Request for Proposals to Redesign COAR Website Front End

Contact: Stuart Linder - Stuart.Linder@coar-global.org

Proposal Due Date: Proposals should be sent to contact person by 5pm Cyprus time on Monday 21 September. Questions can be sent to contact person by 5pm Cyprus time on Monday 14 September.

Website: https://coar-global.org/

About the Organization: The Center for Operational Analysis and Research (COAR) is a political risk and development consultancy in the international development and aid sector. COAR provides project and programme support to the United Nations, the European Union, diplomatic missions, development banks, international NGOs, and international development companies. COAR consists of researchers and analysts with varied expertise in academia, international development, and security. Founded and led by those directly affected by conflict, our teams combine international and national researchers, and employ a participatory approach that discourages hierarchies, and encourages collaboration and disruptive thinking. COAR is selling expertise, analysis and problem solving. COAR has approximately 30 staff and has active projects in Syria, Lebanon, Myanmar and Libya.

COAR's Values:
- We are flexible and client focused. COAR prefers long term projects so we can become a trusted partner to donor governments and a vital part of their planning and decision-making process in crisis-affected countries. Our work is extremely high quality and tailored to the client's needs;
- Our values matter to us more than the money. So we'll turn down a project if it doesn't align with our values. When a project is accepted, we'll exceed expectations;
- COAR's products are the voice of a collaborative organization as opposed to an individual. Our work is the product of many perspectives;
- Our flat hierarchy is a strength;
- Thought leadership;
- Humanitarian intelligence;
- Hyper local. We're a donor government govt's eyes and ears in a crisis-affected country;
- Confident;
- Founded and led by those directly affected by conflict;
- Connecting local perspectives to donor governments;
- We're the bridge between academic study of and operationalization of humanitarian responses in crisis-affected countries

Problem: As a young organization, COAR lacks the internal resources to develop an intuitive, structured, cohesive website. As a result, the website is difficult to navigate, dark, ugly and appears piecemeal. Written deliverables, as part of COAR's Wartime and Post Conflict in Syria (WPCS), are difficult to locate and read. As a consequence, the utility of COAR's WPCS project (and by extension COAR as an organization) is limited. While organizational information is included on the website, and should be presented in a more friendly and intuitive manner, the website is not intended to be a business development tool; rather to serve as a means of hosting COAR's written deliverables, primarily from its WPCS project (as well as other less frequent projects). Most people who interact with/utilize COAR's website do so as part of its WPCS distribution list.

Website Purposes and Targeting: COAR's website is primarily used to host/distribute our WPSC deliverables, with other projects featuring less significantly. Our target audiences consist of members of governments, diplomatic missions, international organizations such as the UN, journalists, NGO workers, think tank staff, academics, analysts, and researchers. The primary conversion we are looking for is for visitors to sign up for our mailing list as well as follow us on Twitter/Linked In. We would also like to increase the number of people reading our products, namely by improving the readability of our products/website and ability of people to find useful information on our website. COAR utilizes social media to generate additional readership and gain more of a thought leadership following.

Technical Specs: COAR's current back end is sufficient to realize this scope of work. The website is hosted on Wordpress. Traffic is approximately 5,000 visitors per month. The most visited pages are the homepage, Syria (WPCS), opportunities, about, and archive. COAR creates its own content and owns the images it posts (or relies on public domain imagery). The website is updated approximately 5 times per month - one weekly "Syria Update," thematic reports every two months or so, infographics every so often. All current and potential content (pdfs, dashboards, text, videos) can be mounted on the current website. The website should be attractive and functional on desktops, tablets, and mobile, be interoperable with Mac OS, Windows, Android, and iOS operating systems, and be accessible on Firefox, Microsoft Edge, Safari and Chrome browsers. The website is currently integrated with Mailchimp to collect emails, but should also integrate with our social media pages (Twitter, Linked In and Facebook).

