Terms of Reference (ToR) for Design Improvements to iucncontributionsfornature.org User Interface & User Experience

THE REQUIREMENT

IUCN wishes to award a consultancy contract to an experienced website design agency to provide strategic advice and concrete proposals for improvements to the User Interface (UI) and User Experience (UX) that will present the Contributions for Nature platform visualisation module (including the landing page) in a way that reinforces the willingness of IUCN members to document their contributions, and provides a quick and thorough understanding to any visitors of the strength of this platform, providing scientific measures of contributions towards global goals for nature. It should highlight IUCN scientific work and data, and provide useful reporting information for countries and organisations, regarding their contributions to the IUCN Programme Nature 2030, the Kunming-Montreal Global Biodiversity Framework, the Paris Agreement, and the Sustainable Development Goals. The design should improve the user experience, allowing those who contribute by uploading their projects to easily find, share, and showcase their contributions, and all other visitors to have a good understanding of the key's messages regarding IUCN overall contributions toward global goals. The Contract will encompass consultation with target personas, User Experience (UX) analysis, and resulting in the design of an enhanced User Interface (UI) and documentation of corresponding functional specifications.

The Contractor will be required to work according to the detailed Terms of Reference contained in the following sections. The Contractor must uphold high standards of professionalism in its work and interactions with IUCN communication team and Contributions for Nature platform leadership.

1. BACKGROUND

1.1. Background to IUCN

IUCN is a Union comprised of three main parts – IUCN Member organisations, IUCN Commissions and the IUCN Secretariat – each with unique roles, responsibilities and relationships within the Union, and in some cases, as individual entities. IUCN has over 1400 Member organisations including states and government agencies, non-government organisations and indigenous people's organisations from over 160 countries. The six Commissions have over 15,000 volunteer experts grouped in hundreds of specialist groups, and the Secretariat includes offices in over 50 countries and projects in more than 150.

The 2011 "One Programme Charter" established a mandate for IUCN to deliver its Quadrennial Programme in a way that encompasses contributions from all components of the Union – Members, National and Regional Committees, Commissions, and Secretariat.

1.2. Background to the IUCN Contributions for Nature Platform

The operational Contributions for Nature platform launched in October 2022 comprises three distinct but interacting modules:

i. Data Entry Module. This is the portal for allowing IUCN constituents to document the places where they are undertaking or planning to undertake conservation or restoration actions over the timeframe 2021–2030. It is accessible only with IUCN login credentials, from across the IUCN constituency.

ii. Validation Module. This is the portal for allowing validation of plausibility of potential contributions documented in the Data Entry Module. It is accessible only to a defined set of users in the IUCN Regional Offices.

iii. Visualisation Module. This is the platform for public display, accessed via a landing page, of the potential contributions towards global goals for nature (initially, biodiversity goals in terms of extinction risk reduction, and climate change mitigation goals in terms of carbon sequestration), as documented by IUCN constituents, individually and in aggregation, and visible to the world at large.

The Contributions for Nature platform visualisation module is of the public window into the Union's work and impact on nature conservation. It should serve as the place where Members can review what is happening close to them, in their countries and regions, to create synergy and strengthen collaborations and networks. It should serve as the place where donors seeking to support conservation and restoration can identify candidate projects meeting their profiles of interest for their investment. Further, it should serve as the place where governments can receive an overview of the conservation and restoration work done in their country, or elsewhere (eg in countries where they have bilateral ODA relationships) by IUCN Members and other constituents.

Known issues

The current visualisation module already reflects these requirements, but not yet in ways that are as clear as possible at first reading for non-specialists. For example, it can be challenging for IUCN Members to find their individual contributions highlighted on the map. This difficulty to read and have a quick and clear understanding of the information available on visualisation module compromises the utility and attractiveness of the platform for IUCN Members, even though it delivers unique scientific results.

Key target dates

 A particular deadline is established by the upcoming IUCN Regional Conservation Fora, which will take place in the second part of 2024. A new user-friendly and engaging visualisation module needs to be implemented ahead of the event to motivate IUCN members to contribute to the platform and being able to present a representative image of the Union's work at the next IUCN World Conservation Congress in 2025.

