

TERMS OF REFERENCE

National Consultant TO UPGRADE THE NCDD WEBSITE

A. BACKGROUND

Cambodia is in the midst of a long-term reform of its local government system. There are three tiers of Sub-National Administration (SNA) in Cambodia, including 25 Provinces and the Capital, 197 Districts, Municipalities and Khan, and 1,633 Communes and Sangkat. The deconcentration and decentralization (D&D) process began in earnest in 2002, with the creation and strengthening of Communes and Sangkat. In June 2005, the Strategic Framework for D&D Reforms outlined a comprehensive policy for sub-national democratic development, which was translated into the Organic Law in 2008. The Organic Law focuses on the two highest tiers of SNA. In May 2010, the National Program for Sub-National Democratic Development (NP-SNDD, 2010-2019) was approved, providing a roadmap for the implementation of these reforms.

Implementation of the NP-SNDD is divided in 3 phases, or "platforms." The first 3-Year Implementation Plan (IP3) of the NP, which ran from 2010-14, focused on developing SNA operational systems and procedures. The second phase (the IP3-II), which covers the period 2015-2017, aims to apply the new structures, systems and procedures developed during the first phase to improve SNA service delivery and governance. The third phase will be designed during 2017 and is likely to cover the period 2018-20. IP3s focus on strengthening Districts, Municipalities and Khan.

The National Committee for Sub-National Democratic Development (NCDD) is the inter-ministerial mechanism for promoting democratic development and for coordinating and making key political decisions about Cambodia's D&D reforms. To do so, NCDD has established sub-committees and a Secretariat (NCDD-S) to review policy and to coordinate program implementation.

Communications and the NCDD web-site

As described in the NCDD communications strategy, there is a need to make the website less technical and more appealing to a variety of users. The website needs to contain basic messaging, case studies, FAQs, and other communications materials. The menu system needs to be improved with short cuts to key pages and 'routes' for different users (citizens, government staff, Councilors). As described in Part II of the communication strategy (tips and guidelines): (i) website copy is too long; (ii) there is inadequate information about users (for example, Google analytics); (iii), the website cannot be used via smart phone; (iv) searches through the library and downloads of information are not well defined or user friendly; (v) some information, for example staffing, is out-dated; (vi) news is not timely and well-focused; and (vii) there is a lack of good visuals, such as pictures and graphs.

B. OBJECTIVES

The upgrade of the NCDD website is expected to result in:

- **More repeat users**

- **More downloads**
- **An improvement in the quality and user-friendliness of the web-site**

C. PRINCIPLES AND QUALITIES OF THE WEBSITE

In redesigning the web-site the following principles will be adhere to:

1. **AUDIENCE:** The website will be re-designed for its users – not the NCDD – and this should reflect their needs and interests, in particular: (a) clear signposts to content that is relevant for different groups of users, such as citizens, councillors, media and possibly NCDD staff (as there is no intranet); reflects different groups (e.g. gender) and geographical areas so progress of reform is reflected ‘where you live’ and the website is clearly regularly updated
2. **APPEARANCE AND DESIGN:** The website must be attractive and provide a positive “first impression” of NCDD. It needs to be visually appealing, highly usable and responsive. The menu system must be intuitive and easy to navigate. It must be simple, have attractive pictures, graphs and appropriate colours and text.
3. **CONTENT:** The site must provide what people need. The copy should be short and easy to read; the site should clearly separate the details from the headlines. Topics must be clearly labelled, with text broken up into small paragraphs. Information should not bore visitors with visually overwhelming text; details can be drilled down. The working assumption will be there you have less than 10 seconds to hook the visitors, so their attention must be grabbed by being clear, concise and compelling. In terms of content management, the assumption should be that new content will be uploaded each week and the system will allow authorized staff to edit and update the website including the ability to create, remove, edit and publish new content.
4. **FUNCTIONALITY AND USABILITY:** every element should work quickly and correctly. The average site load-time should be reasonable, the search engine friendly and the system able to render appropriately on a wide variety of different browsers and cell phones (mobile browsers). Everything should work as expected, including hyperlinks, contact forms, site search, and so forth. In particular:
 - a. *Simplicity:* The best way to keep visitors glued to your site is through valuable content, good organization and attractive design. Keep your site simple and well organized.
 - b. *Fast-loading pages:* A page should load in 20 seconds or less.
 - c. *Consistent attractive layout:* Site layout is extremely important for usability. Certain elements and common features should be repeated throughout the site.
 - d. *Prominent, logical navigation:* Place your menu items at the top of your site, or above the fold on either side. Limit your menu items to 10 or fewer. Remember, your visitors are in a hurry -- don't make them hunt for information.
 - e. *Descriptive link text:* Link names should contain important information as that improves search
 - f. *Cross-platform/browser compatibility:* Different browsers often have different rules for displaying content. At a minimum, the site should be tested on Chrome, Internet Explorer (different versions), and Firefox
5. **SEARCH ENGINE OPTIMIZED:** Many users will access the site looking for information. Searches must be efficient and informative. In addition:
 - a. Download should be efficient

