text and store listings in English; translation-ready set-up	3 to 5
D13	Test reports: functional, device, performance, security (penetration), accessibility audit	4 to 5
D14	Apps approved and live in the Apple App Store and Google Play; existing users migrated	6
D15	Training, user guides, technical documentation, source code, signing keys and handover	6 to 7
D16	Hypercare report and support transition	7

24. Acceptance Criteria

- All Mandatory requirements agreed for launch met and demonstrated in UAT.
- No open critical or high defects; medium defects agreed with a fix plan.
- App performance targets met on the agreed device list, with a crash-free session rate of at least 99.5% in beta.
- Penetration test passed with no open critical or high findings.
- Accessibility audit passed at WCAG 2.2 AA, with agreed AAA criteria met.
- End-to-end booking, manage booking, check-in and payment tested successfully in production on the mobile app.
- Apps approved and live in the Apple App Store and Google Play under IASL accounts.

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- Analytics tracking verified against the shared measurement plan.
- English version complete and approved, and adding a test language through the CMS demonstrated; light and dark modes tested on all screens.
- Content API integration verified jointly with the Website Provider, and CRM integration (sign-in, My Account, push notifications, chatbot, forms) verified jointly with the CRM provider.
- Push notifications and in-app messages sent from the CRM, and in-app ad slots, demonstrated end to end with IASL marketing users.
- Joint crisis dark site rehearsal completed successfully: activated and restored across website and app within the target time.
- Training delivered and documentation and source code handed over.

25. Ownership and Intellectual Property

- IASL will own all intellectual property in custom code, designs, content, data and documentation created under this contract.
- All customer and analytics data belongs to IASL and must be exportable in standard formats at any time.
- Apple and Google developer accounts, signing keys, analytics and third-party SDK accounts must be registered in IASL's name.
- Bidders must disclose any proprietary or third-party components, their licence terms and costs, and must not use components that would prevent IASL from moving support to another vendor.
- Source code must be held in IASL-owned repositories throughout the project.
- The app design is owned by IASL.

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9.3 Responsibilities of IASL:

- IASL shall provide full cooperation in facilitating the Services.
- IASL shall provide all the available relevant data, information and details that are deemed by IASL to be useful for the Consultant to perform and provide the Services effectively and efficiently.
- IASL shall provide a focal point or Project Manager etc. who is well versed with the Services for smooth progress of the Services
- IASL shall coordinate with the Amadeus Refx project team, the booking engine middleware and CRM providers, the Website Provider and other third parties, and act as the decision-maker between the providers.
- IASL shall provide access to its Apple and Google developer accounts and the existing app store listings.
- IASL shall review and approve deliverables within three business days, unless otherwise agreed.

9.4 Duration of the Services:

- The commencement of services (the “Effective Date”) shall begin upon signing of the contract. The implementation period is 90 days from contract signing, and the app must be live in the stores by 28 February 2027, followed by a three-month warranty period and a two-year support and maintenance period.
- Key dates: contract signing by 26 November 2026; content API specification agreed by 18 December 2026; content API on staging by 15 January 2027; go-live by 28 February 2027.
- IASL reserves the right to extend the contract duration, if necessary, subject to mutual agreement with the Vendor.
- The Vendor is expected to deliver the services efficiently and without interruption, suspension, or delay from the Effective Date.
- IASL’s official working days are from **Sunday to Thursday**, and working hours are from **08:00 to 15:00** (Maldives Time, GMT+5). All coordination and support activities should align with this schedule unless otherwise agreed.

