



إعلان تطوير الموقع الإلكتروني للمركز الوطني لحقوق الإنسان

يُعلن المركز الوطني لحقوق الإنسان عن رغبته بتطوير موقعه الإلكتروني بهدف تعزيز التواصل مع الجمهور وتسهيل الوصول إلى المعلومات والخدمات المتعلقة بحماية وتعزيز حقوق الإنسان. يأتي هذا التطوير كجزء من التزام المركز بالشفافية وتمكين الأفراد، وخصوصاً الأشخاص ذوي الإعاقة، من الوصول إلى خدمات المركز بطريقة سهلة وفعالة.

بحيث يوفر الموقع الجديد ميزات محدثة تشمل:

- واجهة مستخدم حديثة وسهلة الاستخدام تتناسب مع شاشات العرض المختلفة.
- تصميم بصري حديث يتناسب مع الهوية البصرية للمركز.
- موقع ثنائي اللغة يشمل اللغتين العربية والإنجليزية.
- تحديثات فورية حول نشاطات المؤسسة وأخبارها.
- أقسام مخصصة للشكاوى والاستفسارات المتعلقة بانتهاكات حقوق الإنسان.
- مكتبة رقمية تحتوي على وثائق وتقارير حول قضايا حقوق الإنسان.
- خدمة تقديم الشكاوى والملاحظات إلكترونياً.
- البرمجة بطريقة/لغة تضمن إمكانية إضافة تطبيقات أو أقسام للتطوير (مثل منصات التعليم أو التطبيقات الأخرى).

لمن يرغب في التقدم بصفة فردية أو شركة، الاطلاع على الشروط المرجعية لهذه المهمة على الرابط التالي أو عن طريق مسح الكود أدناه:



<https://drive.google.com/file/d/1jkICK964hJBvCPUi0TmA5s4oMHTSd3i3/view?usp=sharing>

وكذلك المنشور على الموقع الإلكتروني للمركز (www.nchr.org.jo). وبناء عليه يتم ارسال العرض الفني والمالي، بالإضافة الى السيرة الذاتية خلال خمسة أيام عمل من تاريخ النشر الى البريد الإلكتروني التالي: info@nchr.org.jo

Terms of reference – NCHR’s website design & development

BACKGROUND

The Danish Institute for Human Rights (**DIHR**) wishes to receive proposals from experienced digital and online web developers (companies or individuals) to design and develop the National Centre for Human Rights’ new website ([المركز الوطني لحقوق الانسان \(nchr.org.jo\)](http://nchr.org.jo)). The Centre’s website is one of the main pillars of its communication and a tool through which the Centre engages with citizens and its stakeholders.

The National Centre for Human Rights (**NCHR**) is the National Human Rights Institution of Jordan, established in accordance with law no. (51) of 2006 and its amendments. The NCHR is accredited with "A Status" by the Sub-Committee on Accreditation of the Global Alliance for National Human Rights Institutions (GANHRI). Its main mission is to protect and promote human rights. The Centre has a broad mandate that includes receiving and handling complaints, disseminating the culture of human rights, conducting studies and research, providing information, holding seminars and training courses. In addition, it manages campaigns, and issues statements and publications as well it reviews legislation and prepares the necessary reports on the human rights situation in Jordan.

The key purpose of the website is to build the profile of the Centre nationally and internationally as the NHRI of Jordan. The website should provide valuable information about the NCHR mandate and vision. It is used by the Centre as a tool of communicating its reports, studies, publications, and positions related to its mandate. Furthermore, the website shall serve as a tool to receive complaints related to human rights violations and to allow an interactive use of the public in a user-friendly and secure manner.

OBJECTIVES

The NCHR is seeking the services from local bidders to design and develop the website for NCHR. Where the new NCHR website should be bilingual (English Arabic), fully responsive, dynamic and an interactive source of information where the website administration should be able to manage the website through a dynamic CMS.

This RFP describes NCHR requirements and it’s aimed to identify the best fit solution for NCHR current and future needs. We ask you to propose a complete solution including software licensing (Note that open source solutions are allowed), ongoing maintenance and support, and implementation services that answer these requirements and cover all needs for NCHR.

The winning bidder will need to provide the following services:

- Redesign and restructure the NCHR website.
- Design, develop and bring-online NCHR website as per the below technical specification.
- Build the English language interface of the website and make sure the NCHR team can upload the English version of the content.
- Migrate all the data from the current website to the new website.
- Use an up to date technology to achieve desired objectives.

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SCOPE OF WORK

The offeror shall provide a proposal, in accordance with the terms and conditions set forth herein, to provide website design, development services to the NCHR that may include, but are not limited to:

1 - General Specifications.

The following apply for the website with no exceptions:

- The website must have an appealing interface.
- The website must not be browser-specific. It must be compatible with all browsers conventionally used.
- The website should comply with the international standards in website design and development.
- The website should be tested and validated with the above criteria and should display error free in the validation process.
- Search Engine Optimization: The bidder should provide basic SEO requirements, to make NCHR website enabled and friendly to the search engines. In addition to that, developed site should use clean URL paths, TITLE tags, META descriptions, and ALT attributes in the code of the web pages.
- Responsive design to look optimal on all screen sizes.
- Fast-loading pages designed with a balance of text and graphics such that each page loads in 2 seconds maximum on the average device.
- The winning bidder must provide three different user interface design options for the website to choose from during the envisioning phase of the project. The winning bidder must continue amending the design until it’s accepted.
- Social networks integration; a website visitor should be able to share any of the website content on social networks or other including but to Facebook, Twitter, LinkedIn, Email using a quick share link.
- The website should contain Send to a friend option, bookmarking, sharing and print friendly version research and studies on the social media websites.
- Media gallery allowing different types of files to be uploaded (images, audio, video) including plugins for YouTube, video.
- Document library / publications section.
- Website Analytics – through Google analytics & additional advanced screen recording & heat maps tool.
- Create sitemap and submit to major search engines.
- Vendor needs to clarify detailed security standards to be adopted and followed as part of the development and testing phase.

