

Terms of Reference (ToR)

Web Development and Maintenance for Media Literacy and Critical Thinking Website

1. Purpose

The goal of this Terms of Reference (ToR) is to encourage qualified IT companies to submit ideas and their offers for the creation and management of a website aimed at increasing media literacy and critical thinking among high school students.

2. Objectives

The website should:

- Provide engaging and interactive content on media literacy and critical thinking.
- Be user-friendly, accessible, and responsive on all devices.
- Include features such as user registration, content management, quizzes.
- Ensure a secure environment for student data and interaction.

3. Scope of Work

The selected company will be responsible for:

a. Design and Development

- Conducting research on the target audience (high school students) to align the design with their needs.
- Developing a user-friendly interface with intuitive navigation.
- Ensuring responsive design for compatibility with desktops, tablets, and smartphones.
- Creating a secure backend system with CMS integration for easy content updates.

b. Features Required

- Interactive modules for learning media literacy and critical thinking.
- User accounts for students, teachers, and administrators.
- Quizzes and assessments with instant feedback.
- Content upload and update system.

c. Testing and Launch

- Conducting functionality, usability, and security tests before launch.
- Deploying the website on the live server with proper DNS setup.
- Ensuring smooth operation post-launch with monitoring and issue resolution.

d. Maintenance and Support

- Providing regular updates to software, plugins, and security measures.
- Addressing bugs and technical issues promptly.
- Offering ongoing support for content updates and feature enhancements.

4. Deliverables

- A fully functional and responsive website.
- User manuals or training sessions for administrators.
- Maintenance plan for at least one-year post-launch.

5. Submission Requirements

Interested companies must include the following in their proposal:

- Company profile and experience in similar projects.
- Proposed approach and timeline for completing the project.
- Detailed cost breakdown (design, development, testing, and maintenance).
- References from previous clients.

6. Evaluation Criteria

Proposals will be evaluated based on:

- Experience and expertise in web development for educational projects.
- Quality and creativity of the proposed approach.
- Cost-effectiveness.
- Feedback from references.

7. Deadline for Submission

All proposals must be submitted by **30th of December at info@d4d-ks.org**. Late submissions will not be considered.

8. Contact Information

For questions and submissions, please contact: info@d4d-ks.org