

**Request for Proposals (RFP) for mobile app and visual IVR development  
services under Breakthrough ACTION Activity**

Ref. No.: CCP/2006/003

Issue Date: June 29, 2020

The Client: Johns Hopkins Center for Communication Programs (CCP)
The identification of the request for proposal is: <b>Ref No: CCP/2006/003</b> <b>Date of Issue: June 29, 2020</b>
To carry out development and delivery of “ <b>mobile app and visual IVR</b> ”  Key assignments: <b>Mobile app and visual IVR development services under Breakthrough ACTION Activity.</b>
The organization shall complete the deliverables as per <b>ToR timeline</b> .
The quotation shall be written in the English language.
Financial offer to be in <b>Bangladesh Taka (BDT) and equivalent US dollars (USD) to be mentioned.</b>
Alternative quotation will not be permitted.
There will be a pre-bid meeting on <b>Thursday, July 02, 2020 at 11.30 a.m.</b> open for all potential bidders. The meeting will be held via Zoom. Please click on the link below and get connected through Zoom app on <b>Thursday, July 02, 2020 at 11.30 a.m.</b> <b>Link to meeting: <a href="https://zoom.us/j/98120249294">https://zoom.us/j/98120249294</a></b> <b>Meeting ID: 981 2024 9294</b>
The Proposal: There should be <b>two completely separate proposals</b> : i. Technical Proposal ii. Financial Proposal
Proposal Submission Time & Procedure:  Technical Proposal: Please send your Technical Proposal in an attachment, duly naming the attachment as “ <b>TECHNICAL PROPOSAL</b> ”.  Financial Proposal: Please send your Financial Proposal in another separate attachment, duly naming the attachment as “ <b>FINANCIAL PROPOSAL</b> ”.  Proposal (soft copy) should be submitted to: <b>Mr. Mehedi Hasan</b> , Grants and Contracts Manager, Johns Hopkins CCP, SMC Tower (19 <sup>th</sup> floor), 33 Banani C/A, Dhaka-1213, Bangladesh  <b>Signed PDF format of the proposal should be submitted via email at <a href="mailto:mehedi.hasan@jhuccpbd.com">mehedi.hasan@jhuccpbd.com</a> by July 07, 2020; 05:00 p.m.</b>  <b>Proposals submitted after the deadline will not be considered.</b>

For any query about this RFP, please contact:

**Sharif Hossen Saimum**

Project Manager

Email: [saimum@jhuccpbd.com](mailto:saimum@jhuccpbd.com)

**General Terms & Conditions:**

- a. The bidder shall quote according to the Terms of Reference.
- b. The offer should be valid for 180 days or the contract timeline whichever is later.
- c. Income tax (if applicable) will be deducted from invoice/bills as per GoB rules.  
and VAT Exemption Coupon will be provided by Johns Hopkins Center for Communication Programs instead of VAT Challan.
- d. Payment will be made through Account Payee Cheque or electronic transfer.
- e. The Supplier shall attach the following documents to its proposal / quotation / bid:
  - I. Copy of valid Trade License/RJSC certificate
  - II. Copy of valid TIN Certificate
  - III. Copy of valid VAT Registration/BIN certificate

The Johns Hopkins Center for Communication Programs (CCP) is issuing a Request for Proposals (RFP) from full-service agencies interested in providing services to this project in support of its COVID-19 activities.

The company contract resulting from this competition will run for a period of one year from the date of execution and may be renewable on an annual basis for additional years, based on performance, resources, and other factors as determined by the Johns Hopkins Center for Communication Programs.

## **1. Background**

In Bangladesh, the USAID has mobilized support the country's COVID-19 readiness and response efforts. This USAID funding will support three priority areas: (1) strengthening infection prevention and control (IPC) measures in health facilities; (2) improving specimen transport and referral systems; and (3) increasing risk awareness communication and outreach. This builds upon ongoing USAID and other U.S. government investments in the health sector.

Based on the demands of the current situation, we plan to focus our risk communication and community engagement (RCCE) interventions on frontline healthcare professionals (for example, those accessed through government health structure), private and public hospital professionals (for example, those accessed through professional medical bodies), and the general public to take mitigation measures by partnering with key associations, such as journalists; medical associations, and influencers.

## **2. Scope of work and expected outputs:**

This Request for Proposals (RFP) is announced for the **mobile app and visual IVR development services under Breakthrough ACTION Activity** along with maintenance services for COVID-19 and other health contents. These will cater all types of specialized and public communication materials available in Bangladesh on COVID-19 and other key health issues.

a) The successful applicant will be responsible for executing the following tasks:

- Develop and maintain for 1 year an android and Apple iOS app catering diverse COVID-19 and other health related materials
- Develop and maintain for 1 year a web based visual IVR platform catering COVID-19 and other health related materials

b) Coordinate with the Johns Hopkins Center for Communication Programs (CCP) all throughout the development and dissemination process. The approval of the CCP required on the following outputs:

- Acceptance of the final version of mobile app and the web based visual IVR

## **Deliverables**

- Develop and maintain for 1 year an android and Apple iOS app catering diverse COVID-19 and other health related materials
- Develop and maintain for 1 year a web based visual IVR platform catering COVID-19 and other health related materials
- Include the logos of USAID, Government, Johns Hopkins Center for Communication Programs as well as any other appropriate logos and disclaimers provided by CCP.

