

Request for Proposal (RFP) for Website Design and Development

1. Introduction

Established in 1991, Shifa Foundation (a sister organization of Shifa International Hospital Ltd Islamabad) is a not-for-profit organization. One of its key functions, Shifa Centre of Professional Excellence (SCOPE), serves as the standalone learning and training arm of the Foundation. SCOPE is dedicated to enhancing capacity building by cultivating professional competence and performance through the delivery of skills and knowledge to learners. Its primary objective is to foster learning, growth, and transformation through quality education and training.

Shifa Foundation is currently seeking proposals from web development agencies to provide professional web design services for SCOPE. The purpose of this RFP is to solicit competitive proposals from experienced agencies to create a visually appealing, user-friendly, and functional website that accurately reflects our identity and fulfills our objectives.

2. Our Mission:

To be the nation's state of the art learning and training facility in education, innovation and research.

3. Project Goals and Objectives

The primary goals of this project are to:

- Enhance brand identity and online presence.
- Improve user experience (UX) and navigation.
- Increase website traffic and user engagement.
- Generate leads and support business growth.

4. Key Deliverables

The website will include the following key features:

- **Security Measures:**
 - Implement robust firewalls and regular security updates.
 - Integrate SSL certificates for secure data transmission.
 - Establish regular backups for data recovery.
- **Website Development:**
 - Brainstorm and collaborate with stakeholders on design, features, and navigation.
 - Develop detailed website outlines, wireframes, and mockups.
 - Choose a content management system (CMS) suitable for Scope's needs.
 - Integrate interactive features such as events calendar, social media feeds, multimedia galleries, blogs, and live dashboards for course registration.

- Create a portfolio section for community events.
- **Branding and Visual Design:**
 - Establish a consistent visual language with fonts, formatting, icons, and images.
 - Design a comprehensive sitemap.
 - Ensure consistent application of branding elements including logos, colors, and taglines.
 - Highlight key branding messages and values throughout the site.
 - Develop a dedicated gallery for showcasing Scope's work.
- **Content Management System (CMS):**
 - Install and customize necessary plugins to enhance website functionality (e.g., SEO tools, contact forms).
- **Deployment and Hosting:**
 - Deploy the website on a reliable server for optimal performance and security.
 - Configure server settings for optimal performance and security.
- **Website Testing and Pre-Launch:**
 - Conduct thorough testing with target audiences to gather feedback on usability and functionality.
 - Make necessary adjustments based on user feedback.
 - Present a website demo to stakeholders, incorporating feedback for refinement.
- **Content and Proofreading:**
 - Review all content for accuracy, branding alignment, and quality.
 - Make necessary edits to ensure a polished and professional final product.
- **Finalization and Launch:**
 - Complete any final adjustments and obtain approval from the Executive Director.
 - Ensure the website is fully functional and ready for public launch.

5. Domain Registration and Management

This RFP includes securing a domain name, including:

- Domain selection aligned with Scope's brand and memorability.
- Availability check and registration.
- Consideration for purchasing related domain extensions.
- DNS configuration for proper website and email functionality.

- Domain privacy protection to reduce spam.
- Automatic renewal setup to prevent domain expiration.

6. Limited SEO Optimization

Basic SEO practices will be implemented, including:

- **Keyword Research:** Identify relevant search terms for improved search engine ranking.
- **On-Page SEO:** Optimize website content, meta tags, headers, and URLs for target keywords.
- **Mobile Optimization:** Ensure a responsive website for optimal mobile experience.
- **Site Speed Optimization:** Improve page load times through image optimization and code minimization.
- **Internal Linking:** Create a robust internal linking structure for user and search engine navigation.

7. Mobile/Web User Interface (UI) and User Experience (UX)

The website will prioritize a user-centric approach:

- **Responsive Design:** Fluid grid layout and media queries for seamless experience across devices.
- **Navigation:** Intuitive and easy-to-use menus for both mobile and desktop.
- **Touch-Friendly Elements:** Appropriately sized buttons, links, and interactive elements for touch interaction.
- **Performance Optimization:** Minimize load times with optimized code and content delivery.
- **Testing and Feedback:** Conduct thorough cross-device testing and gather user feedback for iterative improvements.
- **Prototyping and Wireframing:** Create interactive prototypes and detailed wireframes to visualize and test UI/UX before development.

8. Archive Option

A system will be developed to archive outdated content such as past events, articles, and media. Archived content should be easily accessible but not clutter the main site.

9. Feedback Option for Every Event of SCOPE:

- Integrate a feedback mechanism for every event hosted by SCOPE.
- Ensure the feedback form is easily accessible and user-friendly.
- Collect and analyze feedback to improve future events and user satisfaction.

10. Proposal Submission

Prospective vendors should submit sealed quotations marked with both technical and financial proposals by August 19, 2024. Proposals should include:

- Website design and development phases.
- Testing and quality assurance checkpoints.
- Launch and deployment dates.

11. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Understanding of Scope's goals and objectives.
- Design creativity and innovation.
- Technical expertise and experience.
- Proposed timeline and budget.
- Quality of previous work.
- Communication and collaboration skills.

12. Company Registration

To ensure the credibility and legitimacy of prospective vendors, the following documentation must be submitted with the proposal:

- **Proof of Registration:** A copy of the company's registration certificate issued by a recognized government authority in Pakistan. This certificate should clearly indicate the company's legal status and registration number.

13. Acceptable Registration Authorities:

- Securities and Exchange Commission of Pakistan (SECP)
- Federal Board of Revenue (FBR)
- Provincial Registration Authorities (e.g., Punjab Registration Authority)
- Other relevant government bodies

14. Portfolio

To assess the vendor's capabilities and experience, please provide a comprehensive portfolio showcasing relevant projects. The portfolio should include:

- **Project Deliverables:** Detailed information about the services provided, such as website design, development, mobile app development, SEO, or digital marketing campaigns.

Note: Shifa Foundation reserves the right to accept or reject any proposal, to waive any irregularities, and to award the contract in whole or in part if deemed in the best interest of the Shifa Foundation. The selected vendor will be required to enter into a formal agreement outlining the terms and conditions of the engagement.

Clarification or Queries:

For any inquiries or clarifications regarding this RFP, please contact:

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