

Terms of Reference for Website Development Services

1. Overview

Irembo Ltd. seeks qualified vendors to participate in a tender to develop two websites. The selected vendor will provide end-to-end UI/UX design and development for one website and development services for the second website, which will follow an existing design. Both sites will be critical in supporting Irembo's marketing & sales enablement, lead generation, and content management needs.

2. Project Objective

This project aims to develop two websites to enhance Irembo's digital presence, support marketing and lead generation, and enable seamless content management. Website 1 will receive comprehensive UI/UX design and development, while Website 2 will focus on development based on an approved design. Vendors may submit proposals for **either one or both websites**, depending on their expertise and capacity.

3. Expected Outcomes

The project aims to achieve the following outcomes:

- **Enhanced User Experience:** Improve usability and engagement with a streamlined, intuitive website design.
- **Brand Visibility and Recognition:** Strengthen Irembo's market presence with a cohesive, brand-aligned website.
- **SEO Optimization:** Develop SEO-friendly websites that drive organic traffic and support digital marketing efforts.

4. Scope of Services

The selected vendor will be responsible for the design, development, and implementation of two websites. Each website will support marketing and communications objectives with distinct requirements:

4.1 Website 1: UI/UX Design + Development

- **UI/UX Design:** Create an intuitive, user-focused design aligned with Irembo's branding and goals.
- **Web Development:** Implement a functional website based on the approved design, focusing on content management, lead generation, SEO, performance tracking and more.

4.2 Website 2: Development Only

- **Web Development:** Build a functional website based on an approved UI/UX design, ensuring integration with marketing and analytics tools, as well as other relevant requirements.

Bid Options: Proposals may cover one or both websites. Vendors should specify in their proposals whether they bid on one or both websites.

4.3 Core Functionalities for both Websites

4.3.1 Content Management System (CMS)

The websites **MUST** include a flexible and user-friendly Content Management System (CMS) to allow seamless content updates by the Communications & Marketing team. The CMS should offer:

- **Customisable Landing Pages:** A simple, intuitive interface for creating, editing, and duplicating landing pages to support different campaigns. A drag-and-drop page builder is preferred.
- **Editable Call-to-Actions (CTAs):** Ability to modify CTAs, banners, and forms across the website without developer intervention.
- **Dynamic Content Blocks:** Centralised content blocks can be updated across multiple pages simultaneously for announcements or promotions.
- **Version Control:** Built-in version control tracks changes and quickly reverts to previous versions when necessary.
- **Blog Module:** A fully integrated blog module that supports multimedia content (videos, images) optimised for SEO. It must allow easy updates to each post's meta tags, keywords, and descriptions.
- **Content Updates:** The CMS must enable Irembo's team to make internal content updates independently. As the website will be new, Irembo anticipates **major updates annually** until the team is fully comfortable managing the system. The CMS should support seamless updates, allowing the website to evolve without external support.
- **Dynamic Translation:** The websites must support **dynamic translation** functionality, ensuring accessibility in the following languages:
 - **English**
 - **French**
 - **Kinyarwanda**

This feature should include:

- **Seamless Language Switching:** Users must be able to switch between languages without losing their current page context.
- **Editable Translations:** The CMS should allow Irembo's team to manage and update translations for all content.
- **Scalability for Additional Languages:** The system should be flexible to support additional languages if required.

4.3.2 Lead Generation & Sales Acquisition Tools

The website MUST be equipped with the necessary tools to facilitate lead generation and sales acquisition, including:

- **Customisable Forms:** Multiple customisable forms with advanced field options for lead capture (e.g., demo requests, inquiries, etc) must integrate seamlessly with our CRM.
- **CRM Integration:** Automatic integration of form submissions with our Customer Relationship Management (CRM) system, ensuring proper segmentation of leads based on their interest.
- **Lead Scoring:** Built-in lead scoring functionality to prioritise prospects based on predefined criteria (e.g., sector, company size).
- **Lead Nurturing Automation:** Integration with email marketing platforms to automatically trigger follow-up emails or nurturing sequences based on form submissions (HubSpot, MailChimp).
- **Conversion Tracking:** A transparent conversion tracking system to monitor lead journey from website visit to form submission to CRM, enabling performance analysis of marketing campaigns.

