Rwanda Allied Health Professions Council
Request of Proposal for Website Development

01st August 2023

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Summarized Request of Proposal

RFP: Website Proposal	Submission deadline: 23rd August 2023	RAHPC

A. Project Overview:

The website development project aims to create a professional and functional website for the Rwanda Allied Professions Council; as we strive to enhance our online services and improve the user experience for our registrants, stakeholders and the public, we have decided to revamp our existing website. Therefore, we are seeking a skilled web development agency that can deliver a modern, user-friendly, and visually appealing website that aligns with our brand identity.

B. Project Goals:

- Interacting and updating with social media at the same time
- Get some reports with Google Analytics
- Easily accessible and responsive
- Effective Communication
- User Experience (UX)
- Branding and Identity
- Functionality and Performance
- Search Engine Visibility (SEO)
- Mobile Responsiveness
- Security and Data Protection
- Ongoing Maintenance and Updates

C. Scope of Work:

- Requirements Gathering
- Planning and Design
- Development

- Content Creation and Migration
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- Training and Documentation
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- Quality Assurance and Testing
- Integration Challenges
- Scalability and Future Growth
- Security Concerns

E.Evaluation Metrics and Criteria

- Functionality
- Relevant User Experience
- Visual Design and Aesthetics
- Content
- Performance
- Compatibility
- Search Engine Optimization (SEO)
- Security
- Analytics and Tracking
- Maintenance and Scalability

F. Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Only bidders who meet all metrics in the evaluation section should submit a website proposal referring to our current website. (www.rahpc.org.rw)
- Technical Proposal. (Cover letter, Timeframe, Profile of the company and Finance Proposal)
- Marks scales. (Design 50% and Technical 50%)
- Submission deadline is **23 August 2023** at RAHPC's office.
- Failure to comply with this guideline will result in an automatic rejection.
- A proposed schedule must also be included and clearly expressed.

The timeframe of the whole project must not exceed six months from its commencement.

| Office line: **0787761008** | Email: **info@rahpc.org.rw** **shimobruno@rahpc.org.rw** | Phone: **0780333613** |

I.   Company Background

The Rwanda Allied Health Professions Council (RAHPC) is a statutory authority established by the Rwanda Allied Health Professions Act, 2013, of the Laws of the Republic of Rwanda, to regulate the practice of Allied Medical Professionals in Rwanda. The Council aims at ensuring compliance with the rules, honour and dignity of the health professions, thus offering Rwandans the most effective and efficient healthcare services by guaranteeing that allied medical practitioners are appropriately qualified. The Council's mandate is the protection of the public by ensuring registrants of the Council meet all professional standards.

II.   Project Overview

The website development project aims to create a professional and functional website for the Rwanda Allied Professions Council as we strive to enhance our online services and improve the user experience for our registrants, stakeholders and the public; we have decided to revamp our existing website. We are seeking a skilled web development agency that can deliver a modern, user-friendly, and visually appealing website that aligns with our brand identity.

A creative, flexible, informative, up-to-date website that is easy to maintain and responsive (viewable on desktops, tablets, and mobile devices). In addition, a web-based, database-driven content management system that allows key personnel to easily update content without directly accessing source code.

Our current site uses an older CMS and we do require a more robust, user-friendly platform moving forward. In addition, we are seeking a design partner that provides tools for search engine optimization and social sharing. For pages and content that are not yet in existence, the preference is to have user-selectable, predefined templates to choose from that dictate the layout and colour scheme.

III.   Project Objectives

- Interacting and updating with social media at the same time: The website must be able to update the RAHPC's social media platforms at the same time.