9.5 Pricing, currency, and payments to the Vendor:

1.1. Pricing:

- The proposed price for the implementation shall be a fixed lump sum, broken down as per the Price Schedule (Form B), in Maldivian Rufiyaa (MVR) only. Support and maintenance and any third-party services (for example SDKs or maps) shall be priced per year in Form B. The price shall exclude the CRM (including push notifications, the console and the chatbot) and its licences, which are procured under a separate RFP, but shall include all work to integrate the app with the CRM. Any cost applicable shall be deemed covered by the rates/prices stated in the Price Schedule.
- Any associated fees, taxes, or third-party charges.
- All proposed prices must be expressed as numerical values with clear monetary amounts.
- Pricing shall be firm, final, and clearly stated without ambiguity. No price variation will be accepted after contract signed.
- Pricing must be inclusive of all out-of-pocket expenses, including travel, accommodation, and any other relevant costs required for the delivery of services.
- The Vendor shall bear any risks associated with currency exchange rate fluctuations. Pricing must account for such variations where applicable.

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- Taxes must be clearly indicated or itemized separately in the pricing schedule.

1.2. Payments:

- Payments shall be made in Maldivian Rufiyaa (MVR) via cheque or electronic funds transfer.
- Payments to the Vendor shall be made as agreed in the Payment Schedule (“Payment Schedule”), with a 30-day credit period.
- Payment based on milestones; support and maintenance paid quarterly in arrears, with 30 days credit period upon receiving the invoice Payments will be made within 30 calendar days of IASL receiving a valid invoice and confirming the completion of the corresponding milestone or deliverables.
- Payments will be made within 30 calendar days of IASL receiving a valid invoice and confirming the completion of the corresponding milestone or deliverables.
- The Vendor must coordinate each invoice submission with IASL and obtain confirmation prior to submission. Invoices should be submitted at least 30 days in advance of the due date to ensure timely processing.
- IASL processes a high volume of payments daily. While the stated 30-day period is the maximum processing time, IASL will endeavor to make payments as early as possible.
- In case of any discrepancies or errors in the invoice, IASL will notify the Vendor, and both parties will work together to resolve the issue promptly.
- Each party shall bear its own taxes, fees, and charges as required by applicable law. Any fines or penalties arising from the Vendor’s negligence or non-compliance shall be borne solely by the Vendor.

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10. Bid Forms A-G

From A - Bid application form

Description of Work:	Design and development of the Maldivian mobile application
Bid to:	Island Aviation Services Ltd
Address:	Island Aviation Services Limited, M. Dar Al-Eiman Building, Majeedhee Magu, Male' 20345, Republic of Maldives

Having reviewed the Request for Proposal (RFP), including the terms of reference, technical specifications, and submission requirements for Design and development of the Maldivian mobile application, I/we, the undersigned, hereby submit our proposal in full compliance with the stated terms and conditions.

Our proposal includes the following deliverables:

We propose to deliver the above scope of work at a total cost of:

MVR: (inclusive of all applicable taxes)

We undertake, if our proposal is accepted, to commence work in accordance with the agreed timeline and to fulfill all contractual obligations as outlined in the RFP.

We agree that this proposal shall remain valid and binding for a period of 90 days from the date of submission and may be accepted at any time before the expiration of that period.

We acknowledge that Island Aviation Services Ltd is not bound to accept the lowest or any proposal received. Unless and until a formal agreement is reached, this proposal, together with written acceptance, shall constitute a binding contract between us.

Name of Authorized Signatory	
Designation	
Company Name	
Signature	
Date	

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Form B - Price Schedule

Design and development of the Maldivian mobile application	
Item Description	Price (MVR)
A. Implementation (one-off)	
1. Discovery, UX and app design	
2. App development (iOS and Android)	
3. Integrations (booking engine middleware and Amadeus Refx, content API, CRM sign-in, push notifications and chatbot, wallet passes, analytics). CRM build and licences are excluded, as they are priced under the separate CRM RFP.	
4. Testing, app store publishing, training and handover	
Sub-total A (Implementation)	
B. Recurring	
5. Support and maintenance, Year 1 (after warranty), including 240 enhancement hours	
6. Support and maintenance, Year 2, including 240 enhancement hours	
7. Other third-party services, if any (for example SDKs or maps), Years 1 and 2	
Sub-total B (Recurring)	
Sub Total (A + B) (Exclusive of tax)	
Applicable Taxes	
Total evaluated price (Sub Total A + B) + (Applicable taxes)	
C. Optional items (not included in the evaluated price)	
8. Simplified Chinese translation of app text and store listings	
9. Huawei AppGallery and Chinese Android store publishing	
10. Shop in the app (COM-05)	
11. Day rate for change requests (per day)	

Note: All rates shall be quoted in MVR and shall be the applicable Net amount payable to the contracted party at the time of settlement.

