

DESIGN AND DEVELOPMENT OF THE MALDIVIAN WEBSITE

Request for Proposal

22 October 2026

Tender no.:	L4-BID NO 060-2026
EOI Registration date	Before 27 October 2026, 14:00 Hrs (GMT+5) Via email: procurement.admin@iasl.aero Copied to mohamed.ziyau@iasl.aero , mohamed.shace@iasl.aero & azka4513@iasl.aero
Information session details	29 October 2026, 11:00hrs (GMT+5) Online via Microsoft 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 website – L4-BID NO 060-2026

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 website
Bid Number	L4-BID NO 060-2026
Issuing Entity	Island Aviation Services Ltd (IASL), M. Dar Al-Eiman Building, Majeedhee Magu, Male' 20345, Republic of Maldives
EOI Registration Deadline	Before 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, 11:00Hrs 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
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; 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

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	Bank Details: To be provided by successful bidder 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	11:00	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, content creation, launch and support of a new website for Maldivian, the national airline of the Maldives, replacing www.maldivian.aero. The website must be live by February 2027. The Maldivian mobile application 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, the AI chatbot, customer service, feedback and complaints, refunds, newsletters and service request forms) is procured under a separate CRM RFP. Under this RFP the Website Provider builds the website pages and integrates them 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 web design and 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.shaeer@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 customization

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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, front-end and back-end developers, QA tester, integration and SEO specialists, copywriter and photographer / videographer), 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, hosting (if proposed) 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.	Mandatory
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	Optional. However, Bidders who

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		audited financial statements are not provided as 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	fail to provide audited financials will not be provided any marks under this category
7	Relevant experience of Company / Firm	- Up to five similar website projects completed in the last 3 years (preferably airline, travel, hospitality or e-commerce websites, and integration with airline booking systems such as Amadeus), each with a live link to the website 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 website: design quality, ease of booking or purchase, mobile performance, 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 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 pages, based on the Maldivian brand and the website structure diagram in Appendix B: (1) Homepage including the booking widget, in desktop and mobile versions, and the homepage in dark mode; (2) A destination page (for example Dharavandhoo or Gan), desktop and mobile; (3) Landing Pages for Flight booking, Flight status or Manage Booking page, mobile. - 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, the design and technology of the CMS to be built, hosting, integrations, project plan and team, and how the bidder will work with the App 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 website design and development, preferably for airlines, travel or e-commerce. - Case studies of past websites (live), showing results such as conversion, speed and user satisfaction. - Walkthrough of the design proposal submitted. - Proposed solution and technology (SEO-optimised website, headless CMS and content API for the mobile app, hosting, integration with the booking engine middleware, Microsoft External ID and the CRM chatbot, crisis dark site). - A live demonstration of the proposed CMS (not slides): creating and publishing a page, scheduling a banner, and managing a redirect. - 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

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 page designs: modern and premium look, customer journey, clear booking journey, use of the Maldivian brand, mobile 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 website projects completed in the last 3 years, each with a live website and a client letter of completion (Clause 7, item 7). The evaluation panel reviews each live website individually: design quality, ease of booking or purchase, mobile performance, 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 website 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 CMS 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, hosting 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 website for Maldivian that puts booking first, gives passengers complete self-service, supports marketing campaigns and advertising, and builds a customer data foundation for the future. 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, create content for, launch by February 2027 and support the new Maldivian website, including the headless CMS that also delivers content to the mobile app, and integrating the website 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 personas, journeys, information architecture and sitemap.
 - b. Create the Maldivian website design system (first version by 18 December 2026). The mobile app and the Amadeus Refx booking screens are designed by their own providers and are not part of this RFP.
 - c. Deliver a modern, premium and easy to use design, with high-fidelity designs and prototypes for desktop and mobile, in light and dark mode, for IASL approval.
2. Website development and content management
 - a. Build the website as set out in Clause 9.5: homepage, Book, Offers & Fares, Explore, Experience, Our Services, Newsroom, Aerial Isles magazine, Help & Support Centre, My Account, and the footer pages, following the website tree in Appendix B.
 - b. Build a custom headless content management system (CMS), owned by IASL with no licence fees, that authors content and distributes it through a documented content delivery API to the website, the mobile app and the CRM chatbot (FAQs and knowledge base).
 - c. Deliver the advertising manager, advertising slots and a landing page builder for joint campaigns with partners.
 - d. Deliver the crisis dark site (black-and-white emergency mode with a central incident page) and the central switch, with the dark site status published through the content API for the mobile app.
 - e. Launch in English, with a multilingual-ready CMS so IASL can add further languages (for example Chinese) later without new development.
 - f. Set up hosting (or deploy into the IASL hosting environment), environments, CI/CD and monitoring.
3. Integrations
 - a. Build the native flight search widget and integrate it with the booking engine flow redirect middleware: retrieve airports and city pairs, and hand over to the booking, manage booking and check-in flows (Amadeus Refx) through the middleware.
 - b. Build the sign-in, registration and My Account pages on the website and integrate them with Microsoft External ID (CIAM), provided under the separate CRM RFP, to authenticate customers and personalise their experience.
 - c. Integrate the AI chatbot and customer support (provided under the separate CRM RFP) into the website, and integrate analytics, Microsoft 365 (single sign-on for CMS users) and the other systems listed in Clause 9.5 (Section 18).
 - d. Add cookie consent, pass marketing consent to the CRM, and connect the newsletter sign-up forms to Mailchimp.
4. Content creation
 - a. Write all website copy in English, and rewrite and migrate the content kept from the current website.
 - b. Produce a one-off launch library of images and video to establish the website, with full rights assigned to IASL. IASL will manage photography after launch.

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- c. Optimise the website for search engines (SEO). Before launch, map every page on the current www.maldivian.aero to its new address and set up permanent redirects, so that existing links, bookmarks and Google search rankings are kept. Pages whose content is moving to the IASL corporate website must redirect there.
 - d. Keep the current www.maldivian.aero running until the new website is live. After launch, archive a full copy of the current website and its content for IASL, and switch the old website off with IASL and its current host once the redirects are confirmed to be working.
5. Working with the App Provider
 - a. Agree the content delivery API specification with the App Provider and IASL by 18 December 2026, and make it available on staging by 15 January 2027.
 - b. Attend weekly joint integration meetings and take part in joint testing and the crisis dark site rehearsal.
6. Quality, security and launch
 - 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, an independent penetration test and user acceptance testing, and launch the website by 28 February 2027.
7. Training, handover and support
 - a. Train IASL users, and hand over documentation, source code, design files and all accounts to IASL.
 - b. Provide a three-month warranty after launch and two years of support and maintenance with the service levels in Clause 9.5 (Section 26).
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 in 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 website. 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 an external booking engine managed by our PSS systems partner (Amadeus).
- **Current app:** a Maldivian app is available on the Apple App Store and Google Play. It will be replaced under a separate RFP.

1.2 Objectives

- Put booking at the center: 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.
- Give passengers a complete self-service toolkit: manage booking, check-in, boarding passes, flight status and disruption updates.
- 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.
- Give the media and public one place for official Maldivian news, press releases and statements.
- Use customer sign-in (through Microsoft External ID under the CRM) and customer preferences to personalise the website, supporting the CRM and a future loyalty programme.
- Give the IASL marketing team full control of content, offers, campaigns 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	Structure the site around the passenger journey (plan, book, prepare, fly, after the flight), not the company structure.
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.
Mobile first	Design for the smallest screen first. Most traffic will be on mobile browsers.
Book first	The booking engine is the most important element on the homepage and must be reachable from every page in one tap.
One experience	The website, app and Refx booking flow must look, feel and behave as one product, even though they are built by different providers.
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, content, data, domains and accounts.

2. Working with Other Providers

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

2.1 Responsibilities with the booking engine and Amadeus Refx programme

Activity	Provider	IASL
Search widget on the website (native)	Responsible	Accountable
Hand-off from the website widget to the booking flow through the redirect middleware	Responsible	Accountable
End-to-end testing from search to payment and check-in on the website	Responsible	Accountable
Analytics and tracking across the website and Refx	Responsible	Accountable

2.2 Working with the App 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.

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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.

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 residents (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.

Audience	Key needs
Travel agents, DMCs and resorts	Agent information and access to agent tools, group and charter requests, resort transfer information.
Cargo customers	Rates, schedules, quote requests, shipment tracking, dangerous goods rules.
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 tasks: book a flight, book a resort transfer, manage booking, check in, check flight status, request special assistance, submit feedback, track cargo, plan a trip.	Highly Desirable
UX-04	Conduct usability testing with at least eight participants (including international tourists and residents) 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 website 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. Information Architecture and Navigation

The proposed top-level structure is based on IASL's content requirements and follows the website tree in Appendix B (Figure B1). The Provider must validate it through card sorting or tree testing and may propose improvements. The full proposed sitemap is in Appendix A.

