

Terms of Reference for Redesigning and Converting CUTS' Websites from HTML to CMS

1. Organisational Context

CUTS (www.cuts-international.org) is a leading think-tank working on economic and public policy issues. It is a leading Southern voice and face of consumer empowerment through its rights-based approach and activities for influencing the process and content of inclusive growth and development. Presently, its work spans a multi-pronged agenda targeted to the realisation of CUTS' Vision of 'Consumer sovereignty' and its Mission of 'consumer sovereignty in the framework of social justice, economic equality and environmental balance, within and across borders.'

2. Expected Outcome

The hired company/Vendor/Agency will be required to incrementally migrate/convert the website to a standard CMS (for example, Wordpress, Drupal or Joomla) and implement new features that would add value ensuring the completion of following tasks:

- **Interactive and appealing web design:** Web designs being very subjective, hence we expect the hired company to show-case their best elements in delivering a best suited intranet design options
- **Preserving existing contents:** Maintain the existing website during the transition to the new platform; and retain all current website content and functionality
- **Simple, cost-effective techniques:** Use test designs with representative users before implementation of major features such as restructuring the main navigation menu
- **Site optimisation:** This is important for low bandwidth users
- **Implement a basic "blog":** Function with integrated social media posting (CUTS currently has active social media groups. The website should therefore facilitate streaming of information between these different platforms)
- **Browser compatibility:** The site must be compatible with the current versions of the following browsers (Firefox, Internet Explorer, Safari, and Chrome), as well as Internet Explorer version 6 onwards
- **Current listserv (e-groups):** Integrate its functionality so that it can be managed via website

- **Event registration module:** Add an event registration module that can be managed via the user interface as per CUTS specific requirement
- **Search Function:** Add comprehensive search functionality to the website

3. Search Engine Optimisation and Site Analysis

The hired company/Vendor/Agency will ensure the search engine optimisation.

The SEO work will include:

- Keyword research and analysis
- Site analysis
- Site content optimisation
- HTML code optimisation
- Search engine submission
- Web ranking report

4. Specific Responsibilities during the Transition Phase

During the transition phase CUTS webmaster/Nodal person and the hired company/Vendor/Agency will be working in tandem.

5. IT Acceptance Criteria

The hired agency is expected to fulfil the below given **IT acceptance criteria:**

5.1 All the web design, development and deployment will be done by hired agency in consultation with CUTS team. The deployment includes setting up of environment and installation of the software to be done by the agency on CUTS approved/provided server (including configure SSL).

5.2 The hired agency will provide configuration documentation and installation Guide/Standard Operating Procedures (SOP) which should clearly state how to manage the website, details of the database, environment and its configuration.

5.3 The services would be considered to have been delivered when:

- The application source code is given by the agency to the CUTS Office in a DVD or any secondary device, as advised by CUTS
- The web application is installed and all requirements and conditions are met as stated in the IT acceptance criteria and ToR
- The web application with all its features listed as per this ToR is up and running and available online
- The end user training is complete and all the users of the web application can operate the system

6. Deliverables

The assignment will be considered complete on execution of following tasks:

- Training of CUTS IT team on CMS and its maintenance
- Installation of the final application which fulfils the IT acceptance criteria
- Complete handover of installation to CUTS
- Transfer of all user rights to CUTS
- Submission of required documentation is complete, approved and signed along with the complete source code successful functioning of the application for 90 days with no functionality and data issues reported
- Hired agency to run the completed website through a Website Security Auditor Company for security check
- Hired agency must submit the sample website design, wireframe and software requirement specification (SRS) before final programming stage

7. Project Technology, Timeline and Support

- **Technology:** Preference is to develop the CUTS' websites in open source CMS technology like Wordpress, Drupal or Joomla
- **Proposed timeline:** The agency should provide complete detailed timesheet of individuals involved and time of task delivery. Expected timeline is four months from signing of contract
- **Support:** Expect hired agency to provide 90 days handholding support, after development of CUTS' websites

8. Training, Maintenance/Support Period

- Agency will transfer the website to CUTS specified web server after completion of development
- Agency will provide one year maintenance (after 90 days support) and technical support for the website
- During one year of AMC following is expected:
 - ✓ **Trouble shooting:** In case site is down, any link is broken, any functionality not working properly etc.
 - ✓ **Technical Assistance:** In case Website needs to be moved from one server to another, any patch up-gradation on Open Source CMS and server etc.
 - ✓ **Remote support:** For assistance in changing/editing/modifying modules, webpage via call or emails (if required)
 - ✓ **Bug fixes** for any existing functionality

- ✓ **Training for User and Administrator**, on using the CUTS' websites interface admin panel with specific Manuals for 3 to 4 Users and 1 to 2 Administrators in at-least 2 sessions (full day per session), at CUTS Jaipur
- ✓ Technical training will be provided to technical Administrator with manual (along with screenshots) which will include detailed **Data Table Structure** as well