4.3.3 SEO Optimization

To ensure maximum visibility and organic traffic, the website MUST be optimised for SEO. This includes but is not limited to:

- **SEO Tools:** Ability to update meta titles, descriptions, alt text, and headers for all pages. Built-in keyword prompts within the CMS would be beneficial.
- **Schema Markup:** Implementation of schema markup to help search engines understand the site's structure and content more effectively.
- **Fast Load Times:** Optimization for fast loading speeds, including image compression, lazy loading, and efficient server response times, to ensure high search engine rankings.
- **Mobile Optimization:** A fully responsive design that ensures the same level of performance and functionality on mobile devices.
- **404 & Redirect Management:** Tools to manage 404 errors and 301 redirects to ensure a seamless user experience and maintain SEO performance.
- **Note:** Exhausting all the best ways beyond the points just outlined above is a must to ensure effective SEO optimisation.

4.3.4 Analytics, Reporting, and SEO Audits

To facilitate data-driven decision-making and maintain the highest standards of SEO, the website MUST include advanced analytics, reporting, and audit capabilities. This includes but is not limited to:

- **Google Analytics (GA4) Integration:** Full integration with GA4 to monitor traffic sources, user behaviour, and conversions.
- **Custom Dashboards:** A CMS-integrated dashboard displaying key performance metrics such as pageviews, bounce rates, and conversions, presented in transparent visual formats (graphs, charts).

- **Event Tracking:** Ability to track specific user interactions (e.g., downloads, form submissions) to measure content performance and user engagement.
- **UTM Tracking:** Tools to easily create UTM parameters for tracking marketing campaigns across multiple platforms (e.g., Google Ads, social media).
- **SEO Audits & Reports:**
 - **Automated SEO Audits:** Implement tools to conduct automated SEO audits at regular intervals (e.g., monthly), identifying potential issues such as broken links, missing meta tags, slow page speed, or poorly optimised content.
 - **Comprehensive SEO Reporting:** Generate detailed SEO reports with insights on keyword performance, site ranking, backlink health, and on-page optimisation.
 - **Recommendations:** Provide actionable recommendations based on audit results to continuously improve SEO performance.

4.3.5 Personalization Features

To enhance user experience and engagement, the website SHOULD incorporate personalisation features, such as:

- **Dynamic Content:** The ability to serve personalised content based on user behaviour and history is essential for retargeting and remarketing (e.g., showing returning visitors targeted CTAs).
- **Geolocation Features:** Customization of content based on user location, particularly for regions within Rwanda (urban vs. rural audiences) and outside Rwanda (anywhere in the world).
- **Organization-Based Personalization:**
 - **Industry-Specific Content:** Automatically display content (e.g., case studies, white papers, or product features) that aligns with the visiting organisation's industry (e.g., fintech, NGOs, healthcare, etc.).
 - **Account-Based Marketing (ABM):** Integrate functionality for personalised experiences aimed at high-value accounts, such as custom banners and content for identified businesses.
 - **IP Lookup & CRM Integration:** Use tools to identify visiting organisations via IP addresses and serve content aligned with their business needs. Integration with our CRM should support personalised content delivery for returning customers or prospects.

4.3.6 Social Media Integration

Social media plays a vital role in user engagement and brand awareness. The website must include:

- **Social Sharing Buttons:** Easy-to-use sharing buttons integrated across the website for blog posts, case studies, and product pages.
- **Embedded Social Feeds:** Integration of live social media feeds (e.g., Twitter, LinkedIn) to display the latest company updates directly on the site.

4.3.7 Marketing Automation

The website must support marketing automation features to streamline lead nurturing and user engagement, including:

- **Email Integration:** Integration with email marketing platforms (e.g., HubSpot, Mailchimp) to automate follow-up emails after form submissions.
- **Push Notifications:** The ability to send push notifications to users who opt-in, informing them about new blog posts, product updates, or promotions.

4.3.8. A/B Testing Tools

To optimise conversions, the CMS should include A/B testing tools that allow the marketing team to experiment with different layouts, CTAs, and content variations and measure their impact on user engagement.

4.4 Performance and Technical Considerations

4.4.1 Scalability & Reliability

The website MUST be built to handle high traffic volumes without performance degradation. It must be scalable to accommodate future updates, additional features, and expansion of services.

4.4.2 Security

Security is paramount. The website must adhere to best practices in security, including but not limited to:

- **SSL Certification:** Full HTTPS encryption to ensure data security and build user trust.
- **Data Encryption:** Ensure all sensitive user data (e.g., form submissions) are encrypted in transit and at rest.
- **Regular Security Audits:** Implement a schedule for regular security reviews and audits.