Payment Terms:

All payments under this contract shall be made in Maldivian Rufiyaa (MVR) and must be inclusive of all applicable taxes, including GST. The payment structure will follow a schedule aligned with deliverables.

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Invoices must be submitted upon completion of each milestone and must be accompanied by formal acceptance confirmation from IASL. IASL will process payments within thirty (30) working days of receiving a valid invoice and acceptance confirmation. The successful bidder is required to provide bank details upon award of the contract. IASL reserves the right to withhold the final payment until all deliverables have been verified and accepted in full.

Name of Authorized Signatory (Person signing the proposal)	
Designation	
Company Name	
Signature	
Date	

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Form C - Related Party Disclosure

Island Aviation Services Limited
M. Dar Al-Eiman Building,
Majeedhee Magu,
Male' 20345,
Republic of Maldives

[Date]

Dear Sir/ Madam,

Project: Design and development of the Maldivian mobile application

Subject: Related Party Disclosure

With the exception of the below specified, I hereby declare that we, the party is in no way, shape or form related to Island Aviation; created either through an employer-employee agency relationship between employees or directors of Island Aviation or by way of ownership of Island Aviation Services Ltd.

Name of the Related Party	Designation of the Related Party	Relationship

Yours sincerely,

[Name of signatory]

[Title]

Note:

1. Related parties for this purpose include:

1.1. Employees or directors of the Company

1.2. Close family members of any employee/ director of the Company. Close family members here refer to spouse, including former spouse relatives, which comprise: siblings, cousins, uncles and aunts, nephews and nieces, lineal ancestors (presumably, it means parents, grandparents and other ancestors of direct lineage), lineal descendants (children, grandchildren and other direct descendants).

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Form D: General Information (Business profile/Work profile)

Bidder Information

Company Name	
Registered Address	
Postal Address	
Telephone Number	
Email Address	
Website (if any)	

Legal Status of the Company

Legal Status	▪ Sole Proprietorship [] ▪ Partnership [] ▪ LLC [] ▪ Corporation [] ▪ Other:
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Registration Details

Business Registration Number	
Date of Registration	
Country of Registration	

Contact Person

Full Name	
Designation	
Phone Number	
Email Address	

Declaration

I hereby declare that the information provided above is true and correct to the best of my knowledge.

Name: _____

Designation: _____

Date: _____

Authorized Signature: _____

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Form E: Experience Records

List of all completed Contracts and supplies executed during the last 3 years.

Name of the Project with nature of work	Total Value	Contract Start	Contract Completion	Client's Name

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Form F: Litigation/ Arbitration

SI	Contract identification and matter in	Value of pending claim in MVR or any other
	Contract name: Name of Employer: Address of Employer: Matter in dispute: Total value of the Contract:	

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Form G: Declaration on Ethical Conduct and Fraud and Corruption

We the undersigned confirm in the preparation of our Bid that:

1. Neither we, nor any of our employees, associates, agents, shareholders, consultants, partners or their relatives or associates have any relationship that could be regarded as a conflict of interest as set out in the Bidding Documents.
2. Should we become aware of the potential for such a conflict, will report it immediately to ISLAND AVIATION SERVICES LTD.
3. That neither we, nor any of our employees, associates, agents, shareholders, partners, consultants or their relatives or associates have entered into corrupt, fraudulent, coercive or collusive practices in respect of our bid or proposal.
4. We understand our obligation to allow ISLAND AVIATION SERVICES LTD to inspect all records relating to the preparation of our bid and any contract that may result from such, irrespective of if we are awarded a contract or not.
5. That no payments in connection with this procurement exercise have been made by us or our associates, agents, shareholders, partners or their relatives or associates to any of the staff, associates, consultants, employees or relatives of such who are involved with the procurement process on behalf of ISLAND AVIATION SERVICES LTD, Client or Employer.

