

Request for Proposals

GovStack Website Redesign
September 9, 2022



About DIAL

The Digital Impact Alliance (DIAL) is a “think, do, replicate” tank that investigates digital transformation best practice at the national, regional, and global level. DIAL combines practical research with evidence-based advocacy to identify which digital efforts work, package them as re-usable solutions, and encourage their use. DIAL is funded through a collaboration among the Bill & Melinda Gates Foundation, the United Kingdom’s Foreign & Commonwealth Office (FCDO) and the Swedish International Development Cooperation Agency (SIDA), and hosted within the UN Foundation in Washington, D.C.

In its new [Strategic Plan](#) period, 2021-2025, DIAL is providing more direct support to national governments, beginning with one country in 2021, to enable more low- and middle-income countries to embark on and accelerate a whole of society approach to digital transformation and responsible data use. DIAL believes that if more countries can demonstrate that their digital and data transformation investments improve service delivery, then new countries can accelerate their own digital transformation and responsible data use journeys.

Project Description

The Digital Impact Alliance is a founding member of the GovStack initiative – a multi-stakeholder collaboration with three other organizations. As the initiative moves into a new phase of maturity, the website presence needs to be updated to reflect the digital-first and future-forward nature of the project. Additionally, as we expand our workstreams to encompass more public participation, it is essential that our key audiences find the website engaging and easy to navigate. We are looking to overhaul the look and feel, as well as the information architecture of the current site, and build out new templates and layouts for new sections of work. As GovStack is an open-source initiative, other open-source projects should be taken as inspiration. In short, we want visitors to the website to be able to quickly understand what the project does, why it is important, and why and how they should get involved.

Scope of Work

1. Problem statement: the current website does not feel future-forward. Some of the functionality is clunky. We want to expand the architecture and we want to make the user journey simpler. We also have an ecosystem of sites and platforms (wiki, repos, etc.) where our information needs to live, and we want to have a thoughtful schema for integrating those platforms into the website. As the project is complex and technical in nature, the current site is information-heavy and may not present information in the most accessible way.
2. Goals/objectives of the project: We want to come up with a more holistic site architecture. We’d like to do user research to ensure that user journeys on our website lead them to the information relevant to them in a seamless way. We’d like a smart approach to organizing our site and the overall ecosystem of platforms. We’d like the look and feel of the website to reflect our value proposition as more of a technical start-up organization, instead of the average international development project. We’d like a visual style guide built into the functionality of the website to allow for us to continue to create and manage content moving forward in a way that incorporates those new visual elements. An approval workflow would be a “nice to have.”

3. Illustrative activities and deliverables: Conduct user research and provide evidence to guide UI and UX and information architecture. This should consist of identifying participants and hosting a series of workshops or interviews. All features should be informed by user research; the method and timing of this research should be suggested as part of this proposal.
 - a. Redesign layout of 5-6 pages that contain a lot of information or contain complex technical concepts.
 - b. Creation of 5-6 flexible layout templates for new content.
 - c. Better display and integration of current visual themes (for example, the way text wraps around an image, and the way header images on blogs show up in the grid list).
 - d. Solution for language translation of up to 2-3 languages (likely French, Spanish and/or Arabic).
 - e. Redo navigation bar with addition of dropdown menu options, and recommendations for site information architecture.
 - f. Adoption of 2-3 more dynamic elements to improve and modernize the look and feel of the site.
 - g. Creation and integration of new features such as a social media feed, a roadmap, events calendar, and a general search bar.

4. Project timeline: We would like to have a minimal viable product (MVP) of the website completed by **December 15, 2022**, with a **final version delivered by March 1, 2023**.

Deliverables

The following table reflects the anticipated deliverables and schedule required for this project. Respondents may suggest amendments as part of their proposals, for approval prior to contracting. All deliverables must also be submitted in widescreen format.

#	Deliverable/Outputs
1	Improve layout of current pages to minimize scrolling
2	Improve visual elements of current pages – less whitespace, more texture, better display of current graphics and visuals
3	New features (social media, events calendar, roadmap, etc.)
6	Flexible page layouts to allow us to create and manage new and future content
7	Concept for integration of all GovStack platforms and sites
8	Language translation solution for 2-3 languages
9	Addition of a general search bar on the homepage
10	Navigation / information architecture redesign
11	Addition of 2-3 dynamic elements (building blocks moving, stacking, etc.)

