



# Design and Development of Kulhudhuffushi City Council's Official Website

## 1. Background

Kulhudhuffushi City Council provides various services to citizens and is focused on improving customer relations by digitizing its services. To improve customer service relations and increasing efficiency through digitalization, it is important to redesign our website with a more user-friendly and modern design.

Our current website is outdated and not user-friendly, resulting in low engagement and poor user satisfaction. With this redesign, we aim to improve the overall user experience, increase engagement, and ultimately reduce the number of citizens that physically approach us.

## 2. Objective

- 2.1. Design and develop a new modern website for the Council.
- 2.2. Identify areas for improvement in the existing website.
- 2.3. Optimized search engine.
- 2.4. Incorporate responsive forms.
- 2.5. Redefine and organize content.
- 2.6. Develop a user-friendly Content Management System.

## 3. Scope

- 3.1. To develop a Unique website with a user-friendly front-end design that provides an engaging user experience. It should also include a strong Content Management System (CMS) that enables the council to easily update and manage the website content.
- 3.2. The vendor must conduct an in-depth needs assessment of the council and existing website before developing the new redefined website. Training must be provided for the selected staff at the council. 1-year technical support and maintenance must be provided by the vendor. Website hosting must be established as required by the council and website.



## 4. Deliverables:

The following deliverables are expected to be produced by the project:

Deliverable	Date
4.1. Needs Assessment report	Week 1 and 2
4.2. Preliminary design concept	Week 3 and 4
4.3. Revised design (if needed)	Week 3 and 4
4.4. First completed website	Week 7 and 8
4.5. Revised website based on feedback	Week 9 and 10
4.6. User manual for the CMS	Week 11
4.7. Technical documentation of the website	Week 11
4.8. Staff training on how to use the CMS	Week 11
4.9. Deploy website to hosting	Week 12

### 5.1. Needs Assessment Report

- 5.1.1. Review services provided by the council
- 5.1.2. Review existing website of the council
- 5.1.3. Meet with the sections and identify issues
- 5.1.4. Suggestions on improving efficiency through website
- 5.1.5. Suggestions to integrate new functions on the website
- 5.1.6. Identify the main tabs and contents of the website
- 5.1.7. Identify frequently requested forms and information by the users

### 5.2. Preliminary design concept

- 5.2.1. Design concept must reflect on the needs assessment
- 5.2.2. Proposed navigation layout to organize the content and tabs
- 5.2.3. Graphics/theme of the website including icons and animations
- 5.2.4. UI/UX concept of the overall website







## 7.6. Council's General Information

- 7.6.1. About the Council
- 7.6.2. Vision and Mission
- 7.6.3. Mandate
- 7.6.4. Staff Structure

## 7.7. Contact Us

- 7.7.1. Department contacts
- 7.7.2. Google Map Location
- 7.7.3. Contact Us fillable form with reCAPTCHA

## 7.8. Reports

- 7.8.1. Monthly Council Reports
- 7.8.2. Key Economic Indicators of the City
- 7.8.3. Statistical Releases
- 7.8.4. Council should be able to manage categories for the indicators and should have ability to update statistical fields through content management systems.

## 7.9. City Development Plan

- 7.9.1. Work Schedule
- 7.9.2. Development Plan
- 7.9.3. Government PSIP
- 7.9.4. Council should have the ability to add categories for work schedule, General Tasks for each category and Sub-Tasks. Developers shall provide visual contents in the form of clickable bar charts, graphs, pie-charts to visually represent these data.

## 7.10. About the City

- 7.10.1. City Introduction
- 7.10.2. Cultural and Historical aspect of the city
- 7.10.3. Council should have access to change this information on the content management system through Rich Text Editor.

## 7.11. Island Directory

- 7.11.1. Landmarks and key places of the city
- 7.11.2. Council should have access to add categories, Locations, Photos and Icons. Developer shall propose a visually appealing format to represent these data on the website.



## 7.12. News

- 7.12.1. Council should be able to add Tags, Manage News before it is uploaded to the website. Developer shall provide the Council with Rich Text Editor with functions to add Multiple Photos, Quotes, Tags within a news.

## 7.13. Announcements

- 7.13.1. Council should be able to manage announcements through a content management system. Time stamp shall be provided with Published date, Deadline if required and general instructions along with the additional attachments.

## 7.14. Photo Gallery

- 7.14.1. Council should be able to create multiple photo galleries and should have functions within the content management system to add multiple photos to a single gallery. Such photos uploaded to the website should be optimized.

## 7.15. Video Gallery

- 7.15.1. Council should have a feature to add embedded Link of the Video and a thumbnail photo for each video.

## 7.16. Press Releases and Circulars

- 7.16.1. Council should be able to manage Press Releases and Circulars through a content management system. Time stamp shall be provided with Published date, Deadline if required and general instructions along with the additional attachments.

## 7.17. Land Use Plan

- 7.17.1. Council should have a feature to add updates to the land use plan through a content management system.

