

Annex I to Terms of Reference

Design, development, and maintenance of a destination website for the RA Tourism Committee

Scope of Work

The vendor will be responsible for **designing, developing, and maintaining** the website. This will include information architecture, user interface design, user experience mapping and execution.

1 Components

The project shall be implemented within a period of maximum 6 (six) months and it shall be followed by a Maintenance phase of 1 (one) year from the date of Go live (handover to the RA TC). The broad components of the project are as follows:

- Design and development of Website along with content management system - maximum 6 (six) months - Training to Departmental Users
- Maintenance- 1 (one) year after website is live

2 Objectives

- The website design needs to be modern, minimalistic and in-line with new trends, also needs to have a consistent look and feel across all pages on the website. It should improve user experiences when interacting with the website through design, navigation etc. The Vendor should improve the information architecture to provide easier navigation and search capabilities.
- Website to be optimized for better search engine results (SEO optimized and SEO friendly). It should have ability to integrate any kind of SEO attributes, sharing of pages from website in social platforms should be available to visitors. Client's Social pages should be accessible through the website easily.
- The Vendor should fulfill the provision of optimized coding of the website.
- The Vendor should incorporate the content provided by client in a way that it is easy to understand, simple and attractive and according to SEO requirements
- Website should be fast loading to provide the standard speed for all pages, less than 4 second.
- Website should be compliant with Web Content Accessibility Guidelines at least supporting Alternative Text for Images, Keyboard access and visual focus, color contrast and Text Resize. Accessibility features could be adjusted based on client's request.
- Visitors should be able to create Favorites list based on "Add to Favorites" icon/button placed on all relevant pages, with ability to save information for further use based on visitors' preferences. Visitors can save their favorites to do by simply clicking on the icon and then retrieving those saved experiences by navigating to favorites page. The favorites

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page should list all the favorite items added by user in a visually satisfying way and let the user share them on social media and print them.

- Interactive Map: An Interactive map should be implemented in the platform pages. The Map should showcase main attractions, including authentic accommodation, food and culture experiences, etc. It should enable visitors to filter information based on certain categories and should have zoom in/zoom out functionality that allow visitors to focus on either the details of a particular region or to gain a quick overview of a wider area. Considering additional functionalities of the Map (like using specific layers, ability to create itineraries between destinations, etc.) would depend on approaches proposed by the Vendor. The best solution for the Interactive Map should be proposed by the Vendor, the Client has the final decision on it.
- The Vendor should prepare users, design & technical manuals and other documents for the developed website in an easy to understandable and User-friendly language with proper diagram, screenshots and charts wherever required.
- The Vendor shall provide hosting on a reliable server with up-to-date security features. Server requirements, Performance, Memory, Storage Disk space, backup space, platform and other software required for the proposed application is in the scope of the Vendor within the quoted cost. The proper hosting specifications should be proposed by the Vendor. The Client would have the final decision on confirming the Hosting.
- Bidders are requested to provide confirmation of their ability to provide ongoing maintenance and the costs associated with this for a period of at 1 calendar year after handover of the website.
- All Costs regarding the requirements stipulated in this document should be clearly mentioned in the bidders' financial offer and no other expense should be charged to client for the mentioned requirements.

3 General Requirement

- Design should be such that pages are not cluttered. Intuitive design, (i.e.) visitors need not to work hard to find where they need to go. It should have drop down on home page to enable the visitors to directly navigate the page they choose. It should be attractive, responsive, latest technology based and should facilitate availability of content of interest preferably with not more than 3 clicks with logical and intuitive flow. It should be simple to make researching the site a pleasant user experience.
- Design shall be proposed by bidder and approved by the client.
- Contractor will be supposed to closely cooperate with a parallelly contracted creative agency in order to incorporate the developed brand identity elements (logo, color palette, fonts, etc.) into the look and feel of the website.

