

TERMS OF REFERENCE

WEB DEVELOPMENT AND DESIGN

SERVICE CONTRACT

Location:	CYPRUS
Type of Contract:	SERVICE CONTRACT
Languages Required:	ENGLISH
Period of implementation:	12 WEEKS
Intended start date:	MAY 2024

BACKGROUND

The Cyprus Dialogue Forum is a non-formal dialogue space that aims to support the peace process in Cyprus. It has been created by local stakeholders as an inclusive space for dialogue and knowledge-sharing among political, economic and social stakeholders in both communities in which issues and challenges of common concern can be addressed. In the Forum, the stakeholders work together to support change through the development of common understandings, shared knowledge and joint visions for the future. The Forum is supported by a Secretariat function that operates under two administrative partners, the Humanitarian Relief Mission-CDF and the Association for Historical Dialogue and Research-CDF and provides coordination, facilitation, research and technical/logistics support to the Forum dialogues. Any contractual arrangement is concluded by one or both of the administrative partners on behalf of the Secretariat of the Cyprus Dialogue Forum.

The work of the Cyprus Dialogue Forum is supported through the project “Strengthening collaborative spaces for dialogue and shared knowledge creation”, financed by the European Union and implemented by the Secretariat of the Cyprus Dialogue Forum. Towards this end, the Secretariat of the CDF requires web design and development services for the development of a new, modern and clean website for the Cyprus Dialogue Forum. The website will reflect the values of the CDF and act as a digital hub for its shared knowledge resources and other products.

SCOPE OF WORK & SPECIFIC OBJECTIVES

The renewed website will be developed following the CDF’s branding guideline. Its design needs to maintain a new look and feel, capturing different functionalities outlined in this ToR. The primary function of the new website is to act as a digital knowledge hub for CDF’s resources. The new website needs to follow a design that facilitates the user experience and ensure the following:

- Adopt a consistent visual language applied to the entire website including all its sections and subsections, in 3 languages (English, Turkish and Greek).
- Adopt a user-centric approach, focusing on the usability and enhancing the user experience, allowing users to easily navigate through the content, engage with and view resources.
- Adopt a design and interface that ensures accessibility.
- Be able to host and display different resources in a user friendly manner (e.g. reports, infographics, videos, presentations etc) and in a number of document formats including .jpeg, .png, .pdf, .ppt/.pptx and .mp4.



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- Be compatible with different internet browsers such as Safari, Chrome, Opera, Firefox and Edge.
- Be responsive on different devices including desktop, mobile and tablets.
- Be search engine optimised including complete setups for Google Analytics, Google Search Console and Google Tag Manager.
- Have a subscription feature allowing users to be able to subscribe to CDF mailing lists in their preferred language (English, Turkish or Greek).
- Content needs to be easily shareable on social media and messaging platforms through sharing buttons.

APPROACH & METHODOLOGY

As part of the contract, the contractor is expected to hold a series of brainstorming sessions with the CDF Secretariat with the aim of developing a joint creative brief to guide the contractor through the design process of the new website. Following the agreed creative brief, the contractor will need to develop a work plan including deadlines for specific milestones and deliverables including wireframes and flat designs for the website. The CDF Secretariat will be responsible for providing the content of the new website in three languages (English, Turkish and Greek) based on the agreed wireframes. Once the English version of the web design is finalised and approved by the CDF Secretariat, the translated versions (Turkish and Greek) will be developed.