- Get some reports with Google Analytics: Able to provide a wide range of reports and insights to analyze website traffic, user behaviour, conversions, and more.
- Easily accessible and responsive: Adhering to accessibility guidelines allows a wider audience to engage with the website's content.
- Effective Communication: The website should convey the intended message clearly and efficiently, allowing users to easily find information, engage with the content, and interact with the organization.
- User Experience (UX): To ensure that users can navigate the website easily, find the information they need, and have an enjoyable and intuitive interaction with the site. This involves considerations such as usability, responsiveness, intuitive design, and fast loading times.
- Branding and Identity: The website should reflect the organization's visual style, voice, and values, creating a consistent and cohesive brand experience for visitors. It should convey professionalism, trustworthiness, and authenticity.
- Functionality and Performance: To provide the required functionality and features that meet the RAHPC's objectives and user needs. This can include contact forms, search functionality, multimedia integration, content management systems, and more. Additionally, the website should perform well in terms of speed, stability, and scalability.
- Search Engine Visibility (SEO): Best practices for search engine optimization (SEO) to improve the website's visibility in search engine results. To optimize the website's structure, content, and technical aspects to rank higher in search engine rankings, increase organic traffic, and reach a broader audience.
- Mobile Responsiveness: ensuring that websites are mobile-friendly and responsive. The website should adapt seamlessly to different screen sizes and resolutions, providing a consistent and user-friendly experience across devices.
- Security and Data Protection: To implement robust security measures to protect user data, prevent unauthorized access, and maintain the integrity of the website. This involves implementing SSL certificates, encryption, secure login mechanisms, and adhering to best practices for data protection and privacy.
- Ongoing Maintenance and Updates: Easy to maintain and update. Ensure that the organization can manage and update the website content, perform regular maintenance tasks, and address any issues.

IV. Scope of Work

- Requirements Gathering: Collaborating with the client to understand their needs, functionality requirements, design preferences, and any specific features or integrations they require.
- Planning and Design: Creating wireframes, mockups, and visual designs that illustrate the layout, user interface, and overall aesthetic of the website.
- Development: Building the website using appropriate web technologies and implementing the agreed-upon design and functionality. This may include creating responsive layouts, integrating content management systems (CMS), and implementing e-commerce features.
- Content Creation and Migration: Assisting the client in preparing and organizing website content, such as text, images, videos, and other media. This may also involve migrating content from an existing website, if applicable.
- Testing and Quality Assurance: Conduct thorough testing to ensure the website functions correctly, is compatible across various browsers and devices, and is free of any errors or bugs. This includes checking links, forms, navigation, and overall user experience.
- Deployment and Launch: Uploading the website to a hosting server, configuring domain settings, and ensuring a smooth launch. This may involve coordinating with the client's IT team or web hosting provider.
- Training and Documentation: Provide documentation or training sessions to assist the client in managing and updating their website content using the chosen CMS or administrative tools.
- Maintenance and Support: Outlining ongoing maintenance and support services, such as website backups, security updates, bug fixes, and addressing any issues or enhancement requests that may arise post-launch.
- Project Timeline and Deliverables: Defining specific milestones, deadlines, and deliverables for each phase of the website development process.

V. Project Timeline

Provide a detailed timeline with specific milestones, including design approval, front-end development completion, back-end development completion, content population, testing phases, and final deployment. The timeline should consider dependencies, and potential risks, and allow for iterations and client feedback.

The project should not exceed Six months from the debut of the development.

VI. Existing Roadblocks or Technical Issues

- Unclear or Changing Requirements: A lack of clear and well-defined requirements at the beginning of the project can lead to misunderstandings and scope creep. Additionally, frequent changes in requirements during the development process can disrupt timelines and increase project complexity.
- Communication Issues: Poor communication between the development team and the client, or within the development team itself, can result in misunderstandings, delays, and errors. Effective and regular communication is essential for a successful website development project.
- Technical Challenges: Website development involves various technical aspects, such as coding, integrating third-party systems, optimizing performance, and ensuring cross-browser compatibility. Technical challenges, such as unfamiliar technologies or limitations of the chosen platforms, can hinder progress and affect the quality of the final product.
- Resource Constraints: Limited availability of skilled developers, designers, or other resources can affect project timelines and quality. Insufficient budget, time, or labour may result in compromises in functionality or design, leading to a subpar website.
- Quality Assurance and Testing: Inadequate testing and quality assurance processes can result in functional issues, usability problems, or security vulnerabilities in the final website. Lack of proper testing can lead to a negative user experience and damage the reputation of the website.
- Integration Challenges: If the website needs to integrate with other systems, such as payment gateways, databases, or APIs, compatibility issues or technical complexities during integration can affect the development process.
- Scalability and Future Growth: Failing to plan for the scalability and future growth of the website can result in limitations or the need for major rework down the line. It is important to consider potential future requirements and design the website accordingly.
- Security Concerns: Building a secure website is crucial to protect user data and prevent unauthorized access. Ignoring security measures or failing to address vulnerabilities can lead to data breaches or compromises that harm the website's reputation.

