



Old City of Jerusalem Revitalization Programme (OCJRP)

Request for Quotations

Design, Development and Maintenance of

Old City of Jerusalem Revitalization Programme Website

April 2017

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Terms of Reference
For
Design, Development and Maintenance of OCJRP Website

1. Introduction

The Welfare Association - TAAWON is a non-profit foundation established in Geneva in 1983 to support Palestinian society in sustainable development. As a pioneering development Palestinian organization, TAAWON dedicates its work to provide a unique contribution to support development efforts of Palestinians, help preserve their heritage and identity, support their living culture and develop their civil society. TAAWON contributions to the development of the Palestinian society in the different regions, mainly in the 1948 Palestinian areas, the West Bank, including Jerusalem, Gaza Strip and Palestinian communities in Lebanon, through the following programs: Community Development, Education, Culture, Youth, and Rehabilitation.

OCJRP is a program established by Taawon in 1995 with the main goals of safeguarding the cultural heritage of the Old City of Jerusalem and supporting the steadfastness of its residents. The program expanded to Nablus as well, and has added new components to its work such as community awareness activities, specialized training and documentation (using GIS as one of the tools).

In the past 21 years OCJRP has developed a website for its work that showcases its activities and provides resource information to the public and professionals (<http://ocjrp.welfare-association.org/en>) and has also developed another website for the training and documentation module of its activities in the aim of establishing a professional institute for rehabilitation in Palestine (<http://www.ipahj.org>). Recently, OCJRP decided to freeze the institute idea and decided to merge its two websites and revamp them to provide the functionalities they already provide along with a new image that fits with the new Taawon branding guidelines (giving OCJRP a special identity as well).

Therefore, Taawon is seeking a consultant to revamp its websites (currently two websites) to one website that can achieve higher visibility and a higher level of social engagement. This will be achieved through a focus on its main components and success stories, in addition to features such as interactive maps and an online e-learning system for courses. Our target audience consists of members, donors, partners, staff, media and public uses.

1.1. Purpose

The OCJRP is requesting proposal with the following objectives:

1. To combine two website under one website and one domain
2. To have an interactive map with JSON
3. To receive applications for jobs, and different services
4. To have an easy e-learning system
5. To increase the level of engagement
6. To facilitate ease of access and better user experience
7. To attract more visitors
8. To better search engine visibility
9. Integration with social media
10. Integration with all internet browsers and mobile devices
11. Introducing a friendly content management system that is easy to maintain and manage

1.2. Scope of work

The OCJRP seeks the following services from the vendor:

1. To combine two website under one website
2. To develop the WA website on an open-source Content Management System (CMS)
3. The new design should reflect the latest trends. It should be attractive and interactive
4. To secure seamless migration of the current data and content to the new CMS
5. To deliver the essential features identified below
6. Additional suggestions from the vendor are welcome

1.3. Implementation process

1. Meeting to set the requirements of design and the identity of website.
2. Prepare the required design and layout.
3. Meet to agree on the structure of the website.
4. Design the database after the Layout is fully agreed from Welfare.
5. Develop the complete project.
6. Develop the professional tools and take agreement from Welfare.
7. Install and test.
8. Take full agreement from Welfare.
9. Deliver the complete solution.

2. Product Perspective

This website should combine the existing two websites into three parts. The first part is about the OCJRP Components (activities, news, photo gallery, etc.). The second part is holding the

information needed for the mini course system, where students will apply to register online, download content, share information, ask questions, upload materials through blog and forum. The third part is the part that holds all information resulting from previous research, surveys and any other source of information for the historical monuments or building. Information should be presented in Map interactive which allow information retrieval for trainees, researchers and visitors of the website to view (location and information), and analyze these information.

