REQUEST FOR PROPOSAL
WEBSITE DEVELOPMENT

Issued by: Seed Global Health
Subject: Request for Proposal to Provide Website and User Experience Design Services
Due Date: Saturday, November 30

Seed Global Health (Seed) is soliciting proposals for the provision of services as described in this solicitation. Please submit your most competitive proposal in accordance with the attached instructions. Any contract issued as a result of this Request for Proposal (RFP) will be subject to all instructions, certifications, terms and conditions, and specifications included in this RFP. This document is a request for proposals only, and in no way obligates Seed Global Health to make an award. Award(s) made subsequent to this solicitation will be subject to the terms and conditions described herein.

Contact Information
All proposals, inquiries, and correspondence pertaining to this solicitation should reference the RFP name in the subject line and are to be sent via email to the attention of: Fauve Morse at fmorse@seedglobalhealth.org.

Statement of Purpose
Seed Global Health seeks a partner to respond to this Request for Proposal ("RFP") to provide significant backend and frontend updates to our website (www.seedglobalhealth.org), that will improve website security and administration and build upon an updated sitemap and top-level wireframes, which were recently created. This work is to be completed and delivered to Seed no later than March 15, 2025. The successful candidate(s) will be selected to develop, deploy, and transition the completed website based on an assessment of skills and project scope.

Preparation of Responses
Please provide a comprehensive and sufficiently detailed Proposal. Include pricing details with a breakdown of work, design methodology, and proposed staffing. The proposal must be sent as

a PDF file via electronic means, delivered to Fauve Morse, Digital Content Manager, with RFP title in the subject line. Bids should be completed in U.S. dollars.

Proposal Evaluation Criteria & Selection

Proposals will be reviewed and evaluated by a selection committee using the following criteria

- Innovative website design, brand identity, and user experience
- Demonstrated expertise in website architecture, code, and security
- Experience and availability of key personnel
- Demonstrated capacity to fulfill project deliverables within the timeline
- Reputation for thoroughness, credibility, and responsiveness (references)
- Overall cost

Background

Seed Global Health is founded on the belief that health workers are essential—they are the heart of our health systems. As we face increased health risks due to climate change, pandemics, and other emergencies, the world needs health workers more than ever before.

Seed Global Health partners with governments, health professional schools, hospitals, and clinics to educate health workers, strengthen the quality of health services, and support policies that enable health professionals to deliver high-quality services to those in need.

Read our 2030 Strategic Plan here.

Our Vision and Mission

Our vision is a just, equitable, and healthy world.

Our mission is to expand access to quality care and improve health outcomes for all.

We achieve our mission by partnering deeply to strengthen the health systems in the countries where we work, with a special focus on strengthening the professional health workforce.

Website Strategic Goals and Objectives

Our goal is to make strategic updates to the Seed Global Health website to 1) show the breadth of our impact educating and advocating for the global health workforce of the future, and 2) set us apart from other global health NGOs.

Our website should be visually striking and create an engaging environment for visitors, improve user experience (including mobile user experience), and encourage sign-ups to our newsletter and other calls to action (CTAs), including around fundraising.

The objectives for this project are to take the updated sitemap and initial wireframes through to development of the entire site – creating a striking story-driven website, with an intuitive, engaging interface; a responsive site design optimized for mobile access; metadata and site index for search engine optimization; integrated social networking; access to images, research, and rich media; dynamic presentation of news and events on the front page; ability to host content and applications; and a sound security and administrative model.

Specifically, we aim to:

- Craft a better, more dynamic story about Seed's work and impact to support our program, advocacy, and fundraising goals
- Develop a platform that allows users to more easily understand who we are and what we do
- Update the design and usability of the website
- Update the security and administrative models of the website

We want our new site to be friendly for a variety of user types, especially people living in low- and middle-income countries and people accessing the website from their smartphones. Within moments of visiting the site, we want users to know that Seed Global Health is a dynamic, forward-thinking organization and a champion and leading advocate for the global health workforce.

Website Design and Structure

- Redesign pages to be more dynamic and user-friendly, while at the same time simplifying unnecessarily complicated features (e.g., accordion feature on country pages, Board drop down features)
- Redesign homepage to be more engaging and stand out from the crowd (include news and stories and add newsletter signup CTA).

- Make CTAs more prominent: Build newsletter sign up stand-alone page and add sign up to homepage (center newsletter sign up as the main CTA on website)
- Add an 'Our Story' page to the website to tell the evolution of Seed Global Health as an organization
- All pages should link to relevant story/event/news articles, especially country pages
- Add a research and publications page to show academic and technical prowess
- Integrate social media accounts into the website
- SEO improvement: optimize the SEO across the site
- Continue to employ Seed branding across the site
- Develop and integrate new visuals that represent Seed's work into the site – e.g., interactive maps, photos, videos, infographics
- Navigation improvements: clearly signpost pages (name changes and redesign of drop-down menus) and potentially add additional pages to separate out information
- Optimize the site for mobile and for audiences with slow/unstable connections (e.g., can't have videos on homepage, etc.)

