

REQUEST FOR PROPOSAL (RFP)

IntoAlbania.com Web Platform & Smartphone App Development

Background: CBS

Creative Business Solutions (CBS) is an economic development organization with consulting and project implementation expertise in Agriculture, Access to Finance, Green Energy, Tourism etc. In partnership with USAID and other international donors, CBS has implemented Development Projects reaching \$50 Million new investments, creating 1,200 new jobs and assisting over 400 SME's. The organization works with highly qualified partners to develop technology-oriented products including Agroweb.org, LORES, AGIS etc.

www.cbs.al

Background: IntoAlbania

Recently CBS is awarded with development of IntoAlbania (Innovative Tourism in Albania), a three-year USAID / Sweden funded program. The project aims to build a digital tourism concept model by developing a digital platform as a soft infrastructure connecting tourists with the best of Albania's culture, heritage, nature and local economies. This RFP aims to select IT developers for two platforms:

- **www.intoalbania.com: An online tourism platform** which delivers insights on the best aspects of our natural and cultural heritage, traditions, destinations, cultural-historical sites and museums and promotes Albanian tourism on international platforms. The platform will leverage visibility and empower local economies and tourism SMEs.
- **IntoAlbania Smartphone Application:** A mobile application facilitating day-to-day destinations of tourists into Albania's cultural and natural destinations, identification of local tourism businesses and social media sharing. Designed to be complementary with the internet platform it will serve as a quick on the go solution based on traveler location, interest and proximity.

Objective

CBS is seeking to engage an IT Development and Consulting Firm(s) to design and develop www.intoalbania.com Web Platform and/or IntoAlbania Smartphone App, through an open and competitive process. *This will be a concept-to-completion production.* Developers should use *leading edge technologies* and deliver solutions which will become a leading example and best practice of digital tourism in Albania.

Scope of Services

The Offeror shall provide a proposal in accordance with terms of reference set forth herein, in relation to www.intoalbania.com Web Platform and IntoAlbania Smartphone App.

1. IntoAlbania Web Platform. The Offeror is required to provide website design, development and on-going maintenance services that may include but are not limited to:

- *Consulting, Design and Development of www.intoalbania.com Web Platform and implementation of:* Platform IT Development & System Architecture; User Interface Design (UI) & Development; User experience (UX) Design, Care, and Customization; API Development & Integration; and Database Development.
- *Perform adequate Testing & Bug Fixing procedures* to ensure that the platform meets performance requirements and load testing metrics;
- *Deliver post-implementation support and CMS maintenance* from the date www.intoalbania.com platform is Live.

The platform should also allow and accommodate but not limited to the following functionalities, features or elements:

- Internal Search Function and utilization of best-in-class search functionality;
- Connectivity, data sharing and data interfacing with other websites, social media and mobile applications; integration of social media feeds;
- Visitor rates or leaves reviews;
- Blog platform that provides ability for administrator to manage posts;
- Ability to integrate Payment Acceptance System in the future;
- 10+ internal pages;
- Accommodate medium-complexity CMS (Content Management System) that is instinctive, easy-to-use and that can be easily updated;
- Creation of User Personal Profiles;
- Allow downloading of materials including visitor guidebooks; maps etc.

Other key requirements and considerations include:

- A bilingual platform in English and Albanian;
- Able to integrate and accommodate other functional modules/ features such as:
 - *Calendar of Events*: A real-time aggregator of cultural events and nightlife.
 - *A Digital, Interactive and Downloadable Tourist Map*: an online map of touristic, cultural and natural destinations.
 - *Visitor Guide Book* – The downloadable online guide book to the best cultural-attractions, must-see sites, accommodation and cultural venues.
 - *Live TV*: Live HD streaming from selected tourism destinations.
- Support high-resolution media (images and video) including 3D Virtual Tours and 360° Panoramic Interactive Images.

2. IntoAlbania Smartphone Application. The Offeror is required to provide Application design, development and on-going maintenance services that may include but are not limited to:

- Consulting, Design and Development of IntoAlbania App for iOS and Android including: Custom User Interface Design, Backend Architecture Design and Development, API Development and Integration, and Database Development.
- Performance of Testing & Bug Fixing to ensure performance quality.
- App Store Preparation and Submission.

The Application should accommodate but not limited to the following functionalities, features or elements:

- **The Development of databases** (MySQL, Mongo DB), connection with Social Networks (Facebook, Twitter etc.), location based features such as Maps or Google Maps, connection with online media features (Youtube, Vimeo etc.).
- **Application Administration features:** User Management (Manage user's roles and permissions), Content Management, Reporting Analytics, Notification Control, Search, Integration CRM, etc.
- **Security features including:** e-mail ID and Password log-in (or alternatively with a log-in code); log-in via Social Networks (Facebook, Twitter etc.);

Functional Requirements

- Intuitive, contemporary and visually stimulating design and flow;
- Consumer experience-led user interface that presents information in a clean and logical manner; user finds information simply;
- Easy and intuitive navigation; fast-loading pages for a superior user experience;
- Scalable and adaptable to the future growth need;

- Content management should facilitate frequent updates and cross-postings;
- Web Portal optimized to look great and work well on both computers and mobile devices like smartphones and tablets, using best practices of responsive design;
- Considers SEO as part of website design;
- Guarantee the security requirements using HTTPS and a hardened CMS;
- Capability to integrate booking functionality;
- Consistent use of IntoAlbania brand identity guide.

Timeline

Web Platform and Smartphone App are required to be developed simultaneously. The required hand-over date of both solutions is **February 2018, the latest**. IT Development & Consulting Firms are expected to submit a detailed proposed timeline for the assignment together with their Technical Proposal application.

Evaluation Criteria

The selection of the Web Platform and Smartphone App development provider will be based upon the following factors:

- Capabilities, qualification and expertise of the IT Development Firm;
- Suitability for the assignment including resource capability and staff experience;
- Demonstrated previous experience with similar developments;
- Quality, creativity and relevance of the technical proposal in accordance with the requirements stated in this RFP;
- Cost structure;
- Capacity to finish on or before agreed timeframe.

Proposal Guideline

The Offeror shall submit within the indicated timeframe a complete Technical and Cost Proposal application including:

- Overview of Firm's organizational profile, its services and resources;
- Description of previous experience with similar platform developments or smartphone applications (including references where applicable);
- Technical approach to the project: work plan, methodology for website and app development, technical description and work packages, technologies used, proposed innovative features, deliverables list etc.;
- Initial Price break-down for major cost components for developments and on-going post-implementation support;
- Timeline for the completion of the assignment;
- Indicate whether the proposal is for one or both solutions.

The shortlisted IT Development Firms will be invited to deliver an oral presentation of their previous work and their proposed technical approach and vision for IntoAlbania.com portal and/ or IntoAlbania Smartphone Application.

Submission

The proposal must be sent electronically to info@cbs.al **before April 21st 2017**