Authorized Signature: _____

Name and Title of Signatory: _____

Name of Bidder: _____

Address: _____

Phone Number: _____

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11. Submission Checklist

This checklist is to help bidders ensure full compliance with the RFP requirements issued by Island Aviation Services Ltd.

General Requirements

- ☐ Proposal written in English
- ☐ Proposal validity: Minimum 90 days from submission deadline
- ☐ All documents signed, stamped, and authorized as required

Mandatory Documents

- ☐ Cover letter
- ☐ Company registration
- ☐ Tax registration certificate and Tax clearance certificate (GST, WT, or other applicable tax registrations, along with a valid Tax clearance certificate)
- ☐ Company profile
- ☐ Project cost and payment terms (Form B)
- ☐ Audited financial statements (Optional)
- ☐ Relevant experience letters
- ☐ Design proposal
- ☐ Technical proposal and Cross-Match Sheet (Annex A)
- ☐ Bid forms (A-G)

Submission Details

- ☐ EOI Registration Deadline: 27 October 2026, 23:59Hrs (GMT+5)
- ☐ Proposal Submission Deadline: 12 November 2026, 23:59 (GMT+5)
- ☐ Via email to: proc.proposals@iasl.aero
- ☐ Late submissions will be disqualified

Additional Notes

- ☐ Ensure one bid per proponent
- ☐ Prices in Maldivian Rufiyaa (MVR), inclusive of all taxes
- ☐ All communications via official email channels only
- ☐ Appeals/complaints within 5 days of bid opening or award notification

Note: Failure to submit any of the mandatory documents may result in disqualification. Ensure all documents are signed, complete, and submitted before the deadline.

For clarifications, contact via mail:

To: procurement.admin@iasl.aero

CC: mohamed.ziyau@iasl.aero , mohamed.shae@iasl.aero and azka4513@iasl.aero

Appendix A: App Structure and Connections

These diagrams show how the new app is organised and how it connects to the headless CMS, the CRM, the booking engine middleware and the airline’s systems. They show structure, not final design.