Period of Performance

Work will start around the end of October and will be fully completed by March 1, 2023. A minimum viable product will be completed by December 15, 2022. During this time, we anticipate a close working relationship with the chosen vendor.

Proposal Submission Requirements

Proposal submissions, which may be created in Word, PowerPoint, or a combination of the two, must include the following components. Respondents may include additional elements as needed.

- Proposed approach
 - Demonstrate understanding of the project objectives
 - Describe approach and methodologies, as applicable
 - Describe project management approach, including timeline and any recommended updates to timeline provided above, including timing and level of effort on the part of the DIAL team, e.g. to participate in scoping and requirements workshops, iteration junctures, etc.
- Staff and team structure
 - Identify the team structure, including roles, responsibilities, and level of effort of staff and any sub-contracted resources
 - Provide rationale and background on any sub-contracted firms or individuals
- Relevant experience
 - Demonstrate firm and key participants' experience relative to the scope of work
 - Provide at least 3 examples of similar work
- Budget
 - Provide a detailed budget, including assumptions and costs and level of effort for staff and any sub-contractors
 - Provide professional fees budget, including cost and level of effort per staff member
 - Provide separate line item for any sub-contractors
 - Provide expenses budget by type of expenses, e.g., travel, research, etc. Travel estimates should indicate the anticipated destination and duration of each trip
 - Budget must be in U.S. dollars
- References
 - Provide names and email addresses of at least two prior clients willing to discuss their experiences working with you.

Submission Format and Timeline

- All submissions are due on September 30 by 11:59pm EDT. We expect the submissions to be in the 3-4 page range but will not penalize submissions that are above or below this range.
- Questions and clarifications will be communicated to Respondents between October 3-7 with a kind request for prompt turnaround on part of the Respondents.
- The selected Respondent will be notified on October 14 by 6:00pm EDT
- Please send all submissions to RFP@digitalimpactalliance.org
- In case Respondents encounter a problem submitting, please contact Arielle Diamond at adiamond@digitalimpactalliance.org.

Questions and Answers

Please forward any questions to RFP@digitalimpactalliance.org by September 9 and DIAL will make every effort to respond to questions within 24 hours and may choose to share the questions and answers from these bilateral discussions with other Respondents.

Evaluation Process

DIAL will review all written proposals and may request a phone or in-person interview and/or updated submission to address questions or provide clarification. The evaluation committee will use the following criteria to evaluate candidates' response.

The selection decision will be based on the following criteria:

Criteria	Score (1-5)
1. Approach	
The analytical framework and methodology is capable of answering the project's key questions and deliverables	
2. Subject Matter Expertise	
Demonstrate subject matter expertise and bring creative ideas and solutions to their approach	
Appropriate level of understanding of the key stakeholders and dynamics within the ecosystem	
Key participants can speak with authority and credibility on the key project issues	
Experience working with emerging markets and the field of global development	
3. Project Management	
Demonstrated understanding of their proposed scope of work, including overall project structure and how their scope of work relates to other consultants	
Achievable action plan that will deliver the project on time and on budget	
Effective staffing and/or team structure	
Thoughtful risk identification and mitigation strategies	
4. Capabilities and Experience	
Demonstrated firm experience with similar projects	
Team members with demonstrated skills and experience with similar projects and activities	
High-quality sub-contractors and external advisors, if relevant	
Appropriate access to resources and knowledge centers	
5. Value	
The proposed pricing is within budget	
The proposed pricing demonstrates a competitive price and good value for the money	

Intent and Disclaimer

This RFP is made with the intent to identify a consultant to deliver results as described in this RFP. Issuance of this RFP does not obligate DIAL to award a resulting contract and any costs incurred in preparation of a proposal is the sole responsibility of the respondent.