Main menu	Purpose	Key contents
Header utility bar	Quick tools on every page	Flight status, search, language and currency selector, sign in / My Account, WhatsApp and live chat
Book	Book and manage flights	Book a flight (search widget), manage booking (view, change, cancel), online check-in, flight schedule, group booking, charter requests, and flight booking landing pages for SEO
Offers & Fares	Deals and fares	Current promotions, seasonal and festive fares, charter and group fare offers, Maldivian Holidays package deals, travel agent fares
Explore	Inspiration and destinations	Destinations overview with interactive route map, international and domestic destination pages, trending destinations, Discover the Maldives (stopover-style hub), culture, history and economy, things to do and shopping, travel guides, travel and airline partners

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Main menu	Purpose	Key contents
Experience	Preparing for and enjoying the journey	Before You Fly (baggage, prohibited items, travel documents, special services, advisories); At the Airport (lounge services, airport services, city check-in); Onboard (our fleet, Business Class, Economy Class, onboard services); Maldivian Journey+ and extras
Our Services	Every Maldivian service, each with its own page	Maldivian Cargo, Lounges, Line Maintenance, Maldivian Seaplane, Maldivian Airports, Private Charters, Maldivian Holidays
Newsroom	Official airline news	News and announcements, press releases and statements, media and press kit, investor and corporate updates
Aerial Isles	The Maldivian magazine	Current issue, destination features and island stories, culture and lifestyle, archive
Help & Support Centre	Support and contact	Contact us, FAQs (general, check-in, booking, ticketing rules), WhatsApp and live chat, travel advisories, feedback and complaints, refunds, forms
My Account	Signed-in customer area, reached from the header	Sign in / register, landing page with the customer's details, profile, trips, co-travellers, preferences and consents
Footer	Legal, corporate and secondary links	Legal and policy pages; Corporate / About links to the IASL corporate website (iasl.aero); advertise with us; Maldivian Seaplane website; app download; newsletter sign-up; social media

ID	Requirement	Priority
IA-01	Use a mega-menu on desktop and a simple drill-down menu on mobile, with no more than three levels of depth.	Mandatory
IA-02	Every passenger task must be reachable within three clicks or taps from the homepage.	Mandatory
IA-03	Provide breadcrumbs on all content pages below level one.	Highly Desirable
IA-04	Provide a "Conditions & Policies" hub listing all passenger legal documents (domestic and international conditions of carriage, website terms, privacy policy, cookie policy, baggage policy, fees and extra services, refund policy, name change and correction policy).	Highly Desirable
IA-05	Consolidate duplicate content (for example, baggage policy currently appears in several places) into one source page that other pages link to.	Highly Desirable

5. Visual Design, Branding and Design System

ID	Requirement	Priority
DES-01	Deliver a modern, premium visual design that feels current against leading airlines (for example Emirates, Etihad, Air India), using bold photography and video, clean typography, card-based layouts 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). Where guidelines are incomplete for digital use, the Provider must propose digital extensions for IASL approval.	Mandatory
DES-03	Create the Maldivian website design system (colours, type scale, spacing, grid, iconography, buttons, forms, cards, banners, modals, alerts, tables, maps, light and dark tokens) in Figma and as coded, reusable web components, for the website only (first version by 18 December 2026), and keep it updated throughout the project.	Highly Desirable
DES-04	Deliver high-fidelity designs and clickable prototypes for desktop, tablet and mobile for every page template and every key flow, for IASL review and approval before development.	Mandatory
DES-05	Follow the website structure and connections shown in Appendix B, refined through the design process.	Highly Desirable
DES-06	Use responsive and adaptive design that works from 320px wide upwards, on all current major browsers (Chrome, Safari, Edge, Firefox, Samsung Internet; last two versions) on desktop, iOS and Android.	Mandatory
DES-07	Use clean layouts with generous white space, large tap targets (minimum 44 x 44 px), clear visual hierarchy and a maximum of one primary call to action per section.	Highly Desirable
DES-08	Support full-width high-quality imagery and video, with art direction (different crops) for mobile and desktop.	Highly Desirable
DES-09	Typography and layouts ready for other languages and scripts (for example Simplified Chinese), allowing for text expansion and contraction, so a language can be added later without redesign.	Highly Desirable
DES-10	Architecture ready for right-to-left (RTL) layouts for future languages such as Dhivehi (Thaana) or Arabic.	Future
DES-11	Provide a consistent set of interactive states (hover, focus, active, disabled, loading, error, empty) for all components.	Highly Desirable
DES-12	Provide light, subtle motion and micro-interactions that respect the user's "reduce motion" setting.	Desirable
DES-13	Dark display mode (a user colour preference, separate from the crisis dark site in Section 14): automatically follow the device or browser setting, with a manual light / dark toggle in the header, remembered for the user. All components, images, logos, maps and the booking widget must be designed and tested in both modes and meet contrast requirements.	Desirable

6. Homepage

IASL wants the Provider's own ideas for the homepage. Only two things are fixed: the booking widget is the focal point, and on mobile it must be visible on the first screen without scrolling. The content blocks below are what IASL expects the homepage to offer; their layout, order, format and styling are for the Provider to propose in its designs for IASL approval, and bidders may suggest other blocks. The references named are examples, not designs to copy. Each block must be managed from the CMS (order, visibility, content, scheduling and targeting).

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Content block	Requirements
Header	Utility bar: flight status, search, language selector (hidden until a second language is added) and currency selector, sign in / My Account, WhatsApp and live chat, and light / dark mode toggle. Logo (links home). Main navigation: Book, Offers & Fares, Explore, Experience, Our Services, Newsroom, Aerial Isles, Help. Fixed (sticky) on scroll.
Travel alerts	Dismissible banner above the hero for urgent notices (weather, disruption, advisories), switched on and off from the CMS.
Hero banner	A large visual banner of images or video with headline, sub-text and a call to action (for example "Book now"), scheduled from the CMS, with a pause control for moving content. The format (single hero, carousel or other) is for the Provider to propose. Reference: Air Mauritius.
Booking widget	Prominent and front and centre. Tabs: Flights, Manage Booking, Check-in, Flight Status (Hotel tab reserved for future holiday packages). Full requirements in Section 8.
Find great fares	Destination fares showing image, destination and "from" price, with a search/filter by origin (for example, Dharavandhoo). Prices pulled dynamically from Amadeus where possible, otherwise managed in CMS with validity dates and terms.
Special offers and personalised promotions	Current promotions linking to offer detail pages. Content can be personalised by location, language, login status, past searches and behaviour.
Maldivian Journey+ and extras	Promotion of Maldivian Journey+ and extras (preferred seat, extra baggage, lounge pass, upgrades), each linking to its extras page in Experience.
Discover incredible experiences	Destination inspiration linking to destination pages and travel guides in Explore.
Our Services	Quick access to each Maldivian service page (Maldivian Cargo, Lounges, Line Maintenance, Maldivian Seaplane, Maldivian Airports, Private Charters, Maldivian Holidays), managed from the CMS.
Advertising and partner slots	At least two CMS-managed advertising or partner campaign slots on the homepage (for example a full-width banner between sections and a sponsored card within the offers grid). See Section 11.
Best holiday package deals (future)	Holiday packages. Not required at launch: the template must be built so it can be switched on when Maldivian Holidays packages are available. Reference: Qatar Airways.
Latest news	The latest Maldivian news stories, linking to the Newsroom.
Aerial Isles	A featured story from the current Aerial Isles issue, linking to the magazine section.
Newsletter: "Never miss an offer"	Email sign-up block connected to Mailchimp, IASL's newsletter platform, which manages subscriptions, preferences, double opt-in and sending. Reference: Emirates and Qatar Airways.
App promotion	App Store and Google Play badges; smart app banner on mobile web.
Footer	Legal and policy pages (see Appendix A), Corporate / About links to the IASL corporate website, Newsroom, Aerial Isles, Help, Maldivian Seaplane website, Maldivian App, newsletter sign-up, social media (Facebook, X, LinkedIn, YouTube, Instagram, TikTok), copyright. Reference: Emirates footer.

7. Header, Search and Global Features

ID	Requirement	Priority
NAV-01	Fixed header with logo, main navigation with drop-down mega-menus, search, language selector and login, consistent on every page (and, where possible, on the Refx booking flow).	Mandatory
NAV-02	Site search opens as an overlay with auto-complete, suggested pages, popular searches and quick links (reference: Qatar Airways).	Highly Desirable
NAV-03	Smart search: natural language understanding so that queries such as "how much baggage can I take to Gan" or "flights to Gan tomorrow" return the right answer, page or action.	Highly Desirable
NAV-04	Search results grouped by type (flights and destinations, help articles, pages, offers), with typo tolerance and synonyms managed in the CMS.	Highly Desirable
NAV-05	Voice search on supported browsers, using speech recognition APIs, with accessible controls.	Desirable
NAV-06	English at launch. The website must be multilingual-ready: IASL can add a new language (for example Simplified Chinese, Russian, German, Hindi, Dhivehi) by switching it on in the CMS and adding translations, with no new development. A language selector appears automatically once a second language is live.	Mandatory
NAV-07	Simplified Chinese version of the website, including China-friendly services (access from mainland China, Chinese social sharing and search).	Future
NAV-08	Currency display: USD and MVR at launch, with the ability to add further currencies.	Mandatory
NAV-09	Country / point-of-sale detection with the option for the user to change it.	Highly Desirable
NAV-10	Cookie consent banner with granular choices (necessary, analytics, marketing), recorded and auditable.	Mandatory
NAV-11	Global travel alert banner managed from the CMS.	Mandatory
NAV-12	Light / dark mode toggle in the header.	Desirable
NAV-13	Floating help button and the CRM chatbot available on every page (Section 13).	Mandatory
NAV-14	Branded 404 and error pages with search and helpful links.	Highly Desirable

8. Booking Engine and Commercial Features

The booking engine is the most important feature of the website. The search widget is built natively by the Provider; the booking flow itself (fare selection, passenger details, ancillaries, payment, confirmation) is delivered through Amadeus Refx, reached through the booking engine flow redirect middleware, and must feel seamless.

