

# Responses to questions received regarding Request for Proposals (RfP) for Design Improvements to iucncontributionsfornature.org User Interface & User Experience

By stated deadline of 8 September 2023

RfP Reference: IUCN-2023-08-1

## I. RFP process

**1. Is there a specific format or CV template that needs to be used?**

No.

**2. Is there a specific format in which the consent to be shared?**

No.

**3. Is Pre-Qualification Information supposed to be submitted along with the Proposal by the deadline on 5.10.2023. or should we send it along with this expression of interest and submission of questions by the deadline on 08.09.2023.**

The Pre-Qualification Information should be submitted as one of the four components of the overall Proposal, by the deadline of 5 October 2023. See RFP Sections 4.1 and specifically 4.3.

**4. It is mentioned that the final deliverables are to be completed by December 2023, may we know when is the planned start date?**

The planned start date would be 16 October 2023, as stated in the table in Section 3.1 of the RFP.

**5. "A summary report on core elements for inclusion in a subsequent RfP for implementation of these designs. The resourcing available for such an RfP is anticipated to be on the order of CHF50,000." What would be the tentative gap between the submission of the deliverables of this RfP and the next commencement phase of the actual development?**

We anticipate drafting the subsequent RFP on the basis of the deliverables from this current RFP, in January 2024. Assuming that procurement and contracting then requires perhaps eight weeks, we'd imagine that the subsequent RFP would begin in Q2 of 2024, so a gap between submission of deliverables of this RFP and commencement of the actual development of approximately three months.

**6. Confirm that you have all the necessary legal registrations to perform the work**

Yes.

**7. Our company is based in Dubai and we registered in the UAE. Are there any restrictions for us to participate?**

No.

**8. Would the agency need to be based/registered in Switzerland?**

No.

## II. Scope & deliverables

### **9. What are your current challenges and needs?**

Regarding our current challenges and needs, please refer to Attachment 1, the Terms of Reference to the RFP, specifically Section 2.1 on UX Analysis (and the four specific bullet points under this) and Section 2.2 on UI Enhancements (and the five specific bullet points under this). Please also take care that your proposal addresses the five deliverables highlighted at the end of Section 2.

### **10. We assume that the scope include both UX workshops and Designing the UI.**

Correct.

### **11. Would you require a design update for the whole website or specific pages?**

As stated under the ToR Section 2 Scope of Work and Activities, the design update is required for the “IUCN Contributions for Nature platform’s visualisation module (including the landing page)” – in order words, for <https://www.iucncontributionsfornature.org/>, and for the interface opened by clicking “View Contributions”.

### **12. Is there a list of pages in the existing system, or do we have a sitemap that can be shared?**

The existing system is very simple: it comprises a landing page at <https://www.iucncontributionsfornature.org/>, and then the main visualisation module, accessed by clicking “View Contributions” there. As stated under the ToR Section 2 Scope of Work and Activities, the design update is required for the these pages: “the IUCN Contributions for Nature platform’s visualisation module (including the landing page)”.

### **13. Can you please confirm if the consultant needs to focus only on the UI/UX review, recommendations and design options or do we need to be implementing the code base edits as well?**

This RFP is designed to establish the plan for UI/UX improvements; it will be followed early next year with a subsequent RFP for implementation of this plan. As laid out at the end of the ToR Section 2 Scope of Work and Activities, we anticipate five deliverables from this RFP: a detailed UX analysis report; wireframes for updated UI design; documentation outlining design guidelines for implementation; design assets and graphical elements for the UI implementation; and a summary report on core elements for inclusion in the subsequent RFP for implementation.

### **14. As part of the reporting of the UI and UX would you require a SEO study as well to see if the site complies with the current google’s search framework?**

No, we don’t envision an SEO study being part of the report, given that the Contributions for Nature Platform audiences are primarily either internal to IUCN as a Union, or are already familiar with IUCN (external group A policy-makers and external group B donors).

### **15. Regarding the wireframing of UI/UX, is the figma platform acceptable?**

Yes.