## **Mobile application features**

### **Security**

The mobile application should be designed to high security standards to avoid being compromised, data being stolen, content being changed without approval, etc. Amongst the main points, but not limited to, the following should be covered:

- Source code security, files and database security, secure communications, server-side security, application validation, etc.

### **GDPR compliance**

All processing, storing and use of personal data through the app and its interfaces with other systems must be in full compliance with GDPR and the JHUCCP privacy policies.

### **Languages**

The primary language will be Bangla. An additional version in English will be decided during negotiation and contracting.

### **Operating system**

App must be compatible with

- Android based systems
- Apple iOS (minimum requirement is on iPhone 6 and iOS12 and up)

### **Sponsors advertisement**

All required logos to be displayed on splash page as well as an in-app organizations list and/or banner with logos and link to contact info.

### **User-friendliness**

Mobile app has a clean design and presentation, loads content fast, and allows an intuitive navigation for users of all types and backgrounds.

### **Sections**

- At least six to eight thematic tabs will be featured in the app. These will be a mix of audio-visual, static, animation, other contents available on COVID-19 and other health

issues, etc. A live data provision should have to be there.

- There will be separate sections/pathway for health professionals and general public and switching from one to another needs to be user-friendly.
- Search by keywords, theme, content types, titles, etc. to be enabled.
- Options by admin to cater some “locked” contents for specific target audiences only such as doctors with their BM&DC number.

#### **Activity Feed**

Latest updates on COVID-19, other health issues, announcements into a single information feed – ideally on first page when opening app.

#### **Update**

Weekly one update for all thematic tabs, as appropriate as the new contents are made available

#### **Social media**

Quick sharing options of contents on different social media such as Facebook, YouTube, Instagram, etc.

#### **Push Notifications**

Weekly one push notification featuring new contents.

#### **Admin interface/back-end:**

User-friendly administration module/back-end (English only) allowing customizing contents, export and import data, programming and scheduling, etc. Possibility to add edit landmarks and modify directly the content if needed.

#### **Analytics**

User data such as age, gender, location, contact info, etc. to be provided on monthly basis. For this, a disclaimer to the users to be declared that this data is collected.

#### **Testing**

Conduct necessary testing before releasing to the public a bug free app.

#### **Additional features**

We recognize that the above list does not cover the full spectrum of possible features and we welcome any additional ideas from potential bidders that could enhance and improve the user experience. If any additional proposals would add to the cost of the proposal, the potential bidders should account for these optional expenses as separate and severable lines in the proposed budget. Moreover, completely new, innovative ideas for mobile app development are also welcome to suit our needs.

### **Web based visual IVR features**

#### **The main features of this are:**

- Dynamic web-based platform
- API linked RPA interfaces
- Custom made visual and voice user interface
- Secured link triggered from any touchpoint
- Categorized multimedia and static contents - user type wise journey
- Opens in default browser with no device dependency

- App-like experience, assisted with voice
- Color-coded – helpful for people with less literacy
- Geolocation
- BOT feature
- User-friendliness
- For basic phone users/non data users, features too - who are at the periphery
- Hosting the visual IVR
- Monthly average 20,000 persons reach/users
- Visual UI/UX Design
- Audio prompts recording and packaging
- External API integration
- Infrastructure for unlimited user interaction at 10 TPS dedicated access
- Email integration
- Develop IVR flow with SMS integration
- Unique VIVR link generation engine integrated with SMS
- CRM integration for dynamic user journey
- Any other proposal/options offered by the company
- User data such as age, gender, location, contact info, etc. to be provided on monthly basis. For this, a disclaimer to the users to be declared that this data is collected.
- Other features common to the mobile app described above.

### **Proposal Requirements:**

#### **Technical Proposal:**

- Proposals for app and VIVR catered separately in one technical proposal
- Timeline for app and VIVR development
- Overview of team and their short profiles with projects worked on
- Portfolio with a maximum of five (5) examples of work delivered

#### **Financial Proposal:**

Financial offer should be detailed with summary of costs, breakdown of staff remuneration, software, miscellaneous, overhead costs (if any), and any other costs.

- Your offer should be inclusive of AIT (Income Tax). **Please show VAT amount in separate line next to your total amount.** Johns Hopkins Center for Communication Programs will provide/issue VAT exemption Coupon instead of Challan.
- Financial offer to be in BDT (Bangladeshi Taka) and equivalent US dollars (USD) to be mentioned.