VII. Confidentiality

All information shared in the proposal process will be treated ads confidential and used solely for the purpose of evaluating the proposal and selecting a vendor.

VIII. Evaluation Metrics

- Functionality: Assessing the functionality of the website to ensure that it meets the specified requirements and performs the intended tasks effectively. This includes evaluating features, interactivity, forms, search functionality, and any other functional aspects.

- Relevant User Experience (UX): Evaluating the overall user experience of the website, including ease of navigation, intuitive design, responsiveness across different devices, loading speed, and accessibility. User feedback and usability testing can provide valuable insights for this evaluation.

- Visual Design and Aesthetics: Assessing the visual appeal, layout, and aesthetics of the website. This includes evaluating the choice of colours, typography, imagery, consistency of design elements, and overall branding alignment.

- Content: Evaluating the quality, relevance, and organization of the website's content. This includes assessing the accuracy of the information, readability, grammar, multimedia integration, and content structure.

- Performance: Measuring the performance and speed of the website. This can include evaluating factors such as page load times, server response times, caching mechanisms, and overall website performance optimization.

- Compatibility: Ensuring the website works correctly and displays consistently across different browsers (e.g., Chrome, Firefox, Safari, and Internet Explorer) and devices (e.g., desktops, laptops, tablets, and mobile phones). Compatibility testing is crucial to provide a seamless experience to all users.

- Search Engine Optimization (SEO): Assessing the website's adherence to SEO best practices, including keyword usage, Meta tags, URL structure, sitemap, and other factors that contribute to search engine visibility and ranking.

- Security: Evaluating the website's security measures and protocols to ensure the protection of user data, prevention of unauthorized access, and adherence to industry security standards.

IX. Submission Requirements

- Company profile and relevant experience.
- RDB Copy of Trading License
- VAT Registration certificate and VAT compliance proof.
- Portfolio showcasing previous web development projects if any.
- The proposed approach, methodology, and Timeframe for the project.
- Cost estimate, including any ongoing maintenance and support fees.
- Client references.
- Cover letter

The documents must be submitted in sealed envelopes marked "**Request of Proposal**", "**Tender number: 05/T/RAHPC/2023** to the <u>Physical address</u>**:** 4 KG 632 Street, Kimihurura – Rugando-Kigali.

X. Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Administrative Documents
- Proposed approach, methodology, and timeline.
- Portfolio quality and relevance.
- Cost-effectiveness.
- Client references and testimonials.
- Experience and expertise in web development.

Bidders must adhere to the following guidelines to be considered:

- Only bidders who meet all requirements will compete.

- Marks scales. (Design 50%, Technical 30% and Cost 20%)
- Proposals must be sent in by **23rd August 2023**
- Failure to comply with this guideline will result in an automatic rejection.
- A proposed schedule must also be included and clearly expressed.

XI. Further Information:

The RAHPC is a self-funded institution with a mandate to protect the public and guide the allied medical professions**.**

For any clarifications or additional information, interested parties may contact
Office line: **0787761008**
Email: info@rahpc.org.rw/rwandaahpc@gmail.com

The RAHPC reserves the right to accept or reject any or all tenders without assigning any reason. This tender notice does not constitute an offer and is subject to the terms and conditions outlined in the tender documents.

We look forward to receiving your Proposals.

XII. Contact Information

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