Scope of Work and Deliverables: COAR is looking to redesign the front end of existing pages, with a primary focus on Home, About, Syria (which must consolidate WPCS and other Syria-related pages), Opportunities, Contact, and Archive pages. We seek to improve the look, feel and navigation in order to encourage visitors to explore and be able to easily find products and our weekly update. The design, interface, and navigation must be easy to use and intuitive. When visualizing the navigation, it should be taken into consideration that navigation will become more multi-level over time as COAR grows. COAR would like the Syria/WPCS page to also serve as a template country page in the event that COAR receives additional EU-funded analytical projects in new geographies. Social media should be integrated into the webpage as it is not currently. The website will not need to be localized into languages other than English. The website does not need to be best in class, but it should become fit for purpose.

The design and feel of the website will be developed by the provider in conjunction with COAR staff. The design process will have regular feedback rounds. COAR has a digital resources manager who maintains and updates the webpage. She/He will also work with the designer on the back-end portion of implementing the front-end redesign. COAR's in-house graphic designer will also be involved.

Additionally, COAR is looking for visualization of a new tagging/categorization feature to be described below. Short listed designers will be contacted in early October. They will receive additional technical information including a full website self-audit conducted by COAR. The contract will be executed under a personal services contract.

Deliverables:
1. **Deliverable 1:** A live website with a new front end in a sandbox environment;
2. **Deliverable 2:** A light visualization of a flexible content tag/product category based system to give options for linking related content (i.e. at the bottom of an existing content post) and creating ad-hoc 'portals' or website sections based on specific WPCS tags and categories (i.e. portals based on tags such COVID-19, tribes, etc. and product categories such as weekly updates, thematic reports, etc.);

Deliverable 2 will most likely not be included within the live website mentioned in deliverable 1 as we'll have to create the back end to support this.

Timeframe - Completed within 6 weeks of contract signature (negotiable)

Websites we Like:

- https://metisservices.se/ (nice use of space, easy to read, not overwhelming);
- https://invisiblechildren.com/ (for the navigation panel as well, how the images expand and light up when you hover over them, combination of image + illustration is nice);
- https://davidshepherd.org/ (the way this site uses images to organise navigation);
- https://www.crisisgroup.org/who-we-are (for the navigation);
- http://ecasconsulting.com/ (we like the idea, but it could have been better executed);
- https://worldview.stratfor.com (specifically, the way the site groups info together);
- https://www.crisisgroup.org (for the left hand navigation to specific countries which complements thematic top navigation)

Websites we don't like:
- https://socha.net/ (way too much text, bad logo, terrible colours);
- https://www.cmc-consulting.org/ (it feels corporate);
- https://www.integrityglobal.com/ (its okay visually, but too much text)
- https://www.deeproot.consulting/ (it's too focused on visual)
- http://middleeastdirections.eu/ (boring and boilerplate)

Proposal Requirements:

- **Technical Proposal (10 pages max):**
    - vision for the project, approach to the deliverables (5 pages max);
    - the project designer's background and experience;
    - experience on and links to similar projects (if you haven't completed similar projects, just provide more information on other work);
    - 2 testimonials or support letters from satisfied clients (the letters or testimonials don't have to be addressed to us);
    - anything else you think would be helpful
- **Financial Proposal**: Please provide the overall cost for the entirety of the project as well as a breakdown of the cost of each deliverable including days of labor, unit cost, and other relevant costs per each deliverable. The proposal should also include a reasonable number of virtual meetings with COAR staff for substantive and project management meetings, as well as availability for support.

Other: The customer will have full copyright on design and content of the website.

Annex:
1. Site tree

Annex 1 - Site Map

```
Home ——— About Us ——————— Syria ——————— Myanmar —— Opportunities —— Archive

What is COAR        What is COAR          WPCS      NOSAP         What is CASS

Recent              Our Mission       WPCS/COAR      What is NOSAP     CASS Website
Publications

Subscribe           Our Services      Recent            NOSAP
                                      Publications      Reports       Publications

Clients             Clients           Subscribe                       Clients

                                      Syria Updates

                                      Alexandrina
                                      Search Engin

                                      Publications
```

Page **Section or a dead end**

Posts holder **Process or external link**

Contact us

The contact us section exists in every page and post all over the website except for "Archive Page"