Terms of Reference
Website Design, Development and Maintenance for the
One Health One Caribbean One Love Project

Task: The One Health, One Caribbean, One Love Project seeks a consultant or firm with relevant expertise to design and construct a comprehensive website that offers a visible web presence for the project, and offers functionality to its members.

Supervision & Contact
Supervision and contact for the consultant / firm will be primarily carried out by the Project Manager and the Project Administrator, the final product will be approved by the Project Management Team.

Application Deadline: January 30th 2015

Background
The Caribbean One Health One Caribbean One Love project has been set up to increase knowledge about food security, animal health and production in Caribbean Countries through promoting and entrenching a One Health approach to zoonotic and foodborne disease surveillance, diagnosis and response and to use this approach to strengthen the ability of Caribbean countries to recognise, diagnose and respond to animal and zoonotic diseases. The project specifically targets key personnel within the veterinary, public health and environmental health services of Caribbean countries, where there are currently very limited interactions between medical, wildlife and veterinary professionals.

The website will act as a tool to raise awareness of and to promote the “One Health, One Caribbean, One Love” project in order to support its success, sustainability and visibility in the region. It will also be used as a tool for communication and collaboration between the One Health stakeholders for the sharing of expertise, knowledge and resources to strengthen the network of
professionals, students and information to the public in food security, animal health and production in the Caribbean.

**User Groups/Audiences**

The intended users of the website include, but are not limited to, the following

- The General Public
- Farmers – Arable, Pastoral etc.
- Caribbean Policy Makers
- Academia - University Representatives, Professors, Lecturers and other Academic Staff, Students, Student Groups
- One Health Leaders
- Medical Practitioners - physicians, veterinarians, chief vet officers, senior vet officers
- First Responders
- Other scientific-health and environmentally related associations and personnel
- Participating country representatives

The hired company / Vendor / Agency will be required to create (design, develop, test and implement) a web platform within the designated timeline which meets the following criteria:

- Interactive, appealing, highly usable and responsive web design: Web Designs are very subjective, we expect the hired company to show-case their best elements in delivering suitable intranet design options. The design and solution must be easy to use

- Average site load-time should be reasonable

- Search engine friendly

- Able to render appropriately on a wide variety of different browsers

- Be Secure: The design of the solution should adhere to security best practices, for example: passwords should not be stored in plain-text, all form data should be validated, all user input should be sanitised, user interactions and activities should be logged etc.

- Design and final solution should adhere to accessibility and compliance requirements (as defined by the project team): The Web solution should be designed to ensure that everyone, including users who have difficulty seeing, hearing, and making precise movements, can use them.

- Public and Registered Users (Member’s) only Areas

- Site news/Trending now content blocks: The web solution will provide content/screen areas containing:
  - Calendar
  - Upcoming events
• Secured & Authenticated Web Access Web solution should be secured in accordance with current best practices, for example through the use of an SSL Certificate and appropriate access control methods. Access to web solution to be authenticated.

• User Registration and Administration: The solution should allow users to complete an appropriate user registration process. User registration data and credentials are to be persisted by the solution in an appropriate form. The user registration process should adhere to best practices including the use of CAPTCHA and email verification and should be able to scale as needed i.e. No limit on the number of users that can register.

• Administrators should be able to review user registration/profile details, change user roles/access rights, terminate / close user accounts.

• User Profile and Account Administration: Users should be able to view and update user generated information on self, for example personal details, password and account details, posts, preferences and interests.

• Privacy Settings Administration: Members should be able to configure how much of their profile information is shared with different users/user groups.

• Content Management: The solution should allow authorised project staff (or appointed personnel) to edit and update the website including the ability to create, remove, edit and publish content.

• Site Statistics/Management Reports: The solution should provide authorised users with a number of relevant reports, for example user registration, site usage, key interests/topics being discussed within the collaborative spaces and other relevant statistical data.

• Tagging/folksonomy: Users should be able to provide user-generated tags and descriptions of content being added.