1.3. Key audiences for the IUCN Contributions for Nature Platform

The main audience of the visualisation module is the IUCN Membership and other constituents, including the IUCN National and Regional Committees, IUCN Commission members, and IUCN Secretariat. In other words, the primary audience comprises those users who take time to contribute and upload their contribution are those who are anticipated to be the most frequent visitors to the visualisation module. They want the see the metrics of potential contributions towards global biodiversity goals (measured using the "Species Threat Abatement & Restoration" metric, or STAR) and global climate change goals. They want to be able to promote their contributions on their own website or social media, and showcase the fact that these are documented on the IUCN Contribution for Nature platform. They want to see who are the other IUCN constituents working close to them, to support the establishment of partnerships and networks, and help filling gaps. They want visibility of their individual contributions to the entire IUCN world, and also to potential funders. If they see clear visibility of their contributions on the visualisation module, they will more likely continue to contribute and update information over the time.

The second audience of the visualisation module are the policy makers who need to report on what is happening in their region/country regarding the various global goals for nature towards which they have committed, through eg the IUCN Programme Nature 2030, the Kunming-Montreal Global Biodiversity Framework, the Paris Agreement, and the Sustainable Development Goals.

The third audience of the visualisation module is donors and investors who seek "investible projects" in conservation and restoration within a particular domain of interest (eg a particular country or region, a particular type of action, a pre-defined budget amount, etc). These could be from bilateral ODA agencies, from foundations or philanthropists, or from the private sector.

Finally, an audience for this platform can be anyone interested in measuring impact of biodiversity conservation actions, media, potential partners, nexternal audiences, and any type of actors presented in the list below etc.

Information must be accessible by country/ region /organisation, and by geographic relevance. As an international organisation with three official languages, IUCN Contribution for Nature visualisation module must deliver its content in all three official languages (English/Spanish/French).

The following definitions may be helpful to understand the diversity in audiences:

1. **IUCN Members (and potential IUCN Members)**: IUCN Members are *institutions or organisations*, such as States and agencies, INGOs and NGOs, and Indigenous Peoples' Organisations. When they become Members, they are encouraged to be part of NRCs (National and regional committees of Members) which can network and join forces and ideas at national and regional levels. This category includes organisations which are not currently IUCN Members but are interested and have the potential to become Members.
2. **IUCN National and Regional Committees**: Coordination mechanisms among IUCN Members within countries, or at regional levels.
3. **IUCN Commissions**: These experts are *individuals* researching or working directly in conservation, who provide science on a voluntary basis to IUCN.
4. **IUCN Secretariat**: Includes staff paid by IUCN to implement the directives of Members.
5. **Policy makers**: Government leaders with the power to affect changes which benefit nature or benefit from it at international, national and sector-wide levels.
6. **Donors (and potential Donors)**: Organisations seeking to invest in conservation or restoration actions on the ground or in the water. These could be from government or multilateral institutions, often as part of foreign aid budgets. They could also be foundations or philanthropists, or from the private sector.
7. **Media**: Journalists, publishers and other influencers who can amplify the impact of IUCN's work, establish IUCN's desired positioning and impart the relevance of conservation to other IUCN external audiences.
8. **Potential partners**: Organisations which could benefit from IUCN's work to advance conservation.
9. **Nexternal**: Organisations or institutions whose work either has an impact on, or can benefit from, conservation knowledge and which do not currently know IUCN, but should.

The following table maps these Contributions for Nature platform visualisation module audiences to some of their potential needs regarding the visualisation module.

PRIMARY AUDIENCES	NEEDS FROM THE VISUALISATION MODULE
INTERNAL: IUCN Members (and potential IUCN Members) / IUCN National & Regional Committees / IUCN Commission experts / IUCN Secretariat / Potential Members	Receive and interpret metrics of their contributions towards global goals for nature / Promote their contributions on their own website or social media / Understand, establish partnerships, and network with other organisations working in similar areas or on similar issues

		Ensure visibility of their work across IUCN Ensure visibility of their work to their current and potential donors See potential impact of IUCN work as a Union regarding global goals for nature, and their own contributions within this
EXTERNAL GROUP A	Policy makers	See the contributions from within their country towards global goals for nature See the contributions towards global goals for nature underway in other countries where they have interests (eg bilateral ODA relationships) See the potential impact of IUCN work as a Union
EXTERNAL GROUP B	Donors (and potential Donors)	Identify potentially investible projects within their scope of interest (eg geographic, thematic, available financing, etc)

2. SCOPE OF WORK AND ACTIVITIES

The scope of work and activities covered by this RfP focus on designing improvements to the User Interface (UI) and User Experience (UX) for the IUCN Contributions for Nature platform's visualisation module (including the landing page). The Contract will encompass consultation with target audiences on User Interface and User Experience, and production of wireframes, UI design assets and functional specification emerging from these consultations.

