

***INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE***

***ANNEX B***

***terms of Reference***

***website redesign services – tender ref no 2021-06-005***

1. ***Background***

The International Institute for Democracy and Electoral Assistance (International IDEA) is an intergovernmental organization established in 1995, which aims to support sustainable democracy worldwide and assist in the development of institutions and the culture of democracy. At the interface between research, fieldwork and the donor community, International IDEA provides a forum for dialogue, builds networks of experts, develops training materials, and provides strategic advice at the international, regional, and national level, cooperating with a range of organizations.

The Institute has a dual-language website (https://www.idea.int) and content management system (Drupal 7). The Institute website will be upgraded to Drupal 9 in the second half of 2021.

For the general public, the website showcases the latest news, events and analysis from International IDEA’s activities and impact. The website is home to more than 600 free publications, nine databases and 11 tools to date. Nearly all the databases are developed with Drupal.

Authenticated users, including staff from all our offices, board and council members, and select external partners are able to access a limited amount of access restricted pages.

1. ***Objectives of the Assignment***

International IDEA seeks the services of a highly qualified and reliable provider in the areas of secure website and UX design with demonstrated experience in presenting complex content, visuals, multimedia reports and data in a clean and dynamic way in a Drupal environment.

The overarching goal of the assignment is to develop a new design and content structure for all existing and envisaged future content of the website, *except pages for authenticated users such as council and board member pages*.

1. ***Scope of Work***

The overarching goal is to redesign the International IDEA website to:

1. welcome users with a contemporary design that reflects our cutting edge research and global reach, with strong visuals and simplicity of use for the general user;
2. improve and simplify content structure and presentation and make it easier for users to navigate, use and find or explore the wide range of resources that International IDEA offers from dozens of international projects and offices around the world. This includes hundreds of digital products such as databases and publications, as well as social media feeds, multimedia report presentations and media outreach;
3. better reflect International IDEA’s status as intergovernmental organization with its impartial role both as a think tank and technical, on-the-ground supporter of democracy around the world. It should also highlight our results, diverse staff, Member States, and donors in a balanced manner. It is an organization defined by credibility, excellence, relevance and agility;
4. better link a myriad of separate websites currently run by specially funded projects that reflects a common identity and branding;
5. create space for presenting new types of content such as podcasts, a media centre hub and new areas of focus, projects and future initiatives;
6. maintain link stability and search engine visibility as far as possible.

# The project is expected to commence in September 2021 with an estimated final deliverable due by the end of December 2021 at the latest. Although International IDEA works and holds offices in several countries all the work and correspondence with the service provider(s) will be in English. Coordination will be through our headquarters in Stockholm.

# All cooperation with an agile approach between the provider and International IDEA is expected to take place remotely online for the most part. However, we welcome an in-person brainstorming meeting with adherence to any Covid-19 restrictions. We expect to work closely and communicate directly with the designer or design team to engage in discussion and share feedback in an efficient way. This flowing communication is an essential part of the assignment.

This assignment does not include the actual implementation of the new design on the website. Implementation will be covered by a separate contract, either by the provider or a separate company.

1. ***Deliverables and Reporting Requirements***

For International IDEA, the company will be able to develop a close liaison with International IDEA web task force to discuss ideas for both the new structures and design. Good communication, the ability to develop creative, informal relations with designers is key to ensuring creative input is best leveraged.

The provider is expected to follow best website design practices and suggest only solutions and that can be securely implemented on the International IDEA website.

**Content and structure**

# The provider is expected to:

1. Discuss and adjust the proposed approach with International IDEA’s Communications team;
2. Conduct an initial independent in-depth review of the existing website, establishing an overview of site features that need improvement, adjustment and correction;
3. Conduct discussions with key stakeholders, and understanding their requirements, suggestions and expectations of the new structure;
4. Review elements of the current website that need functional improvement, fixes and simplification. Present findings of the initial review, and provide first suggestions;
5. In consultation with the communications team at IDEA develop a new content and navigation structure in detail. Make sure the new structure allows for efficient access to existing content as well as new, future content such as podcasts, external micro sites, etc.;
6. Provide all documentation of the new structure as required for the later implementation on the website.

**Design**

# The provider is expected to:

1. Discuss and adjust the proposed approach with International IDEA’s communications team;
2. Develop an improved and modernized visual and UX design, with improvement of the user interface;
3. Provide three proposals for a new design. one moderate departure from current design, one more radical departure from current design, one intermediate design. Each proposal consisting of a mood board, a home page and five key sub-pages;
4. After selection of one of the proposals, develop designs for full desktops and mobile screens of home page as well as for different content pages. Develop data visualization concepts, creative graphics, designs and systems for optimal user experience;
5. Provide all specifications required for technically implementing the designs (fonts, measurements, colors, icons, images, graphic/map libraries, etc.). Any licensing costs of third-party components will be discussed and covered separately.
6. Provide generic images for the site, homepage etc. that visualize the institute and the overall work we do and the values we want to project, as well as generic images that represent sections of the site (the regions, impact areas, themes, knowledge resources). Images related to the content of pages would be provided by International IDEA.

As part of a final brief or assessment, the provider will provide input on the order and prioritization of activities/tasks in the broader website redesign process, as detailed in the table below:

|  |  |
| --- | --- |
| **Activity or deliverable** | **Delivery date** |
| Informational Kickoff meeting |  |
| Initial independent in-depth review |  |
| Stakeholder discussions |  |
| Detailed new content and navigation structure |  |
| Meeting with the Communications team |  |
| Proposals for new design and various feedback meetings |  |
| Final design with all specifications |  |
| Final assessment and recommendations |  |

5. ***Management and Organization***

The service provider will work with one or more teams within International IDEA including individuals from the organization’s programme teams, the IT Team and the Communications Team, depending on the nature of the task.

All final approvals will come from the Head of Communications and Knowledge Management.

1. ***Monitoring and Evaluation***

Timely meeting of deadlines for each of the stages outlined in the deliverables**.**