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- **Responsive & Retina Ready:** Site should be fully responsive and ready for retina displays. Visitors should get best user experience of website looks on tablets and mobile devices adapting to the screen size layout. To improve the experience of the Web on mobile devices and other handheld devices like iPad, tablets etc. the website needs to be developed user friendly, responsive, adaptive for all devices, making, as far as is reasonable, the same information and services available to users irrespective of the device they are using.
- Images should be used intelligently on home page and in all main sections. Images used should be of high resolution and optimized for fast loading of the page. Icons used should be attractive and self-explanatory.
- Visitors should always have a clear picture of where they are on the site and what's behind the link they are going to click next.
- **Blog part:** Design and incorporate Blog as part of the website ecosystem which helps in boosting SEO results will be in scope of the vendor.
- All menus / sub menus / headings etc. should have an icon and the same should be without any copyright issue.
- Design and development at all stages should adhere the Client's Branding Guidelines in regard to Font, Color, Text Size etc.
- Vendor should migrate any existing pages including content as well as any available assets after redesign and reformat from current website, in case of Vendor request during contract.
- Website layout is to be browser independent (Safari, Chrome, Firefox, and Microsoft edge), website elements should display well on all devices.
- The system shall have a 5-lingual user interface – English, Russian, French, German, Arabic
- The website should have scalability and provision to add more languages in future.
- The website shall support the UNICODE standard.
- **RTL Support:** RTL (Right-to-left) should be fully supported.
- The website should have the ability to generate a landing page for specific short-term campaigns.
- Website should have advanced search functionality with ability to search entire site and content, it should:
 - Perform SEO Keyword Searches
 - Perform Misspelled Search terms/ Spelling mistake recognition.
 - Eliminate unavailable Page results.
 - Show last search query in Search Box.
 - Keyword-based and full text search on all content within the website.

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- Identification of multilingual text input and showing search results of relevant content.
- Predictive search with Auto Complete.
- Search by Categories & Tags.
- Images along with the results.
- Results shown should be filterable with relevant categories. Vendor can provide recommendation for it and Client will decide for the best option to apply.
- The components or modules that require a software license, shall be adequately transferred to the Tourism Committee of Armenia after the implementation.

4 Content Management System

- Open Source CMS's (Ready CMS solutions) shall not be used. Custom CMS solution should provide high security and covering SEO requirements. Vendor's should demonstrate how their chosen technology covers these two aspects.
- Vendor should provide and support easy to use Content Management Solution/System for developing, posting and managing the overall content of the website.
- CMS should have multilingual support and future scalability and have the option to add other languages/features/modules/workflows in future and accommodate changing organizational needs.
- CMS system must support non-IT literate users to operate the contents within the overall rules and workflow laid down. This will include creating contents, editing, publishing across all modes including text, video etc. across all pages on the site or on specific areas of the site.
- Adding, modifying and deleting information in all available languages in website should be implemented within content management system.
- Navigation must be simple and easy to use.
- Easy upload of Videos, photos and documents. It should also support Slideshow/Carousel creation by publisher.
- Easy to preview linked YouTube Videos.
- Availability of Media Library for Uploaded Media assets.
- Download and upload features to be supported. Display of content in selected order should be supported. Drag, drop, cut and paste options should be easily supported.
- CMS should be able to offer the following built-in facilities: Event Calendar, Event Management, FAQ Management together with any other facilities needed to fulfill requested functionalities in this document.
- Event Management System should let users to create Events with all its attributions and relevant media files. Vendor should propose solutions for synchronization of the created

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events with the client's social media pages to have unified creation/engagement management for the events.

- CMS should provide the following security features: Audit Trail, Captcha, Login History, Problem Notification and SSL Support.
- CMS should offer to preview content before publishing, Font type and size should be uniform across all the pages.
- The CMS should create SEO-friendly URL's for each page. If pages are later moved or renamed, CMS should configure an HTTP 301 Permanent Redirect to notify search engines. The Proposed CMS should do these tasks automatically. Also, should have features for users to override such Automatic activities to customized settings. The proposed CMS should have built-in support for SEO like Meta tags, Canonical URLs, extension less URLs.
- The CMS should have a detailed logging of all activities performed by the Backend user on the CMS and features in the Audit trail module to track changes and actions in the system. Also feature to register events such as when a page disappears because it was deleted or moved and log changes in the configurations.
- Vendor may need to Integrate workflow management to ensure quality in publishing based on the Client's requirements.
- Version control and rollback functions should be available, rollbacks should be simple and easy.
- Data submitted by the public to the website must be held securely (SSL standard)
- Ability to Implement marketing and analytic tools like Google tag, Google Analytics, Facebook Pixel and any other third-party tracking tool through CMS.

5 Documentation requirements

The Vendor shall develop the following documents and submit to the client as a component of the scope of this assignment:

- Content developer's user guide. This document will offer all the guidelines and instructions necessary for the web-site content developers to add modify or remove information in the system.
- System administrator's guide: this document will offer all the guidelines and instructions necessary for the management of the website and creation of new users and all other key features in administrative section.
- Source codes: Source codes should present in a way that the programmer/analyst possessing the relevant knowledge shall be able to use it and the software codes to

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recreate the system from scratch. The source code shall be with detailed comments on the code.

6 Training requirements

The vendor shall provide a training to a minimum three team members of the RA Tourism Committee (TC) to enable them to operate and update the website. The Vendor shall organize training courses for the content managers (Publishers) and system administrator.