4.4.3 Compliance

The website must comply with all relevant legal and regulatory requirements, including:

- **Cookie Management:** Provide users with clear options to manage cookies in compliance with international standards. These cookies are also essential to support digital marketing efforts.

4.4.4 Pre-Production Testing

- The vendor must provide a demo environment that Irembo's team can access at any time without requiring contact with the vendor.
- The website must include staging and production environments that are compatible with relevant hosting platforms (GoDaddy, WordPress, etc.).

4.4.5 Security Ownership and Measures

- Irembo will conduct an internal security assessment before the website's release to production. The vendor is required to:
 - Resolve all identified high and medium vulnerabilities before final deployment.

- Provide documentation of any implemented security measures.

4.5 Maintenance and Post-Deployment Responsibilities

- Maintenance will be the consultant's responsibility as part of the project scope. This includes ensuring that:
 - The website remains operational and performs as expected.
 - Any issues arising within the warranty or maintenance period are resolved promptly.
 - Updates, patches, and optimizations are applied to ensure ongoing performance and compatibility.
- While Irembo's internal team will advise and support on technical aspects, the consultant must handle all maintenance responsibilities during the agreed-upon post-deployment maintenance period.

5. Service Delivery Venue

The services will be primarily delivered remotely, with potential on-site sessions if necessary to coordinate with Irembo's Communications & Marketing and Product & Engineering teams.

6. Required Expertise

The vendor MUST have:

- Demonstrated experience in website design and development.
- Expertise in UI/UX design where relevant, SEO, analytics, and CRM integration, among other requirements.
- A proven track record of delivering scalable, high-traffic websites.

7. Contract Duration

Development Phase:

- The development phase will last **6 weeks**, starting from the contract's effective date and ending upon both websites' successful completion and launch.

Maintenance & Warranty Phase:

- The vendor must provide maintenance services for a minimum of **12 months** after launch, including bug fixes, performance optimization, and security updates. Bidders are encouraged to propose a detailed maintenance plan outlining the scope, duration, and any associated costs of their maintenance services beyond the minimum requirement.
- **During this phase, the vendor will:**
 - Provide technical support and respond promptly to any maintenance-related queries or issues Irembo's team raises.
 - The vendor must provide a comprehensive **training session** for Irembo's support staff and system administrators, including delivering a detailed user

manual (video recording or otherwise). The session should cover essential tasks such as content upload and management, basic system maintenance, troubleshooting, and administration tasks like user permissions and configurations.

Transition Post-Maintenance:

- At the end of the maintenance period, the vendor will ensure a smooth transition of all website management responsibilities to Irembo's internal team, including a final handover report and any relevant documentation.

8. Tools and Resources Provided by Irembo

Irembo will provide the following resources to support the website development project:

- **Branding Guidelines and Style Guides:** Comprehensive brand assets, including logos, colour palettes, typography, and other visual elements, to ensure alignment with Irembo's brand identity.
- **Access to Digital Tools and Platforms:** To facilitate integration and setup, necessary access to existing tools and platforms, such as CRM systems, and analytics accounts, is required.
- **Initial Briefing and Regular Feedback:** An initial project briefing to establish objectives, followed by periodic feedback sessions to ensure that the development aligns with Irembo's brand, marketing goals, and project requirements.

9. Reporting and Communication Structure

The vendor will report to the designated Communications & Marketing Lead at Irembo Ltd. Regular progress meetings will be scheduled to assess project milestones, and all deliverables, including design drafts and progress reports, will be subject to review and approval by the Communications & Marketing Manager in consultation with Irembo's Product & Engineering team.

10. Deliverables

The vendor (s) will deliver the following:

1. **Website 1:** A fully functional website with UI/UX design and development.
 - a. **Documentation:** All relevant documentation, including design files, user guides for the CMS, and a summary of SEO and analytics integration, as well as any other relevant assets.
 - b. **Progress Reports:** Weekly reports on project status, highlighting completed tasks, upcoming milestones, and any issues encountered.
2. **Website 2:** A fully functional website developed according to the approved design.

- a. **Documentation:** All relevant documentation, including design files, user guides for the CMS, and a summary of SEO and analytics integration, as well as any other relevant assets.
- b. **Progress Reports:** Weekly reports on project status, highlighting completed tasks, upcoming milestones, and any issues encountered.

