

## **REQUEST FOR PROPOSAL: Website for OriginAL Certification Scheme**

### **About USAID/ Regional Economic Growth (REG) Brand Albania Activity**

USAID/Albania has launched a project to develop a *national brand for authentic Albanian food products*. The project will provide direct technical assistance to the private sector, while encouraging support, collaboration with the Government of Albania (GoA) to support the launch of **OriginAL (origin-Albania) certification scheme** to promote local quality (100% Albanian) products and related tourism initiatives.

Establishment of the OriginAL national certification scheme will improve awareness of the necessity and benefits of international standards and certifications, increasing the quality of the products and opportunities for future exports.

**OriginAL website** - a platform that will serve as a communication tool for the initiative and for **authentic 100% Albanian OriginAL-certified products**, facilitate promotion and visibility of **OriginAL-certified Producers**, gives an overview of the certification scheme and the application process; it will display the OriginAL RuleBook containing guidelines and technical criteria to apply for and utilize the brand and feature the online application form.

### **Objective**

CBS is seeking to engage an IT Development and Consulting Firm(s) to design and develop OriginAL Platform and a high quality web-responsive system within, through an open and competitive process. *This will be a concept-to-completion production*. Developers should use cutting-edge technologies and deliver solutions which will the website user-responsive, easy-to-navigate and attractive from visibility point of view and easy-to-maintain without the need for *post-implementation support and CMS maintenance* from the developer team.

### **Scope of Services**

The Offeror shall provide a proposal in accordance with terms of reference set forth herein, in relation to OriginAL Platform.

**1. OriginAL Platform.** An Offeror is required to provide website design and development that may include but not limited to:

- *Design and development of OriginAL Platform:* Platform IT Development & System Architecture; User Interface Design (UI) & Development; User experience (UX) Design, Care, and Customization; Back-end Architecture Design and Development; and Database Development.
- *Perform adequate Testing & Bug Fixing procedures* to ensure that the platform meets performance requirements and load testing metrics.

The platform should also allow and accommodate but not be 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;
- Certified products listing on the platform;
- Certified producers listing on the platform;
- Accommodate CMS (Content Management System) that is intuitive, easy-to-use and that can be easily updated by in-house Platform Administrator.

**2. Other key requirements and considerations include:**

- Able to support high-resolution media (images and video) including document upload (certificates, licenses, etc.).
- Apply (and renew your certification) online feature with the integrated checklist and scoring functionality (based on documents required) functionality to process the certification scheme's application packages (with add-ons such as the application tracking system where applicants can save application as draft and edit it multiple times as well as track the status of their applications; application emailer that will notify the owner of the website when someone submits an application; application exporter (PDF); application statuses);
- Ability to integrate and accommodate other functional features such as:
  - *SmartTAG and TagItSmart! -type technology integration:* Manufacturing first provide general information about the products (ingredients, best before, consumable before, recycling information, etc.). Then the SmartTag (ID) is encoded and SmartTag (QR code) is printed and attached to the product package while the product is still in the factory (e.g. honey collection point). The producer can also provide additional information about the products to

support consumers (recipes, how to use etc.). Then the product is ready for transport to the retailer. *Technical and more detailed aspect will be provided after the selection.*

- User-Friendly **Web-Responsive** platform: for usage on the go and easy management.

## Visual and Functional Requirements

- o Intuitive, easy and visually stimulating design and flow;
- o Consumer experience-led user interface that presents information in a clear and logical manner; user to be able to find information easily;
- o Simple and intuitive navigation; fast-loading pages (a few seconds) for a superior user experience;
- o Scalable and adaptable to the future growth needs (*able to link the QR*);
- o Hosting in one of the international cloud services;
- o Web Platform optimized to look great and work well on both desktop and mobile devices like smartphones and tablets, and using best practices of responsive design;
- o Display correctly in all major browsers;
- o SEO as part of website design;
- o Guarantee the security requirements using HTTPS and a hardened CMS.