 More specifically:

1. UX Analysis:

- Devise and conduct a consultation plan with key stakeholders and target audiences including questionnaires, focus groups or interviews.
- Conduct a thorough assessment of the current UX design, identifying usability challenges, and opportunities for improvement.
- Create user personas and scenarios to guide the design improvements based on user needs and goals.
- Provide a detailed report summarizing the findings, including prioritised recommendations for UX enhancements.

2. UI Enhancement:

- Utilise the insights from the UX analysis to redesign and enhance the visual appearance of the web platform's user interface.

- Develop wireframes, interactive prototypes, and mockups to illustrate proposed UI changes.

- Implement modern design principles, including responsiveness, consistency, and visual hierarchy, while aligning with IUCN's brand identity.

- Ensure the new UI design elements fit seamlessly into the existing platform's technical framework.

- Ensure that the updated UI maintains or improves the platform's overall performance and loading speed.

As a first step to the work, the Contractor should be prepared to familiarise themselves with the existing technology and functionality of the Visualisation Module. The Contractor will be required to provide strategic insights and advice into how to structure and design the visualisation module to meet Contribution for Nature Platform objectives. This will involve applying strategic digital communications experience to the objectives set by IUCN Contribution for Nature platform leads and offering advice, design proposals, options and assessment of trade-offs for how the webpage, especially its organisation, design, and look-and-feel, could be modified to reach the objective. They will work with IUCN to design and implement consultation (eg questionnaires, interviews, focus groups) with target audiences to understand potential improvements to the User Interface and User Experience, and then design wireframes and associated design proposals for improvements based on these consultation results.

In the course of designing these User Interface and User Experience improvements, it may become clear that amendments to the functionality of the visualisation module would also be valuable. These should be documented separately, and will be retained for future investment in strengthening the Contributions for Nature platform – the implementation of such refinements in functionality is beyond the scope of this project.

Final deliverables for the work will comprise:

- A detailed UX analysis report, including the outcomes of the target audience consultations, insights, strategic recommendations, and proposed changes. The report will be used to identify the key components of the platform's user interface and design which are most adapted and attractive to the target persona(s).

- Wireframes and where necessary interactive prototypes and mockups of the updated UI design of the platform's [Homepage page](#) and visualisation module.

- Documentation outlining design guidelines and standards for implementation, including functionality specifications for developers.

- High-resolution, editable design assets and graphical elements required for the UI implementation of the IUCN Contributions for Nature Platform visualisation module (including the landing page)

- A summary report on core elements for inclusion in a subsequent RfP for implementation of these designs. The resourcing available for such an RfP anticipated to be on the order of CHF50,000.

The Contractor will provide the deliverables electronically for ease of sharing with the Contribution for Nature platform team leads during the work, and subsequently with the development contractors during the subsequent phase of design implementation.

3. Project Management

The Contractor will lead the project coordination including managing discussions, feedback and delivery schedules to meet deadlines. The Contribution for Nature Platform team leads will assist with internal IUCN coordination, but it will be the responsibility of the Contractor to manage the operations of the project to ensure quality and on-time delivery. Should IUCN require adjustments to the timeline, it will be the

responsibility of the Contractor to adjust the project workflow accordingly to maximise the efficiency and delivery under the new deadlines.

4. PREFERRED COMPETENCIES

The Contractor will have relevant experience in developing Web User Interface and User Experience for scientific and/or policy organisations. It should be able to understand and show IUCN's scientific strength and make it accessible through the webpage content design, and provide quality deliverables technically compatible with the needs of designers and developers for the subsequent implementation phase of the webpage project.

5. DURATION OF THE ASSIGNMENT

IUCN will work with the Contractor to determine the duration of the assignment. IUCN intends to move into the development phase of the project in Q1 2024. Therefore, final deliverables must be made available latest by end of December 2023 by the Contractor.

6. LANGUAGE

English will be the working language during the consultation meetings. The Contractor and its project staff should have a working understanding of English as it will not always be possible for IUCN to provide instructions or updates in other languages.