8.1 Search and book widget

ID	Requirement	Priority
BKG-01	Native search widget on the homepage, Book a Flight page, destination pages and offer pages, 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 / resident status where fares differ, and promo code.	Mandatory
BKG-02	Origin and destination fields populated and cached from the booking engine middleware API (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 widget suggests the correct arrival airport for that property (for example, typing a resort name shows "Dharavandhoo (DRV), then speedboat transfer"), or points to the Maldivian Seaplane website where the resort is served by seaplane. The mapping dataset is managed in the CMS and exposed through the content API for the app.	Mandatory
BKG-04	Calendar date picker showing lowest fares by day where available from Amadeus, and flexible dates (plus or minus three days).	Highly Desirable
BKG-05	Save a configurable number of recent searches in a cookie (and, when the customer is signed in, in their profile through the CRM) so they are available from session to session.	Highly Desirable
BKG-06	On submission, pass the search to the booking engine flow redirect middleware, which redirects to Amadeus Refx with all search parameters, so the booking continues seamlessly without re-entering data.	Mandatory
BKG-07	Pass the signed-in customer's identity (from Microsoft External ID) to the middleware, which retrieves their preferences from the profile service 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-linkable search URLs (fares deep links) so marketing campaigns, emails, partner sites and the CRM chatbot can link straight to a pre-filled search.	Mandatory
BKG-10	Connection booking helper: allow a tourist to enter their international arrival flight and time and see suitable Maldivian connections.	Desirable
BKG-11	Hotel tab linking to holiday packages or a hotel booking partner, switched on when available.	Future
BKG-12	Display of fare families (for example Economy, Premium, Business) and Maldivian Journey+ bundles in a clear comparison format, aligned with Refx.	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

8.2 Products, extras and holidays

ID	Requirement	Priority
COM-01	Extras pages for preferred seat, extra baggage, special meals, lounge pass, fare upgrade and Maldivian Journey+ products (Premier, Relax, Upgrade), each with pricing, rules and a "Add to booking" link into Manage Booking.	Mandatory
COM-02	Prominent links to the separate Maldivian Seaplane website from the navigation, footer, route map, booking confirmation and relevant destination pages.	Mandatory
COM-03	Private charter page, with the charter request form provided by the CRM (aircraft type, route, dates, passengers) embedded or linked.	Highly Desirable
COM-04	Group booking page, with the group request form provided by the CRM (more than nine passengers) embedded or linked.	Highly Desirable
COM-05	Offers & Fares section (current promotions, seasonal and festive fares, charter and group fare offers, Maldivian Holidays package deals and travel agent fares), with offer pages showing terms, validity dates, countdown option and a pre-filled booking link; offers auto-expire from the CMS.	Mandatory
COM-06	Holiday packages (future): CMS content type and page templates for package listings with filters (island, resort, price, duration), with enquiries handled by the CRM, ready to be switched on when Maldivian Holidays packages are available.	Future
COM-07	Corporate travel page, with the corporate account enquiry handled by the CRM.	Highly Desirable
COM-08	Gift vouchers or travel credit, provided through the CRM or booking engine and shown on the website.	Future
COM-09	Upsell and cross-sell placements (lounge, extras, seaplane, insurance, partner offers) on website confirmation pages.	Desirable
COM-10	Online shop ready: the website and CMS must be able to add a Maldivian merchandise store (for example model aircraft, branded travel items and gifts) with its own product catalogue, basket, checkout, stock and delivery or collection options, using a recognised shop platform integrated into the site and paid through IASL's payment gateway, without a rebuild. Bidders must describe their approach and price the store as an optional item in Form B. Orders and customers are passed to the CRM.	Desirable
COM-11	Onboard and duty-free pre-orders linked to a booking, either through the Amadeus booking flow or through an inflight retail partner, shown in My Trips and on the website.	Future

9. Manage Booking, Check-in and Flight Information

ID	Requirement	Priority
OPS-01	Native Manage Booking widget (booking reference and surname) matching the current widget, which on submission hands over through the booking engine middleware to Refx manage booking to continue seamlessly. Supports change, cancel, refund request, seat selection, extras and name correction requests as allowed by Refx and fare rules.	Mandatory
OPS-02	Online check-in entry point (booking reference or e-ticket number and surname) handing off through the booking engine middleware to Refx check-in.	Mandatory
OPS-03	Boarding pass download (PDF), email, and add to Apple Wallet and Google Wallet.	Highly Desirable

ID	Requirement	Priority
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 subscribe to updates by email or SMS, sent through the CRM.	Mandatory
OPS-05	Flight schedule / timetable search by origin, destination and date range, with real-time updates and a downloadable timetable.	Mandatory
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).	Highly Desirable
OPS-07	Disruption handling: proactive notification of delays, cancellations and schedule changes, with self-service rebooking or refund options where Refx supports them.	Highly Desirable
OPS-08	Refund request page linking to or embedding the refund request and status tracking provided by the CRM.	Mandatory
OPS-09	Travel advisories (for example, entry requirements for India) managed in the CMS.	Mandatory

10. Content Sections

10.1 Experience: At the Airport and Onboard

ID	Requirement	Priority
CNT-01	Our Fleet: pages for each aircraft type (ATR, A320/A330, and DHC-6 Twin Otter with a link to the Seaplane website) with images, specifications, seat maps, cabin features and 360-degree views where available.	Highly Desirable
CNT-02	Cabin classes: Economy and Business Class pages with comparison of benefits.	Highly Desirable
CNT-03	Onboard services: meals, inflight entertainment, the Aerial Isles inflight magazine (linking to the magazine section), amenities.	Highly Desirable
CNT-04	Lounges: introduction, lounge locations with interactive map and filter by airport, amenities, access rules, pricing, offers and FAQs. Lounge membership and lounge pass purchase are handled through the CRM, linked from these pages.	Highly Desirable
CNT-05	Airport services: check-in information for each airport, city check-in, airport maps and facilities.	Highly Desirable
CNT-06	Airline partners and interline (in Explore): Emirates, Etihad and other partners, with how to book connections and baggage through-check rules.	Highly Desirable
CNT-07	Sustainability for travellers: fly carbon neutral / carbon offset option, environmental initiatives relevant to passengers (linked from the footer).	Desirable

10.2 Experience: Before You Fly

ID	Requirement	Priority
CNT-08	Baggage: carry-on, checked, excess charges, sports equipment, regulated and high-volume baggage, hazardous and prohibited items, with a baggage allowance calculator by route, aircraft and fare.	Mandatory

ID	Requirement	Priority
CNT-09	Travel documents: international flights, domestic flights, requirements for Maldivian and foreign passengers.	Mandatory
CNT-10	Special services: mobility assistance, expectant mothers, travelling with pets, medical clearance (MEDIF), young and unaccompanied travellers. Request forms are provided by the CRM and embedded or linked.	Mandatory
CNT-11	FAQs relevant to each topic embedded on the page.	Highly Desirable

10.3 Explore

ID	Requirement	Priority
CNT-12	Destination pages for every international city and domestic airport/island served, with imagery, key facts, things to do, nearby resorts and guesthouses, weather, and a pre-filled booking widget.	Mandatory
CNT-13	Destination search and inspiration filters (beach, diving, culture, city, family, budget).	Highly Desirable
CNT-14	Travel guides and articles section (blog) with categories, tags, authors and related content, optimised for SEO.	Highly Desirable
CNT-15	Travel partners page with partner logos and links (airlines, hotels, resorts, tourism bodies).	Highly Desirable
CNT-25	Explore hub: destinations overview with an interactive route map, trending destinations, a Discover the Maldives hub (stopover-style inspiration), culture, history and economy, and things to do and shopping.	Highly Desirable
CNT-26	Aerial Isles magazine section: current issue, destination features and island stories, culture and lifestyle, and an archive of past issues, published from the CMS magazine module and available to the app.	Highly Desirable

10.4 Our Services: Maldivian Cargo

ID	Requirement	Priority
CNT-16	Cargo services information, cargo schedule, cargo charters, shipping information, dangerous goods and restrictions.	Highly Desirable
CNT-17	Request a quote form provided by the CRM, embedded or linked, so quotes reach the cargo team through the CRM.	Highly Desirable
CNT-18	Shipment tracking by air waybill (AWB) number, integrated with the cargo system.	Desirable