The basic features are listed below

General Technical Requirements:

1. The site structure (design) should be parameterized to allow for any future development and the addition of new features
2. Simple and easy navigation with the minimum number of clicks (not to exceed 2 clicks)
3. To function on all web browsers and platforms (especially mobiles)
4. Integration with social media (such as live update widgets, plugins and sharing) and optimization for social media sharing (Facebook open graph integration)
5. Optimization for search engines (SEO) in order to achieve top-ranking listings
6. Multilingual (Arabic & English) with the flexibility to add new languages
7. Dynamic form building process; all forms such as Feedback forms, registration, survey, job application, etc. should be managed through the content management system and connected to the database.
8. Other general requirements, such as fast loading, security, free from bugs...etc., are to be considered.
9. Website should have the capability to sending emails for a registered mail list
10. Capability to archive articles
11. Maps (google maps, better if ESRI integration) and be able to manage JSON files

Content Management System (CMS):

In order to reduce efforts and time spent on managing and updating the website, the following should be considered:

1. The CMS should be user-friendly and easy to manage
2. Several user profiles, privileges and workflow
3. One login for all language versions
4. The ability to edit on the fly with preview support
5. The ability for admin to add/modify/delete blocks and modules and to manipulate themes and layout
6. Support smart HTML editor with tagging features
7. The admin should be able to create different types of page templates: website standard templates, plain templates, templates per section (news, stories, programs, etc.) and advanced templates

8. The ability to create standalone pages, not linked to any section of the website, to be used for online marketing/advertising and fundraising campaigns
9. FTP client mode with several user privileges
10. The website and all pages should be configured with google analytics with information on tracking details on all website pages and traffic.
11. Support several types of modules (news, publications, photo gallery, video gallery, careers, etc.)
12. The ability to manage and manipulate online forms/applications
13. The ability to send information to predefined email address lists (form-to-email)
14. The ability to send auto email alerts/confirmations when applying for a job, email subscription, membership, and grant application, to the visitor confirming submission, and to the designated WA contact email. The CMS should provide storage for this in a user friendly manner
15. the ability to manage the members of website
16. Manage JSON import and export for maps

Course Management System

OCJRP currently has mini course system, with the bellow features, consultant can either integrate the existing system or develop new one, and the course system must have the bellow

1. Several user profiles, privileges and workflow
2. Advertise for new course
3. Receive applications for courses
4. Accept application for the course
5. Add materials , instructor , and tasks , evaluation any other information
6. Instructor should be apply to login to specific course, add materials, tasks, see evaluation, and questions from students
7. Students should login to access course materials, task, fill evaluation and interact
8. The ability to manage and manipulate online forms/applications
9. The ability to send information to predefined email address lists (form-to-email)
10. The ability to send auto email alerts/confirmations when applying for a job, email subscription, membership, and grant application, to the visitor confirming submission, and to the designated WA contact email. The CMS should provide storage for this in a user friendly manner

To login to existing system use the bellow

Admin login

(URL : http://www.ipahj.org/courses_admin/login.aspx

User:Taawon

Password:Taawon)

Instructor login

(URL : <http://www.ipahj.org/index.aspx> (down at memeber area)
User:christian.big.heritage@gmail.com
Password:christian2016\$)

Student login (
URL : <http://www.ipahj.org/index.aspx> (down at memeber area)
User:Mnhj10@yahoo.com
Password: 059905990599)

Map integration

OCJRP currently own an html map design , where a JSON data is transfer with images to location, and then HTML code read the JSON and images , the integration must follow the design and theme of the website.

Link of map
<http://welfare-prod.us-west-2.elasticbeanstalk.com/>

Operating Environment

The website must not be dependable on any operating system, internet software, web server, or any controls

Logistical Requirements

Training

The vendor will provide training for the OCJRP staff on the system including the Site Structure

Maintenance

Offers should include: 3 years support

User Documentation

The documentation should include the following:-

- User manuals and on-line help.
- Professional code documentation on each part of the code including the structure of the code.

Assumptions and Dependencies

- We assume that the consultant will be responsible on the website will be able to change the website through professional and easy tool, these changes may include: contents (information, maps, photo, etc.), structure (menu, pages), and themes.
- We assume that the consultant will be responsible for merging all data from the two websites

3. Intellectual property

Intellectual property and copyright of all documents produced within the framework of this Consultancy Agreement belong to Taawon (Welfare Association). Permission to make other use of these documents requires the written agreement of all parties.