## Additional Information – OriginAL Visual Identity and Layout Scheme

Logos:



Font: Venice Serif Bold

Color scheme:

For online purposes

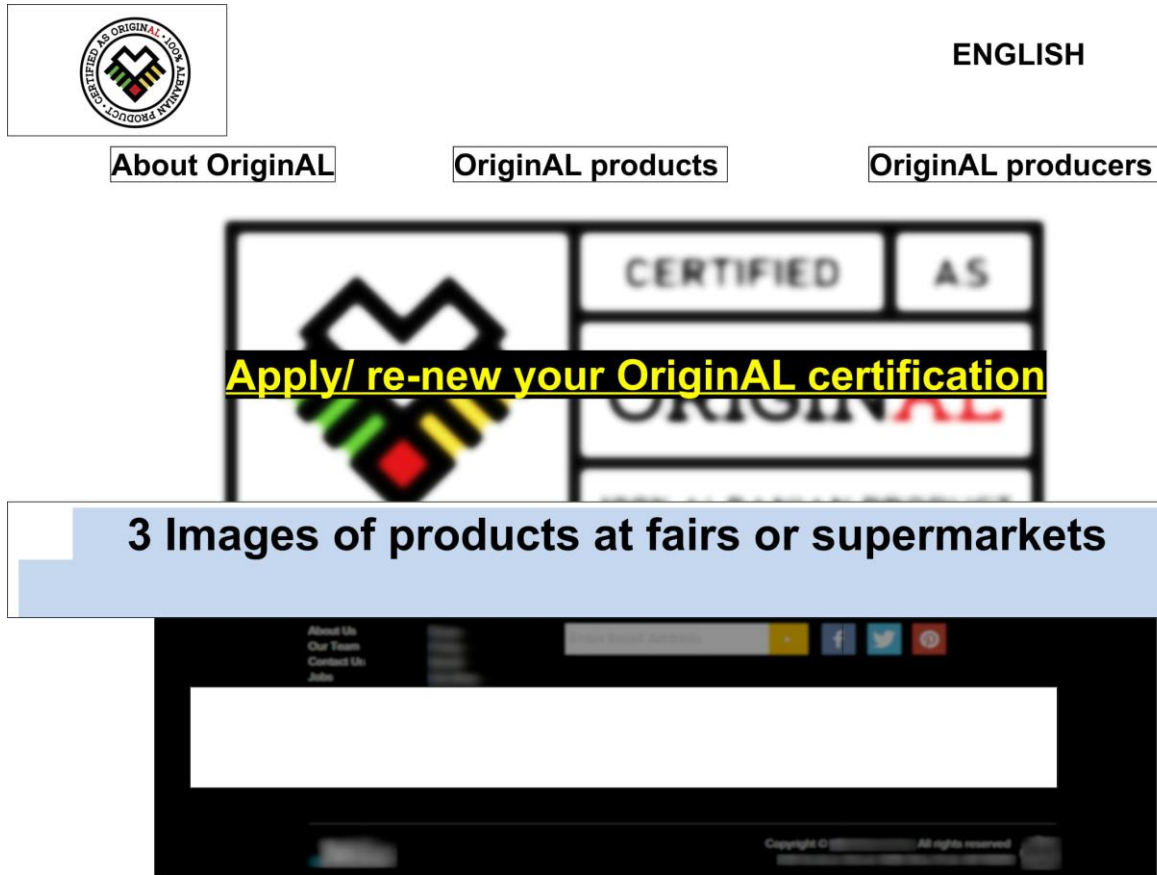
|         |         |         |       |
|---------|---------|---------|-------|
| R : 105 | R : 183 | R : 230 | R : 0 |
| G : 173 | G : 33  | G : 203 | G : 0 |
| B : 70  | B : 37  | B : 74  | B : 0 |



For printing

|        |        |        |        |
|--------|--------|--------|--------|
| C : 65 | C : 20 | C : 11 | C : 75 |
| M : 10 | M : 99 | M : 15 | M : 68 |
| Y : 99 | Y : 99 | Y : 84 | Y : 67 |
| K : 1  | K : 10 | K : 0  | K : 90 |

Home Page Layout Scheme:



## **Evaluation Criteria**

The selection of the OriginAL Platform development provider will be based upon the following factors:

- Capabilities, qualifications and expertise of the IT Development Firm;
- Previous experience with similar projects;
- Cost structure;
- Capacity to finish on or before agreed timeframe.

## **Timeline & Submission**

The proposals in response to this 'Request for Proposal' RFP must be submitted by email in the following e-mail address: [info@cbs.al](mailto:info@cbs.al) no later than March 8, 2019. The handover date for the finalized product is May 20, 2019, "Delivering full website". IT

Development & Consulting Firms are expected to submit a detailed proposed timeline for the assignment together with their Technical Proposal application.

## **Proposal Guidelines**

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

- Firm's organizational profile with a portfolio of implemented projects and resource capacities;
- Description of previous experience with similar platform developments;
- Description of services to be rendered by Offeror as part of this RFP;
- Price structure for IT developments to be delivered;
- Draft of the Home page design layout, based on the scheme and brand's visual identity characteristics provided.