10.5 Our Services

ID	Requirement	Priority
CNT-19	Our Services hub: a section in the main navigation listing every Maldivian service (Maldivian Cargo, Lounges, Line Maintenance, Maldivian Seaplane, Maldivian Airports, Private Charters and Maldivian Holidays). Each service has its own page with its own URL, reachable in one click from the menu and indexable on Google.	Mandatory

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ID	Requirement	Priority
CNT-20	Line Maintenance: services offered to other airlines and operators (aircraft types supported, stations, approvals and certifications, capabilities), with an enquiry form provided by the CRM.	Highly Desirable
CNT-21	Maldivian Airports: a general page introducing the domestic airports operated by IASL, with key information and contacts. Each airport will have its own website later; the page must be able to link to these when they are available.	Highly Desirable
CNT-22	Maldivian Seaplane: a page on maldivian.aero introducing seaplane transfers and scenic flights, linking to the separate Maldivian Seaplane website for booking.	Mandatory
CNT-23	Service pages share a common template (hero image, overview, key facts, how to book or enquire, FAQs, contacts) managed in the CMS, so new services can be added without development.	Highly Desirable
CNT-24	Maldivian Holidays: a page introducing Maldivian Holidays, with current holiday offers and an enquiry form provided by the CRM. Full package listings and booking follow when the holidays platform is ready (COM-06).	Highly Desirable

11. Advertising Slots and Campaign Landing Pages

IASL runs joint promotional campaigns with partners (for example resorts, banks, card issuers, tourism boards and brands) and wants to sell advertising space. The website must make this easy to set up, run and report on without developer involvement. The advertising manager built here also supplies the ad slots in the mobile app.

11.1 Advertising slots

ID	Requirement	Priority
ADV-01	Defined advertising slots across the website: homepage (full-width banner and sponsored card in the offers grid), destination pages, Discover articles, Help pages (non-intrusive), search results, booking confirmation and "thank you" pages.	Mandatory
ADV-02	An advertising manager in the CMS to upload creatives (image, HTML5, video), set start and end dates, choose slots (website and app), languages, devices, markets and audiences, set priority and frequency caps, and pause campaigns.	Mandatory
ADV-03	Ad and campaign content for the mobile app's ad slots available through the content API, with app slot types defined jointly with the App Provider.	Mandatory
ADV-04	Advertising content for emails sent by the CRM (for example confirmation and pre-trip emails) available from the same advertising manager.	Desirable
ADV-05	Standard slot sizes and specifications documented in a media kit for advertisers, responsive across devices and light / dark modes.	Highly Desirable
ADV-06	Reporting per campaign and advertiser: impressions, clicks, click-through rate, conversions (including bookings where attributable), exportable for advertiser reports and invoicing.	Highly Desirable
ADV-07	Sponsored content clearly labelled ("Sponsored" / "Partner") to protect customer trust.	Mandatory
ADV-08	Slots must not slow the page (lazy loading, size limits) or interrupt the booking journey; no pop-ups or auto-playing audio.	Mandatory
ADV-09	Option to connect a third-party ad server (for example Google Ad Manager) in future.	Future

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11.2 Campaign and partner landing pages

ID	Requirement	Priority
LND-01	A landing page builder in the CMS so the marketing team can create new campaign pages in hours, not weeks, from a library of pre-designed, on-brand modules (hero, offer details, countdown, pre-filled booking widget, partner logos, image gallery, video, terms and conditions, FAQs, forms, social sharing).	Mandatory
LND-02	Co-branded templates for joint campaigns, showing Maldivian and partner branding together according to agreed rules.	Highly Desirable
LND-03	Custom, campaign-friendly URLs (for example maldivian.aero/partner-offer) and support for vanity or partner short links and QR codes.	Highly Desirable
LND-04	Promo code and fare link integration so each landing page can deep-link into a pre-filled booking search with the campaign promo code applied.	Mandatory
LND-05	Lead capture and registration forms (for example competition entries, early access), with consent capture, passing submissions to the CRM through its integration.	Highly Desirable
LND-06	Scheduling (go-live and automatic expiry with redirect), language versions when more languages are added, preview and approval workflow.	Highly Desirable
LND-07	Campaign tracking: UTM parameters, conversion tracking, per-page dashboards, and A/B testing of headlines and images.	Highly Desirable
LND-08	Landing pages excluded from or included in search engine indexing as chosen per page.	Highly Desirable
LND-09	Campaign content published from the CMS available to the app through the content API, so the app can show the same campaign.	Highly Desirable

12. Newsroom and Media Centre

Maldivian needs one official place for airline news. The Discover section holds travel and destination articles; the Newsroom holds news about the airline itself, such as new routes, aircraft deliveries, service changes, partnerships, awards, campaigns, community activity and official statements. Corporate and financial announcements about IASL remain on the IASL corporate website and are linked from the Newsroom where relevant.

ID	Requirement	Priority
NEWS-01	Newsroom landing page with the latest news, featured story, and filters by category (for example network and routes, fleet, partnerships, customer service, awards, community and CSR, statements), year and language.	Mandatory
NEWS-02	News article template with headline, date, summary, body, image gallery, video, downloadable press release (PDF), related stories, social sharing and media contact.	Mandatory
NEWS-03	Separate "Statements" category for official statements and service notices, which can be pinned to the top of the Newsroom and the homepage.	Mandatory
NEWS-04	Media centre: media contacts, press release archive, approved brand assets (logos, brand guidelines), fleet and destination image library and video b-roll, fact sheet, executive bios (linked to the IASL site where hosted there), all downloadable.	Highly Desirable
NEWS-05	Media registration so journalists can subscribe to press releases by email (and RSS), with the media mailing list managed through the CRM.	Highly Desirable

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ID	Requirement	Priority
NEWS-06	News items in English, with other language versions possible once a language is added, and SEO, Open Graph and NewsArticle structured data so stories appear well in search and on social media.	Highly Desirable
NEWS-07	Scheduled publishing, embargo dates and an approval workflow for press releases.	Highly Desirable
NEWS-08	News items available through the content API for the app's news section.	Highly Desirable
NEWS-09	Migration of the existing News & Announcements archive from www.maldivian.aero (airline news only; corporate items to the IASL site).	Mandatory
NEWS-10	Investor and corporate updates: a Newsroom category for corporate news relevant to Maldivian, linking to the IASL corporate website for full investor and corporate information.	Desirable

13. Help and Support (with the CRM)

Customer service, enquiries, feedback and complaints are handled by the CRM, procured under a separate RFP. The Website Provider builds the help pages and content and integrates the CRM forms and chatbot into them.

ID	Requirement	Priority
HLP-01	Help centre with categorised, searchable FAQs managed in the CMS, with "Was this helpful?" feedback on each answer. FAQs also available through the content API to the mobile app and to the CRM chatbot as its knowledge base.	Mandatory
HLP-02	Contact us page with phone numbers, email addresses, office and counter locations, opening hours and expected response times, with the contact form provided by the CRM embedded or linked.	Mandatory
HLP-03	Integrate the AI chatbot and live chat (provided under the separate CRM RFP) on every page of the website, passing page context and signed-in status.	Mandatory
HLP-04	Provide the CRM chatbot with approved FAQ and knowledge-base content from the CMS through the content API, kept in sync when content changes.	Mandatory
HLP-05	WhatsApp and Viber messaging links.	Highly Desirable
HLP-06	Feedback and complaints page with the CRM's feedback and complaints form embedded or linked, so each submission is logged and followed up in the CRM.	Mandatory
HLP-07	Travel updates page for real-time alerts and advisories.	Highly Desirable

14. 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.

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Split of work: the Website Provider builds the dark site for the website and the central switch in the CMS. The dark site status is also published through the content API so the mobile app can switch at the same time.

14.1 Activation and look

ID	Requirement	Priority
DRK-01	A pre-built dark site mode that authorised users can activate from the CMS with one action (and deactivate the same way), taking effect across the whole website within 15 minutes, without a code release or vendor involvement.	Mandatory
DRK-02	Dark site status published through the headless CMS content API, so the mobile app can switch mode at the same time as the website.	Mandatory
DRK-03	Activation must require two authorised approvers (for example the CEO or MD office and the Head of Communications), with roles configured in the CMS, a full audit log, and an emergency activation procedure documented and tested.	Mandatory
DRK-04	When active, the whole website switches to a black-and-white (greyscale) theme: the logo shown in its monochrome version, colour imagery and video replaced with greyscale or plain backgrounds, and all brand colours removed.	Mandatory
DRK-05	All commercial and promotional content is automatically suppressed: hero banners, special offers, fare carousels, advertising slots, sponsored content, campaign landing pages, holiday packages, upsell placements, social feeds and pop-ups.	Mandatory
DRK-06	Marketing emails, scheduled social posts linked to the platforms, and abandoned-booking or promotional automations are paused automatically while the dark site is active; the dark site status in the content API also lets the mobile app pause its marketing notifications.	Highly Desirable
DRK-07	Essential services stay available but low-key: flight status, manage booking, check-in, contact and help, with booking available through a plain link (IASL can choose to hide the booking engine).	Mandatory
DRK-08	Pre-approved dark site templates and holding statements prepared during the project in English, ready to be completed and published quickly.	Highly Desirable