## III. Target audiences

**16. Can you please confirm who among the target persons within IUCN are the website users or they are accessing the website for the information. (It was mentioned that based on the current UI of the site the IUCN members found it difficult to access their contributions on the map)**

Correct, the primary audiences are three overlapping groups: i) internal, including IUCN Members (from among ~200 governments, government agencies, and sub-national governments, and from among ~1,200 NGOs and indigenous peoples' organisations; see <https://www.iucn.org/our-union/members>) and potential Members, IUCN National & Regional Committees (see <https://www.iucn.org/our-union/members/national-and-regional-committees>), IUCN Commissions (from among >15,000 individual specialists; see <https://www.iucn.org/our-union/expert-commissions>), and IUCN Secretariat staff (~1,000 staff across ~50 offices; see <https://iucn.org/our-union/secretariat-and-director-general>); ii) external group A, comprising policy makers, a group overlapping with the IUCN Member governments, but also including governments, and government agencies, which are not currently IUCN Members; iii) external group B, comprising donors and potential donors, a group overlapping with IUCN Members (eg bilateral development agencies within IUCN Member governments, philanthropic foundations within IUCN Member NGOs), but also including development agencies, foundations, and private sector donors which are not currently IUCN Members. For more details, see the ToR Section 1.3 Key audiences for the IUCN Contributions for Nature Platform, especially the table at the end of this section.

**17. "Devise and conduct a consultation plan with key stakeholders and target audiences including questionnaires, focus groups or interviews." - Will you help us with scheduling interviews with your members or it is completely left to our discretion for reaching out to the potential stakeholders and meeting with them. Are these interviews expected to be conducted in-person or virtual?**

The IUCN Contributions for Nature platform team members in the IUCN Secretariat would help to propose the names and contact details of IUCN Members and other constituents as potential interviewees, but with these details in hand, it would then be most efficient for the Contractor to schedule actual interviews. It is anticipated that all interviews be virtual.

**18. How many personas are required to be interviewed, and how many personas should be included for each role?**

We anticipate a small number of prioritised personas (perhaps three or four), but anticipate that the vendor would devise and run the analysis process to identify a reasonable number of personas during the analysis phase and in line with the scope and budget.

**19. Should the UX Analysis activity be conducted onsite or remotely?**

We anticipate that all the work requested under the RFP would be conducted remotely.

**20. May the project be delivered remotely?**

Yes.

## **IV. Existing technology**

**21. Please let us know your existing technology and functionality of the Visualisation Module.**

The functionality of the three components of the IUCN Contributions for Nature Platform is as follows: i) Private Data Entry Application – to enter contributions data, validate it and submit it to the public visualization application; ii) Data and Validations API – to interface with the IUCN systems, databases and validation rules; and iii) Public Data Visualization

Application – to view contributions on a map with charts and filter by various attributes of the contributions. For more details, see ToR Section 1.2 Background to the IUCN Contributions for Nature Platform.

Regarding technology, i) the Public and Private applications are built using a blend of JavaScript, React, Redux, HTML, CSS, ArcGIS API for JavaScript, Highcharts.js and other libraries; ii) the Data and Validations API is built with JavaScript, Node.js, SQL and other libraries; iii) the primary data store for the applications is Esri ArcGIS Online; and iv) the Data and Validations API utilizes functionality and hosting from Amazon Web Services.

**22. What is the tech stack utilized in the development of the platform?**

As explained above, i) the Public and Private applications are built using a blend of JavaScript, React, Redux, HTML, CSS, ArcGIS API for JavaScript, Highcharts.js and other libraries; ii) the Data and Validations API is built with JavaScript, Node.js, SQL and other libraries; iii) the primary data store for the applications is Esri ArcGIS Online; and iv) the Data and Validations API utilizes functionality and hosting from Amazon Web Services.

**23. Are data visualizations created using charting tools, or do we utilize any BI visualization tools?**

ArcGIS is used for the mapping. The pie charts are created using custom tools and libraries, not BI tools.

**24. May we know the CMS and website built?**

No Content Management System was used for building of the IUCN Contributions for Nature Platform website itself. The front end was built using React.

**25. Would it be possible to get access to the CMS even though code base implementation is done by another team?**

No Content Management System was used for building of the IUCN Contributions for Nature Platform website.