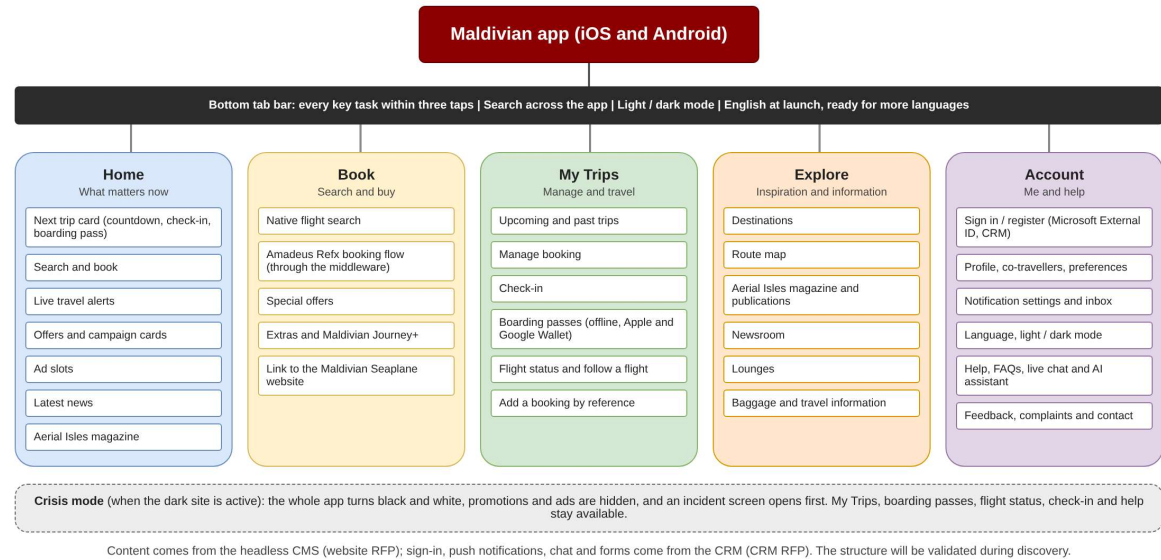


Figure A1: Mobile app structure

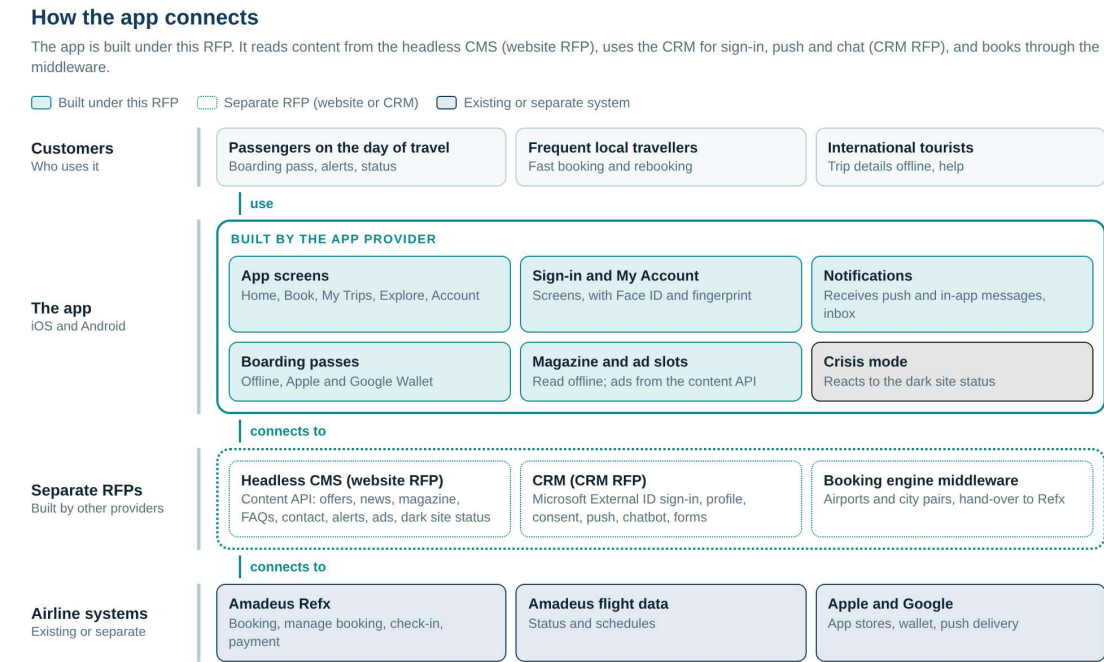


Figure A2: How the app connects

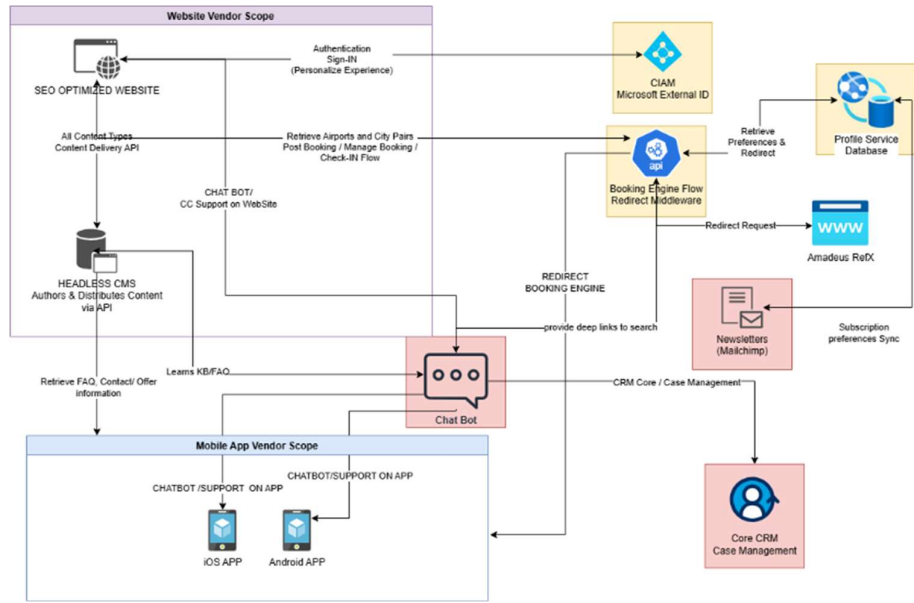


Figure A3: Overall architecture: App Vendor Scope and the systems it integrates with

Crisis dark site

In a major incident the website and app switch together to a black-and-white mode within 15 minutes, with one central source of information.

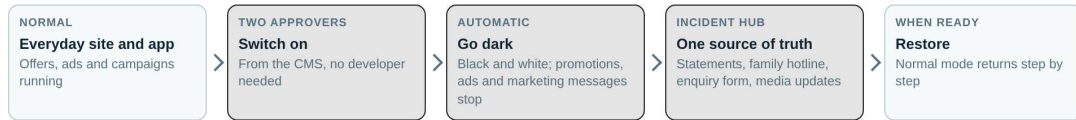


Figure A4: Crisis dark site

Appendix B: Reference Apps and Benchmarks

Bidders should study the following references. IASL does not expect copies of these apps; they illustrate the standard of experience and specific features of interest.

Reference	Features of interest
Emirates app	Trip management, seats, meals and extra bags; real-time flight, gate and baggage belt alerts; digital boarding pass in wallet; menu preview; loyalty account; baggage tracking
Ethihad Airways app	Digital travel assistant with boarding passes, gate updates, baggage status and integrated loyalty account
AirAsia MOVE app	App as a wider travel platform; strong ancillary bundles; member rewards; promotions
Air India app	In-house booking and payments; natural-language and voice itinerary search in several languages; AI virtual agent; disruption self-service; offline access to My Trips and flight status
Current Maldivian app	Existing features and store listings to migrate

Appendix C: Glossary

Term	Meaning
Amadeus Refx	Amadeus Reference Experience: a configurable, white-label booking and self-service user interface for airlines, being implemented by IASL under a separate project
API	Application programming interface: the way two systems exchange data