14.2 Central incident information hub

ID	Requirement	Priority
DRK-09	A central incident page that replaces the homepage, showing the official statement, the time and date of each update, and an update timeline with the most recent at the top.	Mandatory
DRK-10	Dedicated contact information for families and friends (emergency hotline numbers, including toll-free and international numbers), shown prominently.	Mandatory
DRK-11	A secure enquiry form for relatives to request information about a passenger, routed to the emergency response or family assistance team, with confirmation to the sender.	Mandatory
DRK-12	Media section with the latest statements, press briefings schedule, media contacts and downloadable statements, linked to the Newsroom.	Highly Desirable

ID	Requirement	Priority
DRK-13	Information on affected flights, rebooking, refund and travel changes for other passengers.	Highly Desirable
DRK-14	Ability to publish incident updates in additional languages quickly (for example the languages of those affected).	Highly Desirable
DRK-15	Coordinate with the CRM provider so the chatbot switches to a crisis script with approved answers when the dark site is active.	Highly Desirable

14.3 Resilience

ID	Requirement	Priority
DRK-16	The dark site must cope with very high traffic spikes (bidders to state tested capacity, at least ten times normal peak), served from a CDN with a static failover copy hosted separately from the main platform, so the incident page stays online even if the main site fails.	Mandatory
DRK-17	The incident page must load quickly on slow mobile connections (lightweight, text-first, under 500 KB).	Highly Desirable
DRK-18	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.	Highly Desirable
DRK-19	Clear restoration process to return the website to normal mode, including a gradual return of promotional content and marketing communications when IASL decides.	Highly Desirable

15. 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 Website Provider builds the website's sign-in, registration and My Account pages and integrates them with these services.

15.1 Sign-in and My Account pages

ID	Requirement	Priority
ACC-01	Sign-in, registration, password reset and sign-out pages on the website, using Microsoft External ID (CIAM) as the identity provider. The website 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), styled to the Maldivian design.	Mandatory
ACC-03	My Account pages: profile and preferences, saved co-travellers, My Trips and communication preferences, reading and updating data through the CRM and profile service APIs.	Mandatory

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ID	Requirement	Priority
ACC-04	Personalise the website for signed-in customers (for example name, home airport and preferences) using their profile data.	Highly Desirable
ACC-05	Guest booking must remain available. After booking, guests are invited to create an account.	Mandatory
ACC-06	Single sign-on with the booking flow: pass the signed-in identity to the booking engine middleware.	Mandatory
ACC-07	Links to account deletion and data download, provided by the CRM.	Highly Desirable

15.2 Data collection, consent and personalisation

ID	Requirement	Priority
DAT-01	Capture marketing consent (email, SMS, WhatsApp) on website forms and pass it to the CRM, which holds the consent records and preference centre.	Mandatory
DAT-02	Newsletter sign-up blocks on the homepage, footer and articles, connected to Mailchimp (IASL's newsletter platform, outside this RFP), which manages subscriptions, double opt-in, preferences and sending. The Provider only connects the forms to Mailchimp.	Mandatory
DAT-03	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
DAT-04	Send website events (for example searches and abandoned bookings) to the CRM, subject to consent, so the CRM can run automated journeys.	Highly Desirable
DAT-05	Rules-based personalisation of homepage content, offers and banners by location, language, logged-in status, past searches and bookings at launch.	Highly Desirable
DAT-06	Machine-learning-driven dynamic content and personalised recommendations (destinations, offers, extras) using behavioural data.	Desirable
DAT-07	My Account pages built so a future loyalty programme (provided through the CRM) can be shown without redesign.	Future

16. Content Management System

The headless CMS authors content and distributes it through a content delivery API to the website, the mobile app (for example FAQs, contact information and offers) and the CRM chatbot (FAQs and knowledge base). The Provider must build the CMS for IASL. It may use open-source frameworks and libraries that carry no licence fees, but not a licensed or subscription CMS product. The CMS must meet every requirement in this section, including CMS-24.

ID	Requirement	Priority
CMS-01	A CMS from which all content can be managed, including dynamic content, static content, images, media, labels, properties and app content.	Mandatory
CMS-02	Support for content types including URLs, links, pages, files (any type), articles (WYSIWYG or HTML), images, videos, audio, RSS feeds, events, maps, offers, destinations, FAQs, banners, alerts, forms, and magazine issues.	Mandatory

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ID	Requirement	Priority
CMS-03	Fixed page components (common navigation items fixed for a page template) and variable components, both usable on the same page.	Highly Desirable
CMS-04	Reuse of any content item on multiple pages and components (for example, the same link or FAQ in several places), updated once.	Highly Desirable
CMS-05	All dynamic content managed and saved in multiple languages, with translation workflow, side-by-side editing and fallback language rules.	Mandatory
CMS-06	Authorised users can define whether metadata values are entered freely or chosen from a controlled vocabulary list.	Highly Desirable
CMS-07	Any aspect and parameter of the solution configurable without code changes (menus, widgets, page layouts, forms, redirects, SEO settings, banners, alerts).	Highly Desirable
CMS-08	Dynamic pages managed as a module, with pretty URLs (for example maldivian.aero/baggage) and the ability to add any page to the navigation.	Mandatory
CMS-09	SEO meta tags (title, description, Open Graph, canonical, hreflang, schema) editable for every page.	Mandatory
CMS-10	Downloads library (PDF, DOCX and others) managed in the CMS, with version replacement that keeps the same URL.	Highly Desirable
CMS-11	Role-based access control with configurable roles (for example administrator, editor, author, reviewer, translator, marketing, customer service).	Mandatory
CMS-12	Modern authentication for CMS users with two-factor authentication and single sign-on with IASL's Microsoft 365 / Entra ID.	Highly Desirable
CMS-13	Editorial workflow: draft, review, approve, schedule publish and unpublish, with notifications.	Mandatory
CMS-14	Version control: full history of every content change, compare versions and restore earlier versions, with audit log of who changed what and when.	Highly Desirable
CMS-15	Preview of content on desktop, tablet and mobile before publishing, and a way to preview app content.	Highly Desirable
CMS-16	Media library with automatic image resizing, cropping, compression, WebP/AVIF conversion, alt text fields and usage tracking.	Highly Desirable
CMS-17	Form builder for creating and editing forms, with routing of submissions by email and API and storage of submissions.	Highly Desirable
CMS-18	Personalisation and A/B testing of banners and content blocks.	Desirable
CMS-19	Advertising manager and landing page builder as defined in Section 11.	Mandatory
CMS-20	Magazine publishing module for the website and app (upload PDF or build article-based issues, archive, languages).	Highly Desirable
CMS-21	Newsroom module and crisis dark site controls as defined in Sections 12 and 14.	Mandatory
CMS-22	Social media integration for marketing (share buttons, embedded feeds, Open Graph previews).	Highly Desirable
CMS-23	Headless content API (documented, versioned, secure, cached) delivering content to the website, the mobile app, the CRM chatbot and future channels (for example kiosks, in-flight screens, partner sites). API contract agreed by 18 December 2026 and available on staging by 15 January 2027.	Mandatory

ID	Requirement	Priority
CMS-24	IASL owns the CMS and its source code outright, with no licence fees,, held in IASL-owned repositories from the start of the project; it is built on a widely used, supported technology stack; and it comes with full technical and user documentation, automated tests and an independent security test, so that IASL can move support to another vendor at any time.	Mandatory

Content update workflow: the Provider must document a content governance model (who creates, reviews, approves and publishes each content type) and a content maintenance calendar with IASL during discovery.

17. Technical Architecture, Hosting and Performance

ID	Requirement	Priority
TEC-01	The Provider must describe the proposed architecture (front end, headless CMS, content delivery API, integration with the booking engine middleware, Microsoft External ID and the CRM chatbot, hosting, CDN), technology stack and the reasons for each choice.	Mandatory
TEC-02	The solution must be able to be hosted within the IASL hosting environment (PHP / MySQL). If the Provider recommends an alternative (for example a cloud platform with headless CMS), it must explain the benefits, costs and how IASL retains ownership and control.	Mandatory
TEC-03	Separate development, staging / UAT and production environments, with CI/CD pipelines and automated deployments. Staging content API available to the App Provider.	Mandatory
TEC-04	Scalability to handle peak traffic during promotions and disruption without loss of performance, including API traffic from the app (bidders to state tested capacity in concurrent users).	Mandatory
TEC-05	Availability of at least 99.9% per month for the website and content API, excluding agreed maintenance windows.	Mandatory
TEC-06	Content delivery network (CDN) with edge caching and protection, and caching mechanisms at page, object and API levels.	Highly Desirable
TEC-07	Detect connecting device speed and capability and adapt the delivery of content (image sizes, video, scripts) to optimise loading.	Highly Desirable
TEC-08	Performance targets on mobile (75th percentile): Largest Contentful Paint under 2.5 seconds, Interaction to Next Paint under 200 milliseconds, Cumulative Layout Shift under 0.1. Google Lighthouse performance score of 90 or higher on key templates.	Highly Desirable
TEC-09	Identify and automatically block rogue and bot traffic using configurable rules (blocking, throttling, redirection, challenge), including protection of the search widget against fare scraping.	Highly Desirable
TEC-10	Daily automated backups with tested restore, a documented disaster recovery plan, recovery point objective of 24 hours or less and recovery time objective of 4 hours or less.	Mandatory
TEC-11	Uptime, performance and error monitoring with alerts to IASL and the Provider.	Highly Desirable

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ID	Requirement	Priority
TEC-12	Well-documented APIs (OpenAPI specifications) and code following recognised coding standards, with automated tests.	Highly Desirable
TEC-13	Progressive web app (PWA) features for the mobile website (installable, offline pages).	Desirable
TEC-14	Ability to add China-capable delivery (CDN or acceleration) later if a Chinese version is launched.	Future

18. 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.