In submitting a proposal, the respondent certifies that information contained therein is truthful and accurate to the best of the respondent's ability. Should any information later be found to not be in-line with this certification, DIAL reserves the right to terminate any resulting contract(s) and/or select an alternative contractor. DIAL assumes it can be confident in the Consultant's ability to deliver the product(s) and/or service(s) proposed in response to this RFP.

If DIAL amends the RFP, copies of any such amendments will be sent to all respondents.

DIAL is partially funded by SIDA with a commitment to women and non-US owned organizations, DIAL will consider all proposals in consideration of the selection criteria but will give preference to women and non-US owned businesses.

Contract Terms

The UN Foundation/DIAL will negotiate contract terms upon selection. A copy of the contract terms and conditions will be provided upon pre-selection. All contracts are subject to review by UN Foundation's Business Services Budget Reporting (BSBR) team. Once a draft contract is reviewed by BSBR, DIAL's Program Manager will contact the Vendor. The project will start upon the execution of the contract. The contract will outline terms and conditions, scope, budget, and applicable flow-down terms proscribed by the funding partners and the UN Foundation.

Release

Consultant understands that DIAL has chosen to solicit an RFP for consulting services, and that consultant's response does not guarantee that DIAL will enter into a new contract with Consultant or continue any current contract(s) with Consultant.

Consultant agrees that DIAL may, in its sole discretion:

- Amend or cancel the RFP, in whole or in part, at any time
- Extend the deadline for submitting responses
- Determine whether a response does or does not substantially comply with the requirements of the RFP
- Waive any minor irregularity, informality or nonconformance with the provisions or procedures of the RFP
- Negotiate with all consultants UNF deems acceptable
- Issue multiple awards
- Copy the responses

This RFP is not an offer to contract. DIAL assumes no responsibility for Consultant's cost to respond to this RFP. All responses become the property of DIAL.

The Consultant, by submitting a response to this RFP, waives all right to protest or seek any legal remedies whatsoever regarding any aspect of this RFP.

Consultant represents that it has responded to the RFP with complete honesty and accuracy. If facts provided in Consultant's response change, Consultant agrees to supplement its response in writing with any deletions, additions, or changes within ten (10) days of the changes. Consultant will do this, as necessary, throughout the selection process. Consultant understands that any material misrepresentation, including omissions, may disqualify it from consideration for a contract award.

Consultant understands it may receive proprietary and confidential information from DIAL during the RFP process ("Confidential Information"). Consultant agrees to not use Confidential Information for any purpose other than its participation in the RFP process and to not reveal Confidential Information directly or indirectly to any other person, entity, or organization without the prior written consent of DIAL. Consultant further agrees to exercise all reasonable precautions to maintain the proprietary and confidential nature of Confidential Information where it can best demonstrate its value and capacity to delivery ecosystem-wide, meaningful value.

Intellectual Property (IP) Considerations

DIAL's mission is to create public goods that enable a more efficient digital economy for everyone's common benefit. To serve this goal in partnership with other organizations and individuals, DIAL funds the development of important hardware and software, databases, computer protocols, research and useful industry standards.

Intellectual property ("IP") is at the heart of all things creative and inventive. DIAL's IP policy is shaped by our key funders' (i.e., the Bill and Melinda Gates Foundation (BMGF), Foreign, Commonwealth and Development Office (FCDO) and the Swedish International Development Cooperation Agency (Sida) policies. DIAL's work products thus must comply with BMGF's "Open Access" policy. Further, any IP DIAL funds should be licensed for free use worldwide. This is accomplished through open source and Creative Commons licensing and by open standards, unencumbered by restrictive copyrights and patents.

The scope of work for this project and deliverables will, as such, abide by DIAL's intellectual property (IP) policy and its donor' compliance requirements. If special considerations are required, DIAL will negotiate those on a case by case basis with selected vendors.

As required by its donors, DIAL is committed to "Global Access". As such, DIAL will ensure that knowledge and information gained from any project and any deliverable produced will be prompt and broadly disseminated under a creative commons license, and any funded developments will be made available at an affordable price to:

- People most in need within developing countries and /or
- In support of the U.S. educational system and public libraries, as applicable

DIAL will take into consideration consultants' intellectual property issues as part of the selection process.

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