DELIVERABLES & SCHEDULE OF EXPECTED OUTPUTS

- Development of Creative Brief and Workplan: Conduct a series of brainstorming sessions with the CDF Secretariat to develop a joint creative brief. Based on this, develop a detailed work plan for the service.
- Development of Wireframe: Develop the wireframe for the website, including the functionality of 10 different page designs / templates (homepage, about page, shared knowledge resources page, publications page, archive page, press, contact, work with us, etc). The exact amount and type will be agreed jointly during the brainstorming sessions.
- Development of Visual Language and Flat Designs: Develop a graphic concept and visual language for the new website captured in flat designs. Ensure a consistent visual language across the new website by implementing the defined styles in page templates to ensure consistency in fonts, formatting, icons and layout techniques. The agreed new look and feel should be applied to all page designs / templates outlined above.
- Development of Page Templates and Universal Website Functions: Develop page templates based on agreed wireframes, graphic concepts and flat designs. Standard web page elements such as headers, footers, language bar, tabs, global navigation and page print options should be included in the new templates. Also develop the universal website functions including: (a) language bar to allow users to use the website in their preferred language, (b) search function with the ability to filter results (c) set up Google Analytics (d) develop and implement a newsletter subscription function.
- Website Testing and User Testing: Carry out compatibility and user testing, capture results and incorporate any changes required in coordination with the CDF Secretariat.
- Develop translated versions of the website: Once all the above has been completed (in english), develop the translated versions (Turkish and Greek) of the website, where relevant.
- Handover: Create a user manual for using and updating the website and organise a handover workshop for the CDF Secretariat.



For all the stages outlined above, the contractor needs to consult and receive feedback from the CDF Secretariat. Based on the feedback and comments received, the contractor is expected to incorporate the requested changes to the design and functionality of the website.

GOVERNANCE AND ACCOUNTABILITY

- a) The service contractor will work under the guidance of the CDF Secretariat and will be responsible for updating the CDF Secretariat on the progress towards deliverables. The deadlines for the deliverables will be specified in the work plan.
- b) A meeting (either online or physical) will be held every two weeks to review progress towards deliverables and address any questions or issues in implementation.
- c) The contractor is expected to be in coordination with the Digital Presence Officer of Cyprus Dialogue Forum Secretariat.

EXPECTED DURATION OF CONTRACT & LOCATION

- a) It is expected that the duration of the contract should not exceed 12 weeks.
- b) The expected start date is the beginning of May 2024.
- c) The contractor will work remotely during the contract but should be easily reachable during working hours if required. They will use their own equipment to complete deliverables.
- d) The successful applicant will be awarded a Service Contract. The contract will be signed with one or both of the administrative partners AHDR-CDF and HRM-CDF on behalf of the CDF Secretariat.

REQUIRED QUALIFICATIONS & EXPERIENCE

- a) Reputable contractor with at least 5 years in the web development and web design field.
- b) Demonstrated portfolio of prior experience in designing user-centric websites.
- c) Demonstrated portfolio of ability to create visually appealing designs.
- d) Broad knowledge of current web development technologies and design tools and other web programming languages including HTML, XHTML, XML and CSS.
- e) Relevant experience and knowledge in Content Management Systems (CMS) including WordPress including plug-in set up and customisation.
- f) Experience on multilingual web development will be considered an advantage.
- g) Ability to work under strict deadlines and deliver high-quality output on time.
- h) Highly qualified experts/personnel with demonstrated relevant experience in implementing similar projects that will be engaged in this assignment.

SCHEDULE OF PAYMENTS

- a) The contract price is a fixed output-based price regardless of extension of the herein specific duration.
- b) Payments will be made in 4 instalments within an agreed delivery schedule of outputs.
- c) Deliverables/outputs should be submitted to the CDF Secretariat within the agreed deadlines which will be outlined in the work plan.
- d) Payments will be made upon successful completion of deliverables/outputs and upon submission of an invoice by the service contractor at the end of each delivery.
- e) Service contractors should ensure the timely submission of invoices to facilitate payment towards the service. Payments will be made within 30 days from the date the invoice has been received by the CDF Secretariat.



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Deliverable	% of total value of service contract
Deliverable 1 – Creative Brief and Workplan	10%
Deliverable 2 – Wireframes and Flat Designs	20%
Deliverable 3 – Website development (templates, universal website functions) and user testing	30%
Deliverable 4 – Handover	40%

ADDITIONAL REFERENCE & RESOURCES

The CDF Secretariat will provide hosting services and domain access. If required, the Secretariat will also provide a WPML-Pro and Elementor Pro Advanced subscription. The CDF Branding Guideline including user profiles as target audiences will also be supplied to guide the contractor in the design and development process.



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