System	Purpose	Priority
Booking engine flow redirect middleware (separate contract)	Airports and city pairs; hand-over to booking, manage booking and check-in; retrieves preferences from the profile service and redirects to Amadeus Refx	Mandatory
Flight status and schedule data (Amadeus / operational systems)	Flight status, schedules and disruption notices, through the middleware or APIs provided by IASL	Mandatory
Microsoft External ID (CIAM), under the CRM RFP	Sign-in, registration and personalisation	Mandatory
Mobile app (separate RFP)	Content delivery API (FAQs, contact information, offers, alerts, ads and dark site status) and app association files	Mandatory
Holidays booking platform (future)	Holiday package listings and booking when Maldivian Holidays packages are available	Future
Maldivian Seaplane website	Links and shared login where possible	Mandatory
Cargo system	Schedules, quote requests and AWB tracking	Desirable
AI chatbot and live chat (CRM RFP)	Embedded on the website; learns from CMS FAQs and knowledge base; uses fares deep links for search	Mandatory
CRM and profile service (CRM RFP)	My Account data, consent and website events	Mandatory
Mailchimp (IASL newsletter platform, outside this RFP)	Newsletter sign-up forms on the website pass subscribers to Mailchimp	Mandatory
Mapping service (for example Google Maps or Mapbox)	Route map and lounge locations	Highly Desirable
Resort, guesthouse and attraction data	Resort-to-airport mapping	Mandatory
AI / large language model services	Smart search	Highly Desirable
Emergency response / family assistance team mailbox or system	Routing of relatives' enquiries from the dark site	Mandatory
Analytics and tag management (GA4, Google Tag Manager, Meta Pixel and others)	Measurement and marketing	Mandatory

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System	Purpose	Priority
Social media platforms (Facebook, Instagram, X, YouTube, TikTok, LinkedIn)	Sharing and feeds	Highly Desirable
Microsoft 365 (Entra ID, Lists, SharePoint)	CMS single sign-on for IASL staff (feedback and complaints are routed through the CRM)	Mandatory
Apple Wallet and Google Wallet	Boarding passes from the website	Highly Desirable
Interline partners (for example Emirates, Etihad)	Partner information and links	Desirable
IASL corporate website	Outbound links and shared header/footer elements where appropriate	Mandatory

19. Search Engine Optimisation and Migration

ID	Requirement	Priority
SEO-01	On-page SEO best practice on all templates: semantic HTML, heading structure, editable meta tags, image alt text, internal linking.	Mandatory
SEO-02	Clean, readable, keyword-friendly URL structure in all languages.	Mandatory
SEO-03	Automatically generated XML sitemaps (pages, images, video, languages) and an editable robots.txt.	Mandatory
SEO-04	Structured data (schema.org) for Organisation, Airline, Flight, FAQ, Breadcrumb, Article, Offer, Place and Event where relevant.	Highly Desirable
SEO-05	hreflang tags ready for when further languages are added.	Highly Desirable
SEO-06	Search optimisation for Chinese search engines (for example Baidu) when a Chinese version is launched.	Future
SEO-07	Full audit of current www.maldivian.aero URLs and rankings, and a 301 redirect map from every old URL to the best new URL (or to the IASL corporate site for corporate content).	Mandatory
SEO-08	Pre-launch and post-launch SEO checks, Google Search Console and Bing Webmaster set-up, and monitoring of rankings and traffic for 90 days after launch.	Highly Desirable
SEO-09	Optimisation for AI search and answer engines (clear, factual, structured content and FAQs).	Desirable
SEO-10	Sitelinks: every key task and section has its own indexable landing page with a short, stable web address, a unique page title and description, and links from the main menu and footer, so search engines can show sitelinks under maldivian.aero. This covers at least Book a Flight, Manage Booking, Online Check-in, Flight Status, Flight Schedule, Special Offers, Destinations, Baggage, Contact Us, Newsroom and About Maldivian. Each booking widget tab (Flights, Manage Booking, Check-in, Flight Status) also has its own landing page with the widget, helpful content and FAQs.	Mandatory

ID	Requirement	Priority
SEO-11	Deep links: every page, page section and widget tab can be reached by a stable deep link. Fares deep links open a pre-filled flight search (origin, destination, dates, passengers, cabin and promo code) for use in campaigns, emails, social media, partner sites, QR codes and the CRM chatbot, and pass through the booking engine middleware to Amadeus Refx without losing the search or tracking parameters (for example UTM codes).	Mandatory
SEO-12	Deep links open the matching screen in the Maldivian app when it is installed (universal links and app links, using association files hosted on maldivian.aero), and the website page otherwise.	Highly Desirable
SEO-13	Deep link and search hygiene: deep links with parameters use canonical tags and are excluded from indexing so they do not create duplicate pages; old and changed deep links are redirected rather than broken, with redirects managed in the CMS.	Highly Desirable
SEO-14	A simple deep link builder in the CMS so the marketing team can create, shorten and track fares deep links and campaign links without developer help.	Desirable
SEO-15	Old website cut-over: the current www.maldivian.aero stays live until the new website launches; after launch, a full archive copy of the old website and its content is handed to IASL, and the old website is switched off with IASL and its current host once all redirects are confirmed to be working.	Mandatory

20. Accessibility

ID	Requirement	Priority
A11Y-01	The website 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	Full keyboard navigation with visible focus states and skip links.	Highly Desirable
A11Y-03	Compatibility with screen readers (VoiceOver, TalkBack, NVDA, JAWS) on all key journeys, including the booking widget, forms and maps.	Highly Desirable
A11Y-04	Sufficient colour contrast, text resizing to 200% without loss of content, captions and transcripts for video.	Highly Desirable
A11Y-05	Accessible forms with clear labels, instructions and error messages.	Highly Desirable
A11Y-06	Independent accessibility audit before launch, with all critical and high issues fixed, and an accessibility statement published on the website.	Mandatory

21. Security and Data Protection

ID	Requirement	Priority
SEC-01	TLS 1.2 or higher on all connections and APIs, with HSTS.	Mandatory
SEC-02	Encryption of personal data in transit and at rest; no customer passwords stored by the website (handled by Microsoft External ID).	Mandatory

ID	Requirement	Priority
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 website.	Mandatory
SEC-05	Secure development aligned with the OWASP Top 10.	Mandatory
SEC-06	Independent penetration test of the website and APIs before launch, and annually afterwards, with critical and high findings fixed before go-live.	Mandatory
SEC-07	Web application firewall, DDoS protection, rate limiting and bot management.	Mandatory
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.	Mandatory
SEC-10	Privacy by design: data minimisation, defined data retention periods, and processes for data subject requests and breach notification.	Highly Desirable
SEC-11	Customer data hosted in locations approved by IASL, with a list of all sub-processors.	Mandatory

22. Analytics and Reporting

ID	Requirement	Priority
ANL-01	Lead the shared measurement plan (website and app) agreed with IASL, defining KPIs, events and conversion funnels before development.	Highly Desirable
ANL-02	GA4 (or equivalent) and tag management, with cross-domain tracking from the website into the Refx booking flow and back, so that bookings and revenue can be attributed to campaigns and channels.	Mandatory
ANL-03	E-commerce tracking of searches, bookings, revenue, extras and conversion rates.	Mandatory
ANL-04	CMS and marketing dashboards for traffic, conversions, newsletter sign-ups, chatbot performance, feedback volumes and advertising placements.	Highly Desirable
ANL-05	Heatmaps and session recording (with consent) for UX optimisation.	Desirable
ANL-06	Monthly performance report during the support period.	Highly Desirable

23. Content Creation, Strategy and Migration

The Provider is responsible for creating the website content: writing the copy and producing the photography and video the website needs. IASL will support the Provider (access, information, existing assets and approvals), but the Provider leads and does the content work. Bidders must include a content team (copywriters, photographers and videographers, or named partners) in their proposal.