- b. There should be a *document management system*: 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 (etc.) – for internal search indexing.
6. SECURITY AND ADMINISTRATION: The website must be secure. The re-design must adhere to security best practices. In addition:
 - a. *Account management*: Administrators should be able to review user registration/profile details, change user roles/access rights, terminate / close user accounts, etc.; a system of privacy settings should be established.
 - b. *Site Statistics/Management Reports*: The system should provide authorized 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.
 - c. *Links to social media*: where appropriate, users should be able to link to social media, including blogs, videos, photographs, etc.
 - d. *Contacts and feedback*: users should be able to provide feedback and contact site administrators
 - e. All elements must be clearly *tested*

D. OUTPUTS AND THEIR SPECIFICATIONS

The consultant will produce 3 outputs which meet the general principles outline in Section C. The outputs are:

1. **A design strategy note**. Before any reprogramming is completed, the consultant will describe and justify the major changes and improvements required from the current website. The strategy note will be presented to key stakeholders in NCDDS and MOI
2. **A revised web-site**. In terms of content, the design will have the following components:
 - a. Who we are: Information about NCDD / NCDDS; this should include prominent links to social media and other sites (for example, blogs, Facebook, etc.—with easily recognizable icons)
 - b. What we do / what we believe (what we believe in, etc.); including A clear *vision* and justification of the reform, in simple language; communications materials
 - c. Our services: including, administrative, procurement and other, including mail
 - d. Policies and resources: Policies, key documents and reports (this must be searchable and easy to find, with a summary of each document and easy downloads);
 - e. News: Site news/trending content;
 - f. Sub-National Administration (SNA) Data: *Data* and linkages to other databases;
 - g. Events: Calendar / upcoming events;
 - h. Contacts and Feedback: Ways to contact NCDDS and provide feedback on the reforms and the web-site

3. A **list of future required changes**. It is unlikely the web-design can be completed this year. Longer terms changes should be documented.
4. Migration of the current NCDD site map into new site with current information.
5. Migration of news/event from NCDD website into new site
6. Complete redesign of the website UI

These outputs will be produced by:

- Consulting other public sector web sites, identifying interesting elements, for example:

<http://www.psd.gov.sg/>

<http://www.manchester.gov.uk/>;

<https://www.gov.uk/government/organisations/ministry-of-defence>;

<https://www.rbkc.gov.uk/>

<https://louisvilleky.gov/>

<https://www.whitehouse.gov/>

- Consulting NCDDS and other users; making presentations of outputs #1 and #2 to key stakeholders to get feedback

E. QUALIFICATIONS

Candidates should possess the following education and experience:

- *Education*: a university degree or higher in computer science
- *Work Experience*: at least 3 years of web-design
- Candidates should provide a *portfolio* containing examples of their achievements or links to past design, together with references to verify work on the examples provided
- *Technical Skills and Expertise*: solid understanding of the concepts of user experience, user interface design principles and conceptual design. Expert knowledge in HTML, CSS and JavaScript.
- *Communication* – Good spoken and written communication skills, in English and Khmer

F. MANAGEMENT & INSTITUTIONAL ARRANGEMENTS

The work will be managed by NCDDS who will appoint a reference group to backstop the work.

The group's main functions are:

- To facilitate contacts between the designer and key stakeholders.
- To discuss and comment on presentations, notes and other deliverables
- To assure the quality of the work

G. INDICATIVE WORK PLAN AND TIME TABLE

The maximum duration of the assignment is 8 weeks, including revision, though the budgeted time is 5 weeks.