4. Vendor's Qualifications

The vendor should have previous experience of creating, developing and maintaining portals for organizations implementing similar type of projects for a period not less than three years. The team leader should have professional/post-graduate qualification in Information Technology with exposure to multimedia applications, well acquaintance in using web applications and building it with the most recent (best) frameworks (strong and quick).

5. Deliverables

The Assignment will be considered complete on:

- Training of 3 Taawon staff;
- Professional tool (CRM)
- One click installation
- Installation of the final application which fulfills the IT acceptance criteria;
- Complete handover of installation to Taawon;
- Transfer of all user rights to Taawon;
- Submission of required documentation is complete, approved and signed along with the complete source code.
- Successful functioning of the application with no functionality and data issues reported.

6. Project Timeline and Warranty

- The study timeline is 4 months as of the contract signed
- Website research, analysis, design options and interactivity: within 2 weeks after signing the contract.
- Warranty: Expect hired company to provide three years Annual Maintenance Contract (AMC).

7. Training, Maintenance / Support Period

- Vendor will transfer the website to specified web server after completion of development.

- Vendor will provide three year maintenance and technical support for the website, as per the details below:
- During one year of AMC, following is expected:
 - Trouble shooting: In case site is down, any link is broken, any functionality not working properly etc.
 - Technical Assistance: In case Website needs to be moved from one server to another, any patch up-gradation on Open Source CMS and server etc.
 - Remote support for assistance in changing/editing/modifying modules, webpage via call or emails (if at all required).
 - Bug fixes for any existing functionality.
 - During AMC, vendor is not expected to upload any content.
 - Training for 2 Users and Administrator, on using the website with specific Manuals for 3 to 4 Users and '1 to 2 Administrators' in at-least 3 sessions (half a day per session), in Taawon offices in Ramallah.
- Technical training will be provided to with technical Administrator manual (with screenshots) which will include detailed Data Table Structure as well. Other Nonfunctional Requirements

8. Non-functional requirements

Performance Requirements

Website should not include sophisticated design and code that affects the performance and load. Images and other controls in website should follow the international standards.

Safety Requirements

The website should be designed to Safe the content of website and to prevent easy hacking, also it should include copyrights.

Software Quality Attributes

The website must include all the following Attributes adaptability, availability, flexibility, interoperability, maintainability, portability, reliability, reusability, robustness, testability, and usability.

9. Submission of Quotations

- Requested Documents: Vendors are requested submit the following documents and provide complete details as indicated:
 - Company Profile including CVs of the company team working on this project.
 - Technical proposal including selected platform with justification. The proposal should highlight the pros & cons of the technolog(ies) proposed;
 - Detailed cost break down (Design, Programming, AMC*, SSL Certificate, Security Audit* (* with recurring charges. Example: 1st Year and for next 2 to 5);

- Sample(s) of similar work-done (please list active web address);
- Pricing: Quotations in response to this RFQ must include the total price in US dollars including VAT. This includes a budget break down. Offers must remain valid for not less than forty-five (45) calendar day. Financial offer should be submitted in a separate closed envelope, and shall not be opened for vendors who do not pass the 70% threshold of the technical evaluation.
- Evaluation: The evaluation of quotations will be based on requirements including: qualifications and technical expertise, and financial proposal. The award will not be based solely upon the lowest fees submitted.
- Submission Deadline: Quotations in response to this RFQ must be received by 2:00 pm on 30 April 2017 in accordance to the requirements of the RFQ. Please send your quotations in two separate closed envelopes (one technical and one financial) in a sealed envelope within scheduled date & time to:

Tawwon Offices, Al Nahda Square, Canada St, Ramallah-Palestine.
P.O. Box 658, Ramallah
TEL: 02 2415130
FAX: 02 2975984
Kind attention:
Administration Unit

For any queries related to this RFQ please email at WAOCJRP@jwelfare.org

- RFP Questions:

Our objective is to insure that we provide you with all of the information you need in order for you to provide the most complete response to this RFP as possible. As such, we welcome any and all questions, which you might have. Questions or requests for clarification by 22 April, 2017 by 4:00 PM Jerusalem time must be emailed to:

Email: WAOCJRP@jwelfare.org

A copy of all questions and their associated responses will be e-mailed to all participants as they are received and addressed.