23.1 Content strategy and migration

ID	Requirement	Priority
CON-01	Content audit of www.maldivian.aero, identifying content to keep, rewrite, merge, remove or move to the IASL corporate website.	Highly Desirable
CON-02	Content strategy and information hierarchy aligned with the brand voice, with a style guide for web and app copy (plain British English, short sentences, consistent terms), shared with the App Provider.	Highly Desirable
CON-03	Migration of all retained content, documents and media into the new CMS.	Mandatory
CON-04	Set up the CMS translation workflow so IASL can add Simplified Chinese (or another language) after launch; translation itself is not part of the launch scope.	Highly Desirable
CON-05	Professional Simplified Chinese translation of all content, priced separately as an option.	Desirable

23.2 Copywriting

ID	Requirement	Priority
CON-06	Write all website copy in English for launch: every page, the homepage, booking widget labels and messages, forms, error messages, FAQs, emails sent by the website, alerts and SEO metadata (page titles and descriptions).	Mandatory
CON-07	Rewrite retained content from the current website so it is clear, accurate, up to date and in the Maldivian brand voice; do not simply copy it across.	Highly Desirable
CON-08	Write a launch set of destination guides and travel articles for the Explore section, with at least one page for every destination served.	Highly Desirable
CON-09	Write launch copy for the Newsroom (about Maldivian, fact sheet, media centre text) and the crisis dark site holding statements, for IASL approval.	Highly Desirable
CON-10	Write SEO-optimised copy using keyword research for priority pages (destinations, booking, baggage, routes).	Highly Desirable
CON-11	All copy reviewed and approved by IASL before publishing; the Provider makes all agreed changes.	Mandatory

23.3 Photography and video

ID	Requirement	Priority
CON-13	Audit IASL's existing images and video, and agree a shot list with IASL covering every page template, the homepage, destinations, fleet, cabins, lounges, airports, crew and service, and campaign use.	Mandatory
CON-14	Plan and carry out the photo and video shoots needed to establish the website (a one-off launch library; IASL will manage photography after launch) in the Maldives (aircraft, cabins, lounges, airports, crew and staff, passengers, destinations and islands, including aerial or drone footage where permitted), with the required permits and model releases.	Mandatory
CON-15	Produce a launch library of edited, high-resolution photographs and short videos (including hero banner videos and social media cut-downs), enough to cover every page template and the homepage at launch.	Mandatory

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ID	Requirement	Priority
CON-16	Source licensed stock images only where shooting is not practical (for example some international destinations), with licences in IASL's name.	Highly Desirable
CON-17	Retouch, crop and optimise all images and video for web (desktop and mobile versions, light and dark mode), with alt text written for every image.	Mandatory
CON-18	Icons and illustrations in line with the design system.	Highly Desirable
CON-19	IASL owns all photographs and video produced, with full rights to use them in any channel (including the app, social media, print and advertising) without time limits. Raw and edited files handed over to IASL.	Mandatory

24. Testing and Quality Assurance

- Test strategy and test plan agreed with IASL, covering functional, integration, regression, cross-browser and device, performance and load, security, accessibility, usability and content testing.
- End-to-end testing of all booking, manage booking and check-in journeys on the website 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 App Provider (content API, ads, dark site status, deep links) and with the CRM provider (sign-in, My Account, chatbot) before UAT.
- Load testing at a minimum of three times expected peak traffic, including API traffic from the app.
- Testing on real iOS and Android devices and the main desktop browsers.
- 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.

25. Training, Documentation and Handover

- CMS training for administrators, editors and marketing users (in person in Malé or online), with recorded sessions, covering content, campaigns, advertising, newsroom, magazine and the dark site switch.
- Training for customer service teams on the website's feedback and support forms.
- User guides for the CMS and all integrated tools.
- Technical documentation: architecture, infrastructure, APIs (including the content delivery API used by the app and the chatbot), 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, domains to IASL.

26. 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, platform updates, monitoring, backups, availability of the content API used by the app, availability management, 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.

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Severity	Definition	Response	Resolution / workaround
Critical (P1)	Website or content API down, booking or check-in not possible, 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.

27. 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 App 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.

28. Timeline and Milestones

IASL requires the website to be live by 28 February 2027 at the latest, at the same time as the mobile app. 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 and parallel workstreams. 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 App Provider), stakeholder workshops, research, content audit, Refx integration workshop, confirmed requirements and backlog
2. Design and API contracts	1 to 31 December 2026	Design system first version and content API specification by 18 December 2026; high-fidelity designs and prototypes, usability testing

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Phase	Indicative dates	Key outputs
3. Build	7 December 2026 to 29 January 2027	Headless CMS and content API on staging by 15 January 2027; templates, booking widget, newsroom, dark site, advertising and landing pages, help and chatbot integration; copywriting, photo and video shoots and content migration in parallel (shoots in December and early January)
4. Design approvals	14 to 31 December 2026	IASL review and approval of the high-fidelity designs, prototypes and page content, with up to two rounds of changes; design sign-off before the front-end build is completed
5. Integration and testing	11 January to 12 February 2027	Booking engine middleware, Microsoft External ID and CRM chatbot integration; joint tests with the App Provider and the CRM provider; performance, security and accessibility testing
6. UAT and launch readiness	8 to 24 February 2027	UAT sign-off, penetration test fixes, SEO redirects, joint dark site rehearsal
7. Launch	By 28 February 2027	Go-live, DNS cut-over, launch monitoring (coordinated with the app release)
8. Hypercare and warranty	March to May 2027	Daily monitoring, fixes, optimisation, SEO tracking, handover completion
9. Phase 2 and continuous improvement	From March 2027	Chinese language version, any agreed Phase 2 items, holiday packages, loyalty, advanced personalisation

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.

Dependencies: the February 2027 date depends on (1) the Amadeus Refx upgrade being available for integration testing by mid-January 2027, and (2) this 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 and chatbot) and the booking engine middleware being available for integration by mid-January 2027, on which the website depends. If Refx is delayed, the website must launch connected to the current Amadeus booking engine and switch to Refx later without redesign.

29. Deliverables

#	Deliverable	Phase
D1	Project plan, team structure, communication plan, risk register	1
D2	Discovery report: research findings, analytics and content audit, confirmed requirements	1
D3	Personas, journey maps and user flows	1 to 2

#	Deliverable	Phase
D4	Information architecture, sitemap and URL plan	2
D5	Website design system (Figma and coded components)	2
D6	Content delivery API specification (including ads and dark site status for the app)	2
D7	High-fidelity website designs and prototypes	2 to 4
D8	Shared measurement plan and website analytics set-up	2 to 3
D9	Website with CMS, all templates and features in this SOW	3
D10	Content delivery API on staging (by 15 January 2027) and production	3
D11	Advertising manager, ad slots and campaign landing page builder	3
D12	Newsroom and media centre, with migrated airline news archive	3
D13	Crisis dark site and central switch, templates, activation procedure and joint rehearsal	3 to 6
D14	All integrations, tested end to end (including joint tests with the App Provider and the CRM provider)	5
D15	All website copy written and approved in English, migrated content rewritten, destination guides, and multilingual CMS set-up	2 to 6
D15a	Shot list, photo and video shoots, and edited launch library of photography and video (with rights assigned to IASL)	2 to 5
D16	Test reports: functional, performance, security (penetration), accessibility audit	5 to 6
D17	SEO redirect map and launch checklist	6
D18	Live website	7
D19	Training, user guides, technical documentation, source code and handover	7 to 8
D20	Hypercare report and support transition	8

30. 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.
- Website performance targets met on key templates.
- 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 website.
- Redirects in place and verified.
- 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 templates.
- Content delivery API live, documented and accepted by the App Provider and IASL; sign-in and chatbot integrations accepted with the CRM provider.
- Advertising manager, landing page builder and dark site switch demonstrated by IASL marketing and communications users.

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- 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.

31. 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.
- Domains, hosting accounts, analytics and third-party platform 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 content API specifications may be used by the App Provider and any future IASL supplier. The website design system is owned by IASL.

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 App Provider and other third parties, and act as the decision-maker between the providers.
- IASL shall support content creation: providing information and subject matter experts, arranging access to aircraft, airports, lounges and staff for photo and video shoots, and helping with permits.
- 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 website must be live 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; website design system and 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.

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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, hosting (if proposed) and any third-party services (for example maps) shall be priced per year in Form B. The price shall exclude the CRM and its licences, which are procured under a separate RFP, but shall include all work to integrate the website 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.
- 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.
- 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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9 Bid Forms A-G

From A - Bid application form

Description of Work:	Design and development of the Maldivian website
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 website, 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 website	
Item Description	Price (MVR)
A. Implementation (one-off)	
1. Discovery, UX and design (including the website design system)	
2. Website development and headless CMS (including the content API for the mobile app)	
3. Integrations (booking engine middleware, Microsoft External ID sign-in, CRM chatbot and forms, analytics and others). CRM build and licences are excluded, as they are priced under the separate CRM RFP.	
4. Content creation (copywriting, launch photography and video)	
5. Testing, launch, training and handover	
Sub-total A (Implementation)	
B. Recurring	
6. Support and maintenance, Year 1 (after warranty), including 240 enhancement hours	
7. Support and maintenance, Year 2, including 240 enhancement hours	
8. Hosting, Years 1 and 2 (if proposed)	
9. Other third-party services, if any (for example maps), Years 1 and 2. No CMS licence fees.	
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)	
10. Simplified Chinese translation of launch content	
11. Online merchandise shop (COM-10): set-up, integration and first year of platform fees	
12. 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.

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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.

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 website

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:

- 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.
- Should we become aware of the potential for such a conflict, will report it immediately to ISLAND AVIATION SERVICES LTD.
- 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.
- 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.
- 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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10. 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

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Appendix A: Proposed Sitemap

Based on IASL's content requirements and the website tree in Appendix B (Figure B1). To be validated during discovery.