Ownership of Deliverables

- Irembo will fully own the websites and all associated deliverables, including, but not limited to, images, CSS files, source code (with tests), and other assets generated during the development process.
- Upon project completion, the vendor must transfer full ownership of all deliverables to Irembo, ensuring that no third-party licensing or proprietary dependencies limit Irembo's use or modification of the websites.

11. Evaluation Criteria for Vendor Selection

The selected vendor will be evaluated on the following criteria:

I. Technical Evaluation

1. Company Profile [30 points]

- a. **Company profile:** Company experience in the field for at least 3 years. and relevance to the project requirements. (12pts)
- b. **Portfolio and Past Performance:** Quality and relevance of past work, with references or case studies showcasing success on similar projects [at least 3 references of similar work in nature and complexity previously executed, proven by certificates of good completion (18 pts).

2. Methodology [40 points]

- a. **Alignment with Project Objectives:** The vendor's approach and methodology must align with the project's objectives, particularly regarding
 - scalability,
 - reliability,
 - user-centric design, and
 - Support (maintenance) and knowledge transfer

3. Qualifications of key personnel [20 points]

- a. **Team Composition (8pts) and Qualification (12pts):** Qualifications and availability of crucial personnel ensure a skilled team in UI/UX where relevant development and project management are needed.

4. Adherence to Project Timelines [10 points]

Realistic, efficient proposed work timelines that align with Irembo's project requirements. The work plan should show a breakdown of key tasks and time allocation for each.

II. Financial Evaluation

- **Budget Feasibility:** Cost-effectiveness and overall alignment with the project's budget.

12. Performance Evaluation Criteria During and After Implementation

- **Adherence to Project Milestones and Deadlines:** Meeting agreed-upon milestones and deliverables on schedule, with proactive communication on progress or adjustments.
- **Quality of Deliverables:** Assessment of the websites' functionality, user experience, and compliance with Irembo's branding and technical requirements.
- **Scalability and Reliability:** Evaluation of website performance under traffic load, verifying that scalability objectives are met with minimal downtime or degradation.
- **Responsiveness to Feedback:** Vendor's ability to respond constructively and efficiently to feedback, making necessary adjustments promptly.
- **Post-Launch Support and Issue Resolution:** Availability and responsiveness of post-launch support, including resolution of bugs or optimisation requests as needed.
- **Effectiveness of Training and Knowledge Transfer:** Quality and thorough training provided to Irembo's team, enabling effective content management and ongoing website updates.
- A portion of the final payment will be contingent upon the resolution of all high and medium vulnerabilities that may be identified during the security assessment to ensure accountability and compliance with Irembo's security standards.

13. Submission Requirements

Interested vendors are required to submit:

- A detailed project proposal, including methodology, timeline, and critical project stages.
- A financial proposal with itemised costs for the project scope (design and/or development).
 - Financial proposals should clearly list the costs per website. Vendors submitting proposals for both websites should provide a combined quote alongside individual pricing.
- A Portfolio of at least three (3) robust past projects demonstrating relevant experience.
- Team structure, qualifications of key personnel, and time to be allocated to the project.
 - Vendors proposing to work on **only one website should align their** team structure and resource allocation with that scope. Vendors proposing to work on **both websites** should present a consolidated team structure that addresses the needs of each site.

To determine the final score, both technical and financial evaluations will be integrated using the formula: $S = T_s \times TW\% + F_s \times FW\%$, Where:
S = Combined score



$$\begin{aligned} TS &= \text{Technical score} \\ FS &= \text{Financial score} \\ TW &= \text{Technical weightage} \\ FW &= \text{Financial weightage (30\%)} \end{aligned}$$

For financial score calculation: $F_s = (L_f \times 100) / F_i$ Where: L_f = Lowest financial bid F_i = Financial bid under review

All prices will be converted to a singular currency using the current exchange rate offered by the National Bank of Rwanda or another reliable source.

13. Submission Guidelines

All qualified and interested bidders should submit their proposals (technical and financial proposals and other supporting documents) electronically through [Irembo's e-procurement portal](#) no later than **4th December 2024 at 11:59 PM**. Bidding agencies must sign up or register if they don't already have an account. This tender is listed under the "IT Hardware and Software" service category; be sure to include it on your profile.

After registration, our team will review your profile. You will only be allowed access after your account has been approved. Upon successful login, navigate to "Tenders" and locate Tender Number 1100015. More guidelines can be found on the signup page. All inquiries related to this tender are to be addressed to procurement@irembo.com 5 calendar days before the deadline.