- Publisher's training. During this training, the Supplier shall train the Publishers (content managers) on how to use the system to add, modify, or remove content from the web-portal.
- System administrator's training. During this training, the Supplier shall perform training for the system administrator introduced by the client to transfer the ownership of the system administration. The topics of this training shall include the operation, and maintenance of the system.

7 Testing Requirements:

During the preparation stage, the Vendor shall develop a **System testing and acceptance plan** and submit the same for The Client's approval. **System testing and acceptance plan** shall include testing scenarios. Website must be beta tested to Client's satisfaction before final go live. The Vendor shall share the link of website in testing mode on the third phase after finishing of development phase and before launch of the website. UAT of the system shall be conducted by representatives introduced from client/GIZ teams. During the UAT, all the final functional requirements shall be tested with feed-back to the Vendor. To conduct the UAT, the Vendor shall develop functional requirement checklists for UAT in agreement with the client/GIZ. UAT shall be conducted in cycles. After each testing cycle, the filled checklists from the client/GIZ staff shall be collected and analyzed by the Vendor. In the case of revealed discrepancy between functional requirements specifications and UAT testing, the Vendor shall identify the revealed bugs and appropriately fix them. In the following cycle, the revealed bugs need to be re-tested by the client/GIZ, and the next cycle checklist will be provided to the Vendor. This process shall go on until all the requirements in the checklists are tested and identified as correct by the client/GIZ and approved in compliance with the final functional requirements.

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8 Maintenance and support

After the official handover of the software, the Vendor shall provide a 12-month maintenance and support for the portal. Within this support, software updates and software releases should be provided to correct the errors and bugs of the system. A contact person should be allocated from Vendor's team for technical support issues. The TC's staff can report all the revealed error cases and bugs to the Vendor in written form (email) or by phone.

Other tasks to be fulfilled during Maintenance Period by Vendor is:

- Resolution of errors/bugs reported by the client.
- Look for errors on the website and fix them.
- Support user access issues.
- Emergency Tech Support.
- Updating the software and plugins.
- Vendor should have a defined process towards monitoring of website (Uptime, malware scanning, DNS poisoning, etc.)
- Constant monitoring of website availability.
- Constant monitoring of the service and Website Speed.
- Constant monitoring of the pages for broken links.
- Backups & Support (Weekly Backups) and restoration when needed.
- Fully support Search Engine Optimization specialist/specialists introduced by the client and apply their requested adjustments/adoptions in the website.
- Data analytics (gathering and assessing traffic coverage and data).
- Manage hosting accounts
- Running security scans.

9 Security Requirements

- The system must use another layer of authentication on top of username and password.
- Full compatibility to be used with Website Security Services (CloudFlare, Sucuri, etc.) and implementation/activation of such service on the website. Website security service would be chosen by the client with recommendation of the vendor.
- Implementation of SSL Certificate.
- The system should notify admin if any user repeatedly fails to authentication. Account should lock after 3 times failure.
- The system must request user to change password after a fixed period
- The password of all users should be strong enough.

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- Password should not be hardcoded in any website configuration files or stored in plain text. Passwords should be properly hashed and salted to reduce the effectiveness of password cracking
- captcha should be present for web pages with form field such as feedback form, submission form etc.
- Implementation logging of all activities performed by the users. All activities implemented in the system must be registered with the audit log.

10 Database Requirements

- The data storage of web-portal must be based on RDBMS;
- Upon the selection of the database management system, the supplier should propose the latest version of the RDBMS available now.
- It should have the features of database replication, database clustering, database mirroring, Database partitioning.
- Must enable implementation of the query optimization.
- Must offer automated and regular database backup, database optimization and reorganization and rebuilding indexes.
- Must avail transaction isolation.

11 Integration requirement

- Functionality to support and manage user generated content (integration with UGC platforms), an Integration should be done with a UGC platform like CrowdRiff, Stackla, etc. The platform to integrate and also Sections/Pages to integrate with should be proposed by Vendor. Client would have the final decision on confirming or adjusting the mentioned points.
- Traveler Review platform's integration: Integration should be done through TripAdvisor Widgets or any other platform defined by the client. The platform to integrate and also Sections/Pages to integrate with should be proposed by Vendor. Client would have the final decision on these.
- Vendor should implement any additional similar integrations that might be introduced during contract period by the Client (integration with marketing platforms like Mailchimp, etc.).