Section	Pages
Home	Header; Travel alerts; Hero banner; Booking widget; Find great fares; Special offers; Maldivian Journey+ and extras; Discover experiences; Our Services; Advertising slots; Holiday packages (future); Latest news; Aerial Isles feature; Newsletter; App promotion; Footer
Header utility bar	Flight status; Search; Language and currency selector; Sign in / My Account; WhatsApp and live chat
Book	Book a flight (search widget); Manage booking (view, change, cancel); Online check-in; Flight schedule; Group booking; Charter requests; Flight booking landing pages for SEO (for example by route)
Offers & Fares	Current promotions; Seasonal and festive fares; Charter and group fare offers; Maldivian Holidays package deals; Travel agent fares
Explore	Destinations overview (interactive route map); International destinations (India, China, Bangladesh, Thailand and others, by city); Domestic destinations (Kooddoo, Dharavandhoo, Ifuru, Kadhdhoo, Velana, Kaadehdhoo, Maafaru, Gan and others); Trending destinations; Discover the Maldives (stopover-style hub); Culture, history and economy; Things to do and shopping; Travel guides and articles; Travel partners; Airline partners (interline: Emirates, Etihad)
Experience: Before You Fly	Baggage (policy, carry-on, checked, sports equipment, excess charges, regulated baggage, FAQs); Prohibited and hazardous items; Travel documents (international, domestic, Maldivian passengers, foreign passengers); Special services (mobility assistance, expectant mothers, travelling with pets, medical clearance, young travellers); Travel advisories
Experience: At the Airport	Lounge services; Airport services; City check-in
Experience: Onboard	Our fleet (ATR, A320/A330, Twin Otter); Business Class; Economy Class; Onboard services and inflight entertainment
Experience: Maldivian Journey+ and extras	Maldivian Journey+; Upgrade fare; Preferred seat; Extra baggage; Special meals; Lounge pass
Our Services	Services hub; Maldivian Cargo (services, schedule, charters, request a quote, track shipment); Lounges (locations, membership, passes); Line Maintenance; Maldivian Seaplane (overview, link to the Seaplane website); Maldivian Airports (general page, linking to each airport's own website later); Private Charters; Maldivian Holidays (offers and enquiries; packages when available)
Newsroom	News and announcements; Press releases; Statements; Media and press kit (contacts, brand assets, image and video library, fact sheet); Media registration; Investor and corporate updates
Aerial Isles (magazine)	Current issue; Destination features and island stories; Culture and lifestyle; Archive
Help & Support Centre	Contact us; FAQs (general, check-in, booking, ticketing rules); WhatsApp and live chat; Travel advisories; Feedback and enquiries (questions, suggestions, concerns, compliments, complaints); Refund request; Forms
My Account	Sign in / register; Account landing page with details; My profile; My trips; Co-travellers; Saved searches; Preferences and consents; Loyalty (future)

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Section	Pages
Legal / Policy (footer)	Privacy policy; Cookie policy; Conditions of contract / carriage (domestic and international); Website terms of use; Refund policy; Baggage policy; Extra services and fees; Name change and correction policy; Accessibility statement; Whistleblowing / code of conduct; Corporate governance / right to information (linking to the IASL corporate website where hosted there)
Corporate / About (footer, links to iasl.aero)	About Maldivian / our company; Our management; Investment opportunities; Careers; Tenders and e-procurement; Downloads; Annual and sustainability reports
Other footer links	Advertise with us (media kit and enquiry form); Maldivian Seaplane website; Maldivian App; Newsletter sign-up (Mailchimp); Social media; Sustainability for travellers
Campaigns	Campaign and partner landing pages (created from the landing page builder)
Dark site (hidden until activated)	Incident information hub; Family and friends contacts and enquiry form; Media statements; Affected flights and travel changes

Appendix B: Website Structure and Connections

These diagrams show how the new website is organised and how it connects to the shared platform, the mobile app and the airline's systems. They show structure, not final design.



Every item shown is its own page with its own URL, reachable from the main menu and indexable on Google. Dashed boxes are planned (My Account), footer-only, or links to other IASL websites.

Figure B1: Website structure

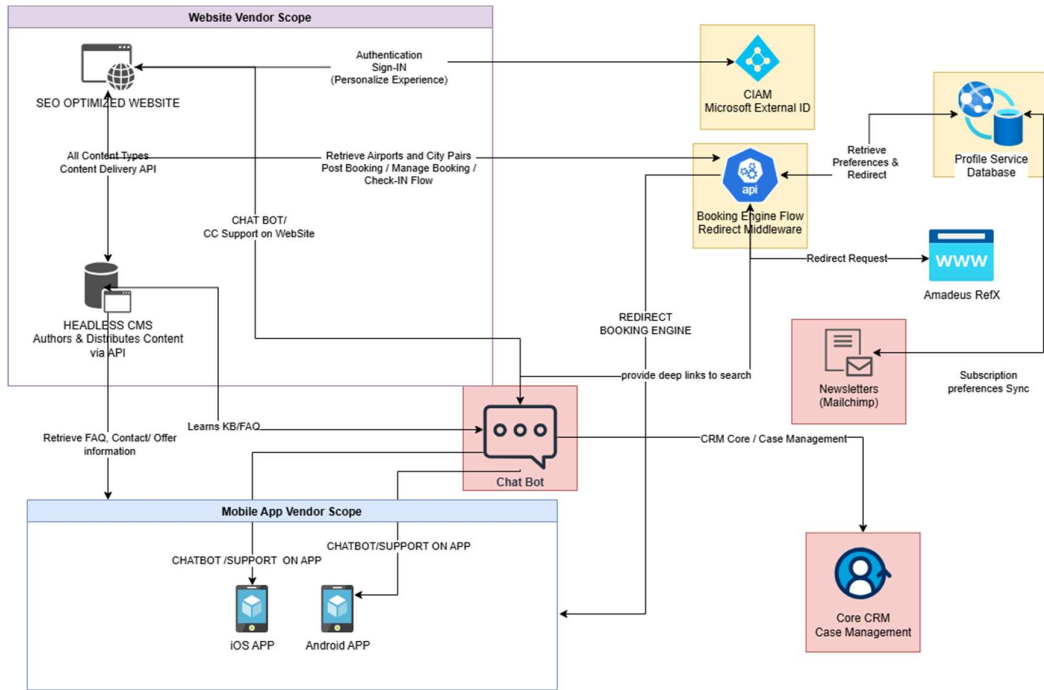


Figure B2: Overall architecture: Website Vendor Scope and the systems it integrates with

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.

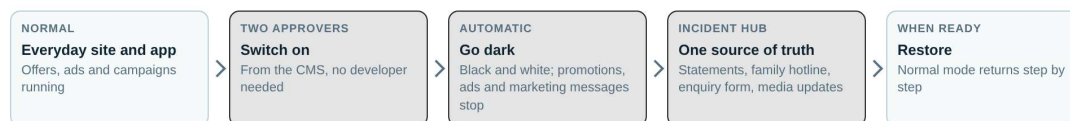


Figure B3: Crisis dark site

Appendix C: Reference Websites and Benchmarks

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

Reference	Features of interest
Emirates (emirates.com)	Footer structure; interactive route map; trip management, seats, meals and extra bags; loyalty account
Etiihad Airways (etihad.com)	Simplified navigation; online check-in with pre-filled data and improved seat map; integrated loyalty account (tier status, earn and spend); stopover add-on in booking
AirAsia (airasia.com)	Booking-first homepage; strong ancillary bundles and add-ons; member accounts and rewards; promotions and fare calendar
Air India (airindia.com)	Refreshed website with improved booking. After the AI171 accident in June 2025, Air India and the Tata Group switched their websites and social channels to black and white with a central information page (dark site)
Qatar Airways (qatarairways.com)	Search overlay with popular searches; holiday package presentation; newsletter sign-up
Vietnam Airlines (vietnamairlines.com)	Similar destination focused website.
Air Mauritius (airmauritius.com)	Full-width hero banner behind the booking widget
tripplanner.ai and planyourtrip.com	AI itinerary planning, questionnaire-led personalisation, map-based trip building
Current www.maldivian.aero	Existing booking widget fields (flights, manage booking, check-in, nationality, passenger types), Maldivian Journey+ products, travel advisories, WhatsApp and Viber booking channels

Appendix D: 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
App Provider	The vendor contracted to build the Maldivian mobile app under a separate RFP
AWB	Air waybill, the tracking reference for a cargo shipment

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Term	Meaning
CIAM	Customer identity and access management: Microsoft External ID, provided under the separate CRM RFP
Booking engine middleware	The booking engine flow redirect middleware: provides airports and city pairs, retrieves customer preferences from the profile service and redirects customers to Amadeus Refx
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
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
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.
RTL	Right-to-left text direction, used by languages such as Dhivehi and Arabic
UAT	User acceptance testing
WCAG	Web Content Accessibility Guidelines published by the W3C
Website Provider	The vendor contracted to build the Maldivian website and the headless CMS under this RFP