**Deadline for submission of technical and financial proposal is July 07, 2020; 05:00 p.m.**

**The assignment will need to be completed within 60 (Sixty) days after receipt of signed work order/contract.**

### **3. Rights**

Johns Hopkins Center for Communication Programs is the exclusive owner of all materials, outputs, etc. produced in different media and platforms.

### **4. Qualifications or Specialized Knowledge/Experience Required**

- Have vast experience and proven success in developing similar mobile apps and VIVR including for recognized clients
- Have teams with all the required competencies in-house
- Are able to identify technological solutions that are fit for purpose
- Are able to help clients navigate technological decisions by clearly explaining risks, benefits and potential alternatives for meeting certain objectives.

### **5. Payment**

Agreed amount will be payable within one month of receipt and approval of deliverables and proper signed invoice by Johns Hopkins Center for Communication Programs.

- Invoice/ receipt must be included with the deliverables.
- Payment will be made in four installments only for work satisfactorily completed and accepted by Johns Hopkins Center for Communication Programs.
- First payment (10% of the total value of the contract) due upon satisfactory delivery of first version of the app and VIVR
- Second payment (40% of the total value of the contract) due upon releasing the app and VIVR for general public
- Third instalment (20% of the total value of the contract) due upon two months from the public release of app and VIVR
- Final payment (30% of the total value of the contract) due in December 2020 and acceptance of the agreed-upon deliverables.

**Note:**

- The installment ratio can be re-negotiated during contracting based on final contract deliverables.

### **6. Application Procedure**

Interested applicants are required to submit the following:

- Separate technical proposal having the necessary components to show the work and competence of the firm to execute the assignment.
- Separate and clear financial proposal breakdown showing expenses in detail.
- Examples of the firm's engagement in similar activities earlier.
- The proposals must be submitted in separate attachments (the technical proposal in one attachment and the financial proposal in another) but both attachments are



attached in one single email.

## 7. Selection Process

Johns Hopkins Center for Communication Programs may select one/two companies based on this Request for Proposals (RFP). This selection will pre-qualify the firms to work with Johns Hopkins Center for Communication Programs.

For pre-qualification, a Proposal Review and Selection Team will review and evaluate company submissions and select a yet-to-be-determined number of firms for pre-qualification.

Prequalified firms may then be selected by the team to deliver specific services according to task orders that will be issued as per need. These task orders will define the scope of work, timetable, and price (according to prices agreed during pre-qualification) of the products and/or services being requested.

Johns Hopkins Center for Communication Programs will rate proposals based on the following evaluation criteria:

The evaluation of all bids will be scored out of a potential of 100 points. The points will be assigned as follows:

	Criteria	Points
<b>Technical</b>	Concept for the app and VIVR	25
	Quality of technical proposal	10
	Experience and qualification of the organization and team(s)	25
	Proposed plan of action and timetable	20
<b>Financial</b>	Budget/cost proposal	20
<b>Total</b>		100

Only proposals which receive a minimum of **50** points in the technical evaluation will be considered further for financial evaluation.

### A. Notice of Non-binding RFP

Johns Hopkins Center for Communication Programs reserves the right to reject any and all bids received in response to this RFP and is in no way bound to accept any proposal. Johns Hopkins Center for Communication Programs additionally reserves the right to negotiate the substance of the finalists' proposals, as well as the option of accepting partial components of a proposal, if appropriate.

## **B. Confidentiality**

All information provided as part of this RFP is considered confidential. In the event that any information is inappropriately released Johns Hopkins Center for Communication Programs will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this RFP will be held as strictly confidential, except as otherwise noted.

## **C. Right to Final Negotiations on the Proposal**

Johns Hopkins Center for Communication Programs reserves the right to negotiate on the final costs, and the final scope of work.

## **8. Recourse**

Johns Hopkins Center for Communication Programs reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs are incomplete, not delivered, or for failure to meet deadlines.

## **9. Validity**

All proposals shall remain valid and open for acceptance for a period of 180 calendar days after the date specified for receipt of proposals. A proposal valid for a shorter period may be rejected. In exceptional circumstances, CCP may solicit the proponent's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing / through discussions accordingly.

### **Unacceptable:**

The following proposals will not be considered or accepted:

- Proposals that are received after the proposal closing time at the specified receiving office and/or via email.
- Incomplete proposals.
- Proposals that are not signed.

### **Completion:**

Proposals must be submitted on official letter head with seal of the organization or firm and must be signed by a principal or authorizing signatory of the firm or organization.

It is the applicant's responsibility to understand the requirement and instructions specified by Johns Hopkins Center for Communication Programs. In the event that clarification is necessary, applicants are advised to contact the requesting office, prior to making their submission.