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12 Implementation Schedule

The total duration of the contract is one and a half year. The proposed schedule of the main phases is presented in the table below:

Phases	Deadlines						
	1st	2nd	3rd	4th	5th	6th	Maintenance
	month	month	month	month	month	month	12 months after handover
Phase 1 - Preparatory works							
Phase 2 - Development							
Phase 3 - Testing and training							
Phase 4 - launch of the web site							
Phase 5 - Maintenance and support							

The Vendor shall propose its initial plan of the project implementation during bidding phase, which in general, shall be following the proposed one in this document. In case of any deviations from the proposed schedule Bidder should describe the reason of such deviation.

13 Deliverables

During the bidding phase, the Supplier shall submit an **initial plan of the project implementation** within its proposal outlining the requirements.

Further, after signing the contract, the Vendor, within the first phase of the implementation, shall develop a **detailed action plan** based upon the initial plan outlining all the phases of the implementation and investigation during the first stage. Vendor should organize kick-off meeting and workshops to discuss Client's requirements and approaches.

During the second phase, the Vendor shall develop the initial version of the website and make it available for the end-user testing.

In the third phase, the testing of Website in Beta mode should be done according to **Testing Requirements**. The training of Publishers and System administrator shall be organized and delivered according to **Training requirements**.

In the fourth phase, the Vendor shall perform the final implementation of the system, switch off the old web site, and run the system in a live mode.

Further, in upcoming 12 months, the Vendor shall deliver maintenance and support based on **Maintenance and support** requirements.

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During the project, the Vendor shall submit the deliverables listed in the table below:

Phase	Deliverables	Dates
1	<ul style="list-style-type: none"> Detailed Action Plan including detailed implementation schedule and activity plan, testing and acceptance plan, installation and implementation plan and training plan Final technical requirements of the web-portal Visual and Experience Design Site map detailing Prototyping Report on the first phase deliverable 	1 st to 2 nd month
2	<ul style="list-style-type: none"> Demo link for the results of the development. Report on the second phase deliverable 	4 th month
3	<ul style="list-style-type: none"> Demo link for the final result of the development. System testing and acceptance according to the plan and Testing Requirement. Report on the third phase deliverable 	5 th month
4	<ul style="list-style-type: none"> Deployment of the website Publisher's manual, System administrator's manual and other documentation as described in the documentation requirements Relevant training of content managers and system administrators The final version of the web portal, migrated data, software package (including all source codes), all sub-systems, installer packages, configuration files, and all those components which are necessary for the system installation and operation (final tested and corrected version) to be handed over to the Client. Provision of Full access to website for the Client. Report on the fourth phase deliverable. 	6 th month
5	<ul style="list-style-type: none"> Provision of Maintenance and support based on Maintenance and support requirements. 	12 months after handover

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	<ul style="list-style-type: none"> Monthly Reports on compliance with the Maintenance and support requirements. Final report on the end of Maintenance Period. 	
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14 Key personnel qualification requirements:

	Position	Requirements
1	Project/ Product manager	<p>Minimum of 5 years' experience in the implementation of Web Portals. Experience in project management. Experience in web software design, installation, and technical support. Experience in working with state/governmental projects. Experience in serving international clients.</p> <p>Project/ Product Manager will be the single point of contact for the client throughout the contract period.</p>
2	UX Specialist	<ul style="list-style-type: none"> Minimum 3 years of experience. Expertise in standard UX software such as Sketch, OmniGraffle, Axure, InVision, UXPin, Balsamiq, Framer, and etc.
3	UI (Graphic) Designer	<p>Minimum 3 years of experience. Knowledge of international standards like W3C, WAI and IPG(desirable). Knowledge of ergonomics regarding man/machine interfacing</p>
4	Front-end developer	<p>Minimum 3 years of experience. Experience in front-end and back-end systems including database development task. Proficiency in HTML, CSS, JavaScript, and jQuery, others.</p>
5	Back-end developer	<p>Minimum 3 years of experience. experience in front-end and back-end systems including database development task. Proficiency in HTML, CSS, JavaScript, and jQuery, others.</p>
6	QA/ Testing Specialist	<p>Minimum 2 years of experience. Experience of providing input into technical frameworks and strategies. Experience of building out technical</p>

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		testing solutions adhering to frameworks and standards. Understanding of testing across the full Software Development lifecycle. Ability to document and troubleshoot errors
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Reporting

The Vendor shall provide monthly progress reports during the development stage. The Contractor shall provide the means for the client/GIZ to be able to access and evaluate the results of the work progress.

15 Vendor qualifications

The Vendor qualifications eligible for the services described in this document include:

- Minimum of 5 years' experience in IT with a focus on the website and web-portals development
- Proven success in provision of creative and innovative designing solutions to requirements of other clients in previous projects
- Case studies with references of previous projects that have been undertaken that are in support of the requirements of this project.
- Workforce with related qualifications, as per **Key personnel qualification requirements**.