**Terms of Reference (ToR) for the website development of**

**Centre for Injury prevention and Research Bangladesh (CIPRB)**

1. **Background**

The Centre for Injury Prevention and Research, Bangladesh (CIPRB) is a world-leading injury prevention organization based in Bangladesh. The organization was founded in 2005 to combat and prevent mortality and morbidity caused by injury and promote quality of life. CIPRB designs interventions, implement programmes, in a small scale and supports to develop national strategy and advocates for national level scale up. The organization has been intervening into a number of public health issues and got specialization both globally and locally in the areas of injury prevention which includes drowning prevention, non-communicable disease prevention, reproductive & child health, health system research and neglected tropical diseases. CIPRB’s innovations achieved global recognition in the field of public health such as Anchal, SwimSafe and Death Mapping have been incorporated in the global report on drowning.

CIPRB website (www.ciprb.org) is primarily a content-driven informative website where there is a regular need to update content on the different dynamic program information, innovations, collecting donations and raising organization’s profile. This includes press release, videos, articles, initiatives, guidelines, standard operational procedures, research findings and reports, fact sheets, etc. CIPRB requires development of a new website using a more updated framework to make enable better functionality.

The website needs to be easy to be user-friendly for the application admin whilst trying to create/upload/modify content in a regular basis.

* 1. **Issues with current website**

The current website had met the requirements during its creation four years of age. However, now the pages are not optimized, plugins are outdated, designs do not take into consideration of user experience, making it obsolete. Resulting in the compromising of the site performance and various bugs that need assistance to improve and it’s not fulfilling the purpose.

* Framework/page hierarchy is not sustainable for CIPRB’s technology-driven future
* Not Mobile-friendly
* The Search Bar is not optimized
* No measuring engine effectiveness of promotion/footfalls
* Text content is not SEO optimized
* Google Analytics is not set up properly
* Design is outdated
* Programmatic and research information are not widely informative and accessible
* Site Cache and cookies are not functional
	1. **Target Audience**
* International Philanthropic Foundations
* Government organisations/agencies
* Private/Corporate Sector Leaders
* International Learning Institutions and Academics
* International Non-Profit Organizations/NGOs/INGOs
* High-Net-Worth Individuals Donors
* Bilateral organizations
* Embassies
1. **Scope of work**

**Objectives of the assignment**

* Design and Develop Dynamic Website (Every section of the pages will be dynamic that’s why site admin can upload the site text, images, videos from his/her own panel)
* Approval-based content upload/modify process
* Develop data archiving process
* Mobile responsive site
* Store donor information from website

**When designing the website, what to keep in mind**

* The website should be in coherence with CIPRB’s communication strategy
* The website design should be easy to navigate
* Design elements should be simple and modern and based on user experience research
* Options to do cross posting between www.CIPRB.org and www.blog.CIPRB.org and other sub domains
* Vendor will suggest which online tools to use for overall website management and tracking
* Social Media Channels should be connected and enable us to share post

**Application Requirements:**

* Should support cross browser platforms (popular web-browsers such as Mozilla Firefox, Opera, Chrome, Internet Explorer, Safari etc.)
* Should have ability to seamless integration with future module /components /applications
* Application should be lightweight and rich client-side scripting
* Application should run with narrow bandwidth
* UI should be developed based on the analysis of UX
* Any web interface of this application should be fully responsive and can be useable through Mobile, Desktop, Laptop, Pad, etc.

**Security and Privacy Requirements:**

* System should follow all the standard and advance security compliance
* The system should have protection from various security threats like Cross site scripting, SQL injection, DDoS attacks, Cross-site request forgery (CSRF), Data breach etc.
* Vendor has to ensure Application Level Security
* Vendor has to cooperate with CIPRB’s Network & System Maintenance team to ensure the Application security

**Scalability Requirements:**

* The Application should be highly scalable to accommodate current and future requirements within the scope mentioned in this TOR
* The vendor must conduct an extensive load testing before handing over the application
* The application should be provided with appropriate caching mechanism to handle very high-traffic scalability
* The vendor may propose here other relevant measures for the Web application scalability

