Permanent Mission of Pakistan to the UN
Geneva
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TORs FOR MISSION’s WEBSITE DEVELOPMENT

Pakistan Permanent Mission to the United Nations in Geneva is seeking to hire a company to develop its Website [Content Management System (CMS)] on secure platform. Aim is to develop a website which is appealing, interactive, user-friendly, mobile compatible and engaging.

SCOPE OF WORK

Under the guidance of Committee headed by Deputy Permanent Representative (DPR), the Company will be expected to develop the website in two phases.

Through the first and the second phase, the Firm will be expected to:

- Prepare and present a proposed design/layout of the website;
- Develop a wire frame and prototype for the website which communicates the Mission’s work clearly and compellingly;
- Develop a Content Management System (CMS);
- Develop a user guide for the website and the CMS, including the most common errors/troubleshooting guidelines;
- Guide the Committee on the web hosting options and security setups/controls;
- Train a minimum of three staff members on how to manage the new website (CMS);
- Run the website (on experimental basis) for initial three months and make adjustments in the website design/content based on feedback.

i) First phase (DEVELOPMENT OF WEBSITE DESIGN)

The selected service provider will be expected to develop at least 2-3 basic layout/designs of the website and present it to the Committee for approval. However, some of the expectations on features, capabilities and general web layout for the website development will include and are not limited to:

- An attractive graphic layout that incorporates all areas of Mission’s work;
- Website design be fully compatible with android and apple mobile browsers;
- Website content management system (CMS) to be dynamic, user-friendly and mobile compatible, allowing information to be easily updated at backend by administrative staff without specialized web development skills;
- A design accessible across most popular Windows and Mac browsers;
- A design that allows regular improvements on look and features;
- A design which incorporates all the network’s social media platforms (Facebook, Twitter, Instagram, etc.) with live update options;
- Design should integrate an effective search function;
- Design should include social bookmarking;

ii) Second phase (PROVISION OF ANCILLIARY SERVICES)

The selected service provider will also be expected to provide following features for website.

- Search Engine Optimization and ability to work well with search engines;
- Submission of website to all known Search Engines
• Incorporation of Security Features including securing access to administrative panel of the CMS through Captcha and One Time Password (OTP)
• An interactive Google map showing the reach of Mission;
• Feedback Module for visitors to interact and send a message to Mission. (Linking it with Mission’s official email).

Technical Specifications:
The website should be based on the following technologies: -
• ASP.NET
• Microsoft SQL Server
• Customized Content Management System
• Application should be secure enough by implementing necessary data encryption (256bit) mechanism.

Duration of the Assignment:
The selected company will be required to complete the project (Development of Website Design/Content Management System) within 45 days from the date of contract signing.

Qualification of the Consultant:
The selected service provider should have:
• A solid understanding of website development with at least five years of progressive experience with website development;
• A solid understanding of user experience, user interface design principles, and conceptual design;
• Expert knowledge of HTML, JavaScript, CSS, and .NET Framework;
• Expertise in Adobe Photoshop, Illustrator, InDesign, and Dreamweaver;

Submission of Proposal:
The complete proposal with cost estimates may be sent at the postal address of the Mission (56, Rue de Moillebeau, 1209, Geneva) or by an email at the following email address (geneva@pakistanmission-un.org) latest by 8th May 2020. The proposal must include:

1. Company profile.
2. A detailed work plan, including time-frames.
3. Sample of previous websites developed.
4. A financial quotation bases on the terms of reference above.

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