TOR for Website Site Optimization and Design - Solutions Portal

ABOUT SELCO FOUNDATION

SELCO Foundation's mission is to develop holistic solutions that use sustainable energy as a catalyst to address poverty alleviation alongside ensuring environmental sustainability. SELCO's interventions lead to the sustainable delivery of essential services such as healthcare and enable improvements in livelihoods productivity and to date more than 5.5 million people have been impacted. The foundation does this by also developing enabling conditions, i.e., the ecosystem for sustainable energy innovations to be locally developed, adopted, and scaled. The work is spread across sectors (wellbeing, healthcare, livelihoods), geographies (States across the South, East and Northeastern India) and ecosystem aspects (efficient technologies and built environments, affordable end-user finance, entrepreneur development, inclusive investments and practitioner-driven policies).

ABOUT THE SOLUTIONS PORTAL

Solutions Portal', an initiative by SELCO Foundation, is an online platform, repository of productive use appliances integrated with sustainable energy; linking stakeholders who are seeking sustainable and forward-looking solutions from and for the Global South. Small and Marginalised Farmers, Enterprises, and Businesses across Agriculture & Allied, Retail, Services, Textiles, and Crafts sectors now have instant access to vast network of technology solution providers and business development learnings.

OBJECTIVE OF THE TOR

Optimize the current website that is built on WooCommerce of WordPress by adding new features, and improving the interface and functionalities, thereby increasing the overall user experience.

SCOPE OF THE WORK

The scope of work involves adding new features, and optimizing the UI and UX, aimed at enhancing performance and flexibility. New functionalities will be developed to facilitate the search, exploration, and learning about productive use technologies combined with renewable energy. Additionally, the website should be made mobile-friendly for users to readily access it anywhere and anytime.

We wish to significantly increase the user experience for which new functionalities, and features are to be added. For the same, the proposed solution should include the following:

1. **User User-friendliness of the website:** ying and changing the current interface and optimizing the page loading time and website performance. Simplify navigation, search, exploring, and viewing experience to ensure easy access to information. For various languages, internet connectivity, computer literacy, and speech. Website must be accessible for people with disability.
2. **Adding new features and pages:** Add new features and pages to enhance user experience and easier navigation and increase the usability of the website.
3. **Mobile responsiveness:** Design and develop the website to be fully responsive across various devices and screen sizes. Consider the mobile experience as a primary factor, as mobile usage continues to grow.
4. **Testing and deployment of the improved website:** The website should be tested to evaluate the performance, usability, navigation, etc. for user stickiness.

DELIVERABLES:

1. Report on website current useability, features, limitations and performance
2. Proposal for improving UX/ UI and other features – wireframe, fully developed front-end design, prototyped template
3. Optimising features to be developed on existing website, templates for new pages, added functionalities to expand user base.
4. Designing & developing modules for future use. Training Solutions Portal team to use newly developed modules

WORK SETTING

The agency will work closely with the Solutions Portal Team. Regular meetings (thrice a week) and updates will be required to ensure alignment with project objectives.

WORK PLAN

Tasks	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Understanding project requirements	▮							
UI Design of the website (improvement and new design)		▮	▮					
Development of additional features and pages				▮	▮			
Testing and quality assurance of the website						▮	▮	▮
Making the website mobile-friendly with regular tests						▮	▮	▮

REQUIRED SKILLS AND EXPERIENCE
- Reputable firm with experience in designing, and developing visually appealing and navigation-friendly websites
- Broad knowledge of web development technologies and design tools
- Ability to create innovative and visually appealing designs
- Key professional staff
- Excellent project management skills

DOCUMENTS TO BE INCLUDED IN THE PROPOSAL:
- Brief proposal (one-pager) on scope of Solutions Portal
- Proposal describing previous work in similar areas along with the plan of action
- About key team members (CVs)
- Financial proposal with a breakdown of costs

The proposal will be evaluated based (20 points) on the following general areas:

- The agency must have expertise in web design and development, using WordPress (4 points)
- The agency must have a dedicated team of developers & UI designers (JDs to be included in proposal) (7 points)
- The Agency must have a minimum of three years' experience in design, development, and maintenance of websites/portals/web applications (4 points)
- The agency should have executed at least 5 similar projects with a complexity level matching the requirements. (5 points)

Please submit proposals to google form https://forms.gle/fkSmQ2dXLrsmp1a48 Agency to submit their proposal by 10th May with details on their area of operation, expertise, similar assignment undertaken, and profile of the resource to be engaged in the assignment, financials cost breakup, payment terms and conditions, etc. Required registrations include service tax registration, PAN, TIN, and GST Reg. No.

Any further queries please write to procurement@selcofoundation.org, with the subject line: Optimizing Solutions Portal Proposal. (Name of Project)