
TERMS OF REFERENCE FOR THE WEBSITE DESIGN, DEVELOPMENT AND HOSTING

1.0 BACKGROUND

The Kenya Climate Innovation Center (KCIC) is a social impact organization dedicated to supporting micro and small enterprises driven by innovation in the climate space.

One of KCIC's goals, As part of the clients' publicity and awareness strategy , is to aid clients to access markets both locally and internationally. Therefore, the below clients will be supported to develop and revamp their websites which will grant them a marketing platform in the current digital era. Therefore, Kenya Climate Innovation center (KCIC) seeks to procure services of a consultant to provide **website design, development and hosting services** for Productive Use of Solar Energy Program (PUSE) enterprises:

2.0 OBJECTIVE OF THE PROJECT

KCIC seeks a firm or a consultant with competent skills and expertise to design and develop a website that offers a visible web presence for 5 Clients.

3.0 SCOPE OF THE ASSIGNMENT

Upon successfully awarding of the contract, a hired firm or consultant will be required to develop a website within the allocated timeline that meets the following requirements.

- Adaptive/Responsive or is capable of displaying on cross-platform/devices ranging from wider screens to smaller screens such as tablet and mobile phone.
- Average site load-time should be reasonable
- The website design must be secured and should be adhered to the security best practices.

- Able to display appropriately on different browsers
- Discussion Forum: the website should be capable of hosting discussion or allowing users to comment on any article published on the website.
- Search Engine Optimization and site analysis.

The SEO work will include;

- Keyword research & analysis
 - Site analysis
 - Site content optimization
 - HTML code optimization
 - Search Engine submission (free search engines)
 - Link exchange
- External links; Put as default that all external links open in a new tab.
 - Develop a well-structured menu that gives a proper flow of information
 - Integrate social media platform on the website
 - Public Users should be able to search for, view and download reports and documents.
 - Maintenance for 12 weeks immediately after the website goes online.
 - Provide training to a designated person within the company on how to use the website and on how to administer the website.
 - Working in close consultation with **PUSE Enterprise contact person** (founder) and designated personnel from Kenya Climate Innovation Centre (e.g. concept, features, a framework used, and use of plugins).

4.0 Proposal Structure

- Proposed Methodology
- Approach and detailed Timeline with Deliverables
- Hosting service (proposed hosting provider and plan)
- Sample or Links to good examples of work already completed
- Detailed Cost Break-down

5.0 TECHNOLOGY

- The consultant should use the latest version of PHP.
- The website should be built using a content management system (CMS) that is well established (Eg. Joomla, WordPress, Drupal etc.);
- SSL should be used for site security and other technology deemed appropriate to secure the site.

6.0 DELIVERABLES

At the end of the assignment, the website should have the following features but limited to.

- Highly interactive, appealing, highly usable and user friendly website both in the front and at the backend. The vendor should show-case their best elements in delivering the design of the website.
- The website must be easy to use, and average site load-time should be reasonable, search engine friendly, able to render appropriately on a wide variety of different browsers
- Secure website
- The final product as per the requirement
- Domain and hosting for 1 year

7.0 DURATION AND TIMELINE

The consultancy shall be completed within 30 days from the date of the signing of the contract. The consultant is required to include in a proposal a methodology on how the work will be carried out and a work plan that will reflect various milestones to be achieved under the consultancy.

8.0 SUPPORT

The consultant shall offer support for a period of three months which shall include updating of content and modules as per the client's needs.

9.0 INTELLECTUAL PROPERTY

PUSE Enterprises will hold an exclusive right to the website designed and all the content published on the site.

10.0 PAYMENT

The payment will be made in instalments based on milestones of work completed.

11. SUPERVISION AND CONTACT

For assistance and or point of contact for the project will be the PUSE **Enterprise contact person** and the designated personnel from Kenya Climate Innovation Centre. Note a final product will be approved by the project team which includes **PUSE Enterprise contact person** and designated personnel from Kenya Climate Innovation Centre.

12. SELECTION CRITERIA

The company should have:

- Demonstrate experience for at least three years' work experienced in the field of IT as a website designer/developer and must have strong skills in HTML, HTML5, CSS, CSS3, JavaScript, jQuery, PHP, etc. (web programming)
- Strong experience in developing in well-known and widely used open-source platforms, such as Drupal, Joomla, WordPress, etc.
- Understanding of End Users needs to match with adequate technical solutions.
- Strong track record in web site design; security and administration; Google Analytics; Search Engine Optimization.
- Proactive verification by the contractor as a client is satisfied with the service provided.

13. SELECTION PROCESS

The proposals received will be evaluated according to the following criteria:

1. Profile and experience of the consultant 40%
2. Professional capacity and expertise of professionals assigned 10%
3. Accessibility and proximity of the support team 10%
4. Pricing 40%

14. SUBMISSION OF PROPOSALS

Interested firms or consultants are required to email their proposals and quotations by **Wednesday**

13th September, 2023, 5.00 p.m.