## 7.18. Projects update Page

- 7.18.1. Projects updates page must be manageable using the CMS to provide the up-to-date information about the on-going and finished projects of the council.

## 7.19. Lodge a complaint

- 7.19.1. Developers shall provide Council with complaint management within the content management system. General user should have functions to select the type of complaint, Description, Email as basic requirements.

## 7.20. Services page

- 7.20.1. Council should have a function to add services based on categories. Such Categories should have managed functions whereby councils can manage categories.







- 8.16. Perform application testing/debugging, in particular, unit testing and integration tests whenever required.
- 8.17. Perform bug fixes and new features required by the Council team during the agreed duration.
- 8.18. Database and Server should have a method to back up automatically.
- 8.19. Uploaded images and videos should be optimized for page load speed.
- 8.20. Social Media integration (Facebook, Instagram, Twitter).
- 8.21. Website Should not be replicate of previous website/ projects undertaken.
- 8.22. Kulhudhuffushi City Council will provide Web Hosting credentials upon request to host website. Web development firm should pay for web hosting plan (1 Year). Web hosting Packages should be chosen as shown below;
  - 8.22.1. Web hosting Package: Digital Ocean - Droplet
  - 8.22.2. Region: Singapore
  - 8.22.3. OS image: Unbuntu 22.10 64bit
  - 8.22.4. Size Droplet Type: Basic
  - 8.22.5. CPU options: Premium Intel, 8GB/4 intel CPUs, 160GB/NVMe SSD, 5TB Transfer
  - 8.22.6. Additional Storage: 250GB
  - 8.22.7. Configuration: Automatic Format & Mount
  - 8.22.8. Authentication method: Password
  - 8.22.9. Other Options: Worry free Managed Database



## 9. Technical Proposal Evaluation (35 marks)

- 9.1. Applicants need to achieve a minimum 70 out of 100 to pass the Technical Evaluation. Proposals achieving a mark below this threshold will be rejected. 70% weightage will be provided for the final score from technical evaluation.

Description	Allocation
<b>9.2. Qualification and experience of team</b>	
9.2.1. <b>Lead Developer</b> – Diploma or Above Qualification in Computer Science, Software Engineering, or a related field	05
9.2.2. <b>UI/UX Designer</b> – Diploma or Above Qualification in Graphics Designing and Multimedia or related field	03
9.2.3. <b>Content Writer</b> – Diploma or Above Qualification in Communication, Business Administration, Marketing or a related field	02
<b>Total Marks allocation for this section</b>	<b>10</b>
<b>9.3. Quality and functionality of previous websites developed</b>	
9.3.1. Design aspects of previous websites developed	05
9.3.1.1. Layout and Structure	0.5
9.3.1.2. Color Scheme	0.5
9.3.1.3. Typography	0.5
9.3.1.4. Images and Graphics	0.5
9.3.1.5. Navigation	0.5
9.3.1.6. Responsive Design	0.5
9.3.1.7. User Interface (UI) Elements	0.5
9.3.1.8. White Space	0.5
9.3.1.9. Branding	0.5
9.3.1.10. Video Backgrounds	0.5
<b>9.3.2. Functionality aspects of previous websites developed</b>	<b>05</b>
9.3.2.1. Blog/news	0.5



9.3.2.2. Video library	0.5	
9.3.2.3. Photo gallery	1	
9.3.2.4. Search (In-site search)	0.5	
9.3.2.5. User-Friendly Forms	1	
9.3.2.6. Event calendar	0.5	
9.3.2.7. Social Media Integration	0.5	
9.3.2.8. Analytics and Tracking	0.5	
<b>Total Marks allocation for this section</b>		<b>10</b>
<b>9.4. Proposed design outline/sketch for Council website (Evaluated based on the submission made with the proposal)</b>		
Overall design and proposed functions as per the current website and Council mandate for the website and its alignment with the objectives of Council and its duties. Bidder shall at least provide a wireframe of the Landing Page. Bidders are encouraged to submit an outline/sketch for the evaluation. Marks will be given based on the clarity of the proposition.		15
<b>Total Marks allocation for this section</b>		<b>15</b>

## Financial Proposal Evaluation (60 marks)

- 9.5. Evaluation of the Financial Proposal will be based on the proposed fee (in MVR, inclusive of GST). The proposed fee should be inclusive of stock photos for the design of the website. The lowest proposed fee will achieve the highest score.

## 10. Duration of the Assignment proposed (05 marks)

- 10.1. Duration of the Assignment shall be submitted by the bidders along with the technical and financial proposal. The earliest proposed submission date will achieve the highest score in this section.



### 11. Final Score

11.1. Technical Evaluation - Applicants need to achieve a minimum 70 out of 100 to pass the Technical Evaluation.	35%
11.2. Financial Evaluation	60%
11.3. Proposed Duration (not more than 90 days)	5%
<b>TOTAL</b>	<b>100%</b>

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