• Calendar, Events, Reminders, calendar integration: Specific authorised users should have the ability to create and administer events and event details. Other users should be able to search for and find events based on specific criteria. Members should be able to receive notifications that an event has been scheduled and reminders of upcoming events.

• Social Network Integration:

• Mass Email/Messaging: The system should provide a feature to allow authorised content-administrators (or other authorised administrators) to contact all or group/community members. This feature may be used to facilitate the dissemination of newsletters.

• Email Notifications:
- **Document Management System (DMS):** Document upload (any file format) with Description - Who uploaded - Date of upload - File Format etc., creation of new relevant page (if required), Mouse Over description on File Name (compatible to major OS and Browser) image uploaded should be uploaded with the appropriate meta-data including mandatory keywords / tags / fields (will be decided later) – for internal Search Indexing.

- **Spam Control:** The solution should provide an automated challenge system that reduces the number of spam comments/posts that either need moderation or slip through filtering mechanisms.

- **Search:** The solution should provide users with the ability to search for and locate content based on keywords and key phrases. Search should not be limited to articles, pages or other forms of content-administrator created posts but should also include user-generated content found within the community areas.

- **Find a Member feature and Community/Group Member listing Views:** The solution should allow users to find the member of a particular community or group based on some relevant criteria. In addition to the aforementioned feature a registered user aka “member” should be able to view the list of members of any group that they are a part of.

- **The solution must be able to accommodate the inclusion of transcripts/narrations for video content.** Transcripts/Narration may be available in multiple languages.

  (Video could be uploaded on other websites, with streaming option on Intranet)

- **Blog:** Intranet should be capable of having Blog(s), with different themes / designs (at-least 3 themes / designs to choose from).

- **Content Moderation Mechanism:** Users/Members who have been granted relevant access rights should be allowed to flag, and moderate other members’ comments/posts.

- **Discussion Forum:** Intranet should be capable of hosting a quick and basic level of discussion with and w/o moderation of comments. Members should be able to view and create posts, edit their own posts etc.

- **Survey & Poll:** Intranet should be able to conduct a survey of around 10 to 20 questions and Polling / voting system should also be available.

- **Public Users and Members Electronic Document Catalogue:** Users should be allowed to search for, view and/or download articles and documents.

- **Users should also be able to assign star ratings on articles, videos and other informational content.**
Supervision & Contact

Supervision and contact for the consultant will be primarily carried out by the Project Manager and the Project Administrator, the final product will be approved by the Project Management Team.

Copyrighsts

The One Health One Caribbean One Health Project will hold exclusive rights to all design and other work products contained on the website. Should the consultant require use of the website in their portfolio, they will require written permission from the One Health Team.

Proposal Structure

Quotations should be structured as follows and provide complete details as indicated:

1. Company Profile (Board of Directors, Office location(s); key staff to be involved in website and their relevant experience etc.);

2. Understanding of the Scope of Work;

3. Proposed Methodology / Approach and detailed Timeline with Deliverables;

4. Proposed Technology (with justification); please highlight the pros & cons of the technology proposed;

5. Team Strength (who will work on this project);


7. Details of SEO strategy and training of Project Personnel in how to go about creating and managing content; Analytics and website monitoring report capabilities;

8. Sample(s) of similar work-done (please list active web address);

8. Hosting Service (if you provide such services) (optional).

10. Links to good examples of work already completed by the consultant

Once a contract has been signed, within 21 working days, a mock-up of the proposed website (using publisher or powerpoint) should be presented to the One Health team.
How to apply:

Interested applicants are requested to submit documents electronically to one.health@sta.uwi.edu and dulcie.furlonge@sta.uwi.edu or by hard copy to the project office in a sealed envelope labelled:

Attention: Professor Chris Oura
School of Veterinary Medicine
Faculty of Medical Sciences
The University of the West Indies
Eric Williams Medical Sciences Complex
Mt. Hope
Trinidad and Tobago
West Indies

PRIVATE & CONFIDENTIAL: Website design One Health, One Caribbean, and One Love Project

All quotations and support information must be submitted no later than January 30th, 2015.