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2 - Website Capabilities.

The successful bidder must provide an end-product with at least the following capabilities for the website:

- Languages: The website must support both Arabic and English interfaces, and the website should be designed to be capable of adding other languages in the future.
- Themes and General Look-and-Feel: The websites must be visually appealing and intuitive to use with an attractive mix of text and graphics. There must be a consistent placing of pictures; a consistent use of fonts and layouts through-out the pages. (Brand)
- Site Navigation:
 - The site navigation must be intuitive and consistent. All information must be presented in a logical manner and require no more than three levels of “drill-down” for the user to find the desired information.
 - Breadcrumbs.
- The website should be disability friendly to support and make it easier for people with disabilities to navigate the website (WCAG 2.1 guidelines should be implemented).
- Leads generation: The design must provide a single box where users can enter their email addresses to sign-up for alerts, mailings/newsletters, etc.
- Forms: The website should support having different types of forms which support the NCHR mission.
- Media gallery allowing different types of files to be uploaded (images, audio, video) including plugins for YouTube, video.
- Document library / publications section.
- Website Analytics – implement Google analytic & an additional heat map and screen recording tool.
- Sitemap (should be a dynamic function on the website backend).
- News center: to present news for website visitors.
- Contact us.
- Blog section.
- Banner module- to di
- FAQ’s.
- Events Calendar: the site should feature an events calendar.
- Online coursers module as specified in the below section.

3 – E-Learning Module.

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The website should include a major component, either on the same domain, separate sub-domain or a separate different domain, which is the E-Learning section. The component should include the following features:

- Ability to upload a video for the users (as part of the course), whether it’s hosted on Youtube or uploaded directly to the website.
- Ability to upload and display text or PDF for the users (as part of the course).
- Ability to test the users after some or all chapters of the courses, the questions of the test should be multiple choice questions, or true or false (the users will be able to see if their answers are correct or not after submitting their answers).

4 – Content Management & Page Builder.

- Non-technical staff with no technical background from the NCHR must be able to maintain content (manage, add, delete, modify...etc.) the website content using a content management system functionality.
- Ability to manage the website primary menu and any other secondary menu or sub menus depending on the website design and navigation map.
- Provide capabilities to add new pages with ease.
- It should be dynamic, with a user friendly CMS.
- The website must be built using a content management system (CMS); which allows full flexibility in terms of editing any of the website content, and administering the website structure and pages. The CMS must cater flexibly for both languages in English and Arabic.
- The CMS must provide the ability to create and manage user accounts for NCHR website admins.
- The content management system should be developed by the vendor and provide easy administration.
- The content management system should have dedicated logs and notification for each action.
- The content management system should provide different authorization limits to different users.
- The content management system should support Multiple Languages and Sub Portals. For future expanding
- The content management system should support auto optimization to include page titles.
- The content management system should provide a dynamic page builder option to edit each page of the website using a non-technical (non-coding) interactive interface.

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5 – Development / Implementation.

- Install and configure the website and CMS software in NITC.
- Develop the website based on the agreed/signed-off design.
- Work with designated NCHR website contact point and designated IT Department staff to incorporate CMS develop and permissions and content approval processes.
- Complete all other work necessary to develop and fully test the website.
- Ensure that the website is fully operational.

6 – Security.

Regular web security settings configurations should be considered on the website, on admin and end user levels. The website must be protected against:

- SQL injections.
- Broken Authentication and Session Management.
- Cross-Site Scripting.
- Remote / local file inclusion.
- Cross-site request forgery (CSRF).
- Invalidated Redirects.
- CMS administration path should be changed to an unpredictable one.
- CMS paths and files must be protected.
- CMS must be updated to the latest security updates.
- Login passwords must be forced by design to have a minimum 10 characters and Passwords should be complex.
- Administrator username must be changed to an unpredictable one.

The winning bidder must comply with NITC security test and any third party that NCHR nominates and should be committed to fix all notes and issues provided during testing the website in NITC and NCHR.

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7 – Hosting, Support and Maintenance.

- The website will be hosted at NITC datacenter and the winning bidder will be responsible to have it deployed in coordination with NITC team and NCHR team.
- Bidders are required to offer and provide details about their support and maintenance plan for a period of one year after the final acceptance of the website by NCHR.
- Bidders should include a sample maintenance and support plan, including their approach for support and response mechanisms and timing (proposed Service Level Agreement).

Deliverables:

- The website source code is given by the bidder to NCHR in an electronic format and documentation.
- Training and documentation of the website interface.
- Installation of the website which fulfills the IT acceptance criteria on the NITC infrastructure.
- Transfer of all user rights to the NCHR including third party tools and licenses.

PROPOSAL SUBMISSION

Individuals and companies can submit a proposal. The proposal should include the following documents:

- (i) A document describing how the bidder will engage with this work: what processes they will follow as well as the foreseen timeline. The document should clearly establish an understanding of the services required and separate out activities according to the three phases of work listed above.
- (ii) An updated CV (CVs of the team of assigned to the work in case of companies)
- (iii) A financial proposal. The budget should be broken down by activities.
- (iv) Examples of previous web development projects