**System Audit:**

The system should maintain an audit trail of any changes or updates made in any information that are considered as vital, simultaneously maintaining the audit log with information such as:

* Information/Log of the users who are accessing the admin panel
* Information the users who are Create/Modified/delete the website Content
* Log attempted breaches of access
* Total Visitor Count Report

**UI/UX:**

The vendor must propose a UI/ UX plan considering these specifications:

* The system interfaces should be highly user friendly i.e. easy to navigate and rapid loading time
* The UI shall design by using well-established, supported and lightweight UI framework so that it follows widely used industry flow patterns
* UI Optimization
* UI shall be easily configurable if any changes are needed

**Coding Conventions:**

* The vendor must follow the standard up to date coding language version to produce high-quality code for further uses of the code in terms of reusability, refactoring, task automation, language factors etc.

**Copyright:**

* CIPRB shall be entitled to all proprietary rights including copyrights and trademark

**Development and Implementation Methodology:**

* The vendor is requested to propose and submit an efficient SDLC approach for this project considering: scopes, requirements of services, objectives, organizational environmental factors and behavior, ultimate deliverables and various resources to be used. According to SDLC feedback collection session has to be conducted

**Training:**

* The vendor must propose a detail training plan on administration and content management.
* The vendor should Provide user manual, administration manual, online help to Concern department

**Expected Deliverable:**

* Business Requirements Document (BRD)
* System requirement specification (SRS)
* System design document (SDD)
* Database Structure and design
* Technical documentation (system architecture, module integration points, workflow engine, user manual, etc.)
* Training plan
* Integration plan and reports
* Hosting requirement specification, plan and report
* Implementation plan and report
* Work Progress and review reports
1. **Vendor Assessment Criteria**
* Vendor must have an online company profile (I.E. Website Page)
* Must provide required documents as required by Clients Admin and Finance Department
* Must proactively provide insights and data on industry best practices
* Must develop a prototype for PC, Mobile and Tablet
* Core services offered must have web development
* Must be comfortable in using project management tools such as Click Up or Microsoft teams
* Must have working experience with International Companies (May require verification)
* Must have working experience with International/National NGO’s Companies (May require verification)
* Vendor should allocate dedicated project manager to engage with CIPRB
* If required vendor must be able to work at the CIPRP office premises for effective delivery of work
* Vendor must provide Maintenance of the website for 12 Months, may extend depending on service quality.
* Needs to document and provide training to communications team on how to use the website
* Must use Agile Process
* AI, BIG DATA concept and should have good understand
1. **Project Timeline and Other Terms and Condition**
* Total project duration in 90 calendar days beginning from the data of contract signing.
* Selected vendor must share their work plan before commencing the project.
* This timeline is subject to change based on the requirements by CIPRB
* CIPRB will not provide any credentials from our domain panel. If required we will provide a subdomain there, after its developed you must transfer the website to the CIPRB domain in presence of IT Team.
* Need to share development documentation
* No dependency can be maintained all types of source code must be handed over to CIPRB.
* Need to share development application/software details before work.
1. **Warranty and Maintenance Support**
* Warranty will be 12 months from the date of the product launching after UAT signing. The selected vendor shall provide support service and fulfill requirements within the warranty period in case any feature missing, or deviation found after launching. CIPRB will not pay any money for these requirement fulfillment and bug fixing during warranty period.
1. **Payment Method**
* Payment will be made through online bank transfer
* Payment will be given based on agreed milestones
* No advance payment will be made
* Please mention your organizational Bank details, Name of the Banks, Account Name, Account Number, Branch Name, and Swift code.
1. **Other Terms and Conditions**
* Interested vendors/agencies can submit their proposal with their financial and technical offer to the following address: Cetre for Injury Prevention and Research, Bangladesh, House # B 120, Road #07, New DOHS, Mohakhali, Dhaka 1206.
* Please submit your Financial & Technical proposal within December 12, 2021 at 4:30 PM (Bangladesh Standard Time)
* CIPRB reserves the right to cancel this TOR if this does not meet the requirements of the organization.

Prepared by Approved by



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