Content Management

Once a content structure is updated for the website, Seed staff will create assets and content, including text, graphics, audio, video, and other tools that enhance user experience. We favor the use of WordPress in-house, but are open to proposals that utilize alternative CMS platforms to reach our goals.

- Content management system: open to proposals.
- Structure of pages: reform the build of individual pages from the current non-editable templates to versions easier to edit by staff. The website needs to be able to be maintained by Seed staff.

Scope of Work

Seed requires the services of a vendor to provide planning, design as needed, and implementation of an updated, dynamic website to support and advance Seed Global Health's mission and impact, including: story-driven, user experience design, custom feature development, content structure and optimization, audio-visual integration services, and improved security and administration.

The contractor must demonstrate their capability in performing the following typical tasks:

- Prepare and specify all labor, software, and equipment required to perform the work indicated and specified in the proposal documents, including technical specifications, wireframes, narratives, storyboards, drawings and other associated documentation.

- Collaborate with Seed staff in understanding, developing, and supporting, the proposed experience design including necessary media and technology delivery.

- Providing additional insight, guidance, and experience in support of Seed's stated goals for design, content delivery, and overall experience.

- Working with Seed staff and other partners as appropriate to prototype, beta-test and/or verify design, content and/or software development efforts as needed. Prototypes should be used to verify proposed solutions. A quality assurance program will also need to be specified to ensure all functionality is tested.

Preparation and handover documentation including, but not limited to, software and systems manuals, maintenance and operation manuals, and as-built package (including electronic and hard copies of drawings and site architecture) indicating any changes to the original design, systems, specifications, and installations as previously indicated. Trainings shall also be provided to pertinent Seed staff as part of the final transition.

Specific Project Requirements

Specific features are expected in the scope of work to be completed.
- An easy-to-use content management system
- Intuitive navigation with clean and focused design, with specific focus on storytelling
- Content organization and optimization leveraging existing Seed resources
- Optimized SEO
- Integration with analytics
- Social media and email marketing integration
- Integration with existing platforms
- Contact form capacity
- Ability to add marking tracking pixels to individual's pages
- Documentation and staff training

Budget

While we prefer the most cost-effective solution, all proposals will be considered based on the value they provide.

Proposal Deadline and Requirements

The deadline for submitting questions related to the RFP is November 13, 2024. Seed Global Health will post answers to questions by November 20, 2024.

The RFP submission closing date is November 30, 2024 at 5:00pm EST and all proposals must be submitted on or before this date. Late offers will not be accepted or considered.

SEED GLOBAL HEALTH RESERVES THE RIGHT, IN ITS SOLE DISCRETION, TO MODIFY THE REQUEST, TO ALTER THE SELECTION PROCESS IN ANY WAY, TO ASK FOR ADDITIONAL INFORMATION FROM OFFERORS, TO REJECT ANY AND ALL PROPOSALS AND/OR TO MODIFY OR AMEND THE SCOPE OF THE PROPOSALS SUBMITTED.

Each Offeror acknowledges and agrees that the preparation of all materials for submission to Seed and all presentations made by the Offeror are at the Offeror's sole cost and expense, and Seed shall not, under any circumstances, be responsible for any cost or expense incurred by an Offeror. All documentation and/or materials submitted with a proposal shall become and remain the property of Seed Global Health.

Offer Validity

The Offeror's technical and business proposals must remain valid for not less than 3 months after the deadline specified above. Proposals must be signed by an official authorized to bind the Offeror to its provisions.

Financial Responsibility

Offerors which are firms and not individuals must certify in the proposal submitted to Seed that they have the financial viability and resources to complete the proposed activities within the period of performance and under the terms of payment outlined in the Project Requirements.

Negotiations

The Offeror's most competitive proposal is requested. It is anticipated that any award issued will be made solely on the basis of an Offeror's proposal. However, Seed reserves the right to

request responses to additional technical, management, and cost questions that would help in negotiating and awarding a contract. Seed also reserves the right to conduct negotiations on technical, management, or cost issues prior to the award of a contract. Please note that negotiations do not offer an opportunity for an Offeror to modify or change an offer.

Rejection of Proposals

Seed reserves the right to reject any and all proposals received, or to negotiate separately with any and all competing Offerors. Offerors whose proposals are not selected will be notified in writing.

Incurring Costs

Seed Global Health is not liable for any cost incurred by Offerors during preparation, submission, or negotiation of an award for this RFP. The costs are solely the responsibility of the Offeror.

Cancellation

Seed may cancel this RFP without any cost or obligation at any time until issuance of a contract.