Booking engine middleware	The booking engine flow redirect middleware that provides airports and city pairs, and hands customers over to the Amadeus Refx booking, manage booking and check-in flows
App Provider	The vendor contracted under this RFP to build the Maldivian mobile app
CDP	Customer data platform, combining customer data from many sources into a single profile
CRM	IASL's customer information and loyalty management platform
CMS	Content management system
Dark mode	A display preference (dark backgrounds, light text) chosen by the user; not related to the crisis dark site
Dark site	A pre-built crisis version of the website and app, activated in a major incident: black and white, no promotions, with a central incident information page
MEDIF	Medical information form used for medical clearance to fly
Microsoft External ID	Microsoft's customer identity and access management (CIAM) service, used for customer sign-in under the CRM RFP
Priority	Mandatory requirements must be met at launch, either out of the box or through customisation; a bid that cannot meet a Mandatory requirement is non-responsive (Clause 7.1). Highly Desirable requirements are expected at launch and priced in the base offer; a bid that cannot meet one is not rejected, but must state how and when it will be delivered. Desirable requirements should be proposed and priced, and IASL may include them. Future requirements are not built at launch, but the solution must support them later without rework.
Cross-Match Sheet	Annex A: the Excel sheet listing every requirement in this RFP with its priority, which bidders complete with a response code, explanation and any enhancement cost
UAT	User acceptance testing
WCAG	Web Content Accessibility Guidelines published by the W3C
Website Provider	The vendor contracted under a separate RFP to build the Maldivian website and the headless CMS