APPOINTMENT OF A SERVICE PROVIDER TO REDESIGN THE ICASA WEBSITE, AND PROVIDE TECHNICAL SUPPORT FOR TWENTY-FOUR (24) MONTHS

1. Background

1.1 ICASA (the Authority) is responsible for regulating the South African telecommunications, broadcasting, and postal industries. Amongst other services, the Authority licenses telecommunications and broadcasting service providers, enforces compliance with rules and regulations, protects consumers from unfair business practices and poor-quality services, hears and decides on disputes and complaints brought against licensees, controls and manages the effective use of radio frequency spectrum.

1.2 In carrying out its mandate, the Authority requires an effective, user-friendly, and efficient public-facing website. The website forms the backbone of the digital communication efforts and is vital in enabling ICASA to "regulate in the public interest".

2. Scope

1.1. The Authority seeks to appoint an experienced and reputable service provider to update its website's user interface, and user experience and provide website technical maintenance for 24 months.

1.2. The following is the expected impact of the service:

1.2.1. Communicate the objectives of the authority better.

1.2.2. Improve the website usability for all stakeholders.

1.2.3. The website must be compliant with the latest Web Content Accessibility Guidelines (WCAG 2.1)

1.2.4. Improve SEO and site performance.

1.2.5. Intuitive: improve the information architecture to facilitate seamless access to content (regulations, reports, multimedia etc)

1.2.6. Installation of a text-to-speech website reader solution

1.2.7. Installation of a customer service chatbot

1.2.8. Sourcing of images, web icons and other relevant content

1.2.9. Transfer of archived data to the new website

1.2.10. Knowledge transfer

3. Specifications

The following are the key deliverables that the winning bidder will be required to deliver:

3.1 Pre and post user experience (UX) research, and user testing during

    3.1.1 UX research and user testing should inform the design decision.

    3.1.2 The initial UX research will be expected to provide more details on the current website usability challenges.

    3.1.3 After the design project is over, research should be done to show improvements in user website experiences.

    3.1.4 Various functionality and effectiveness tests will also be required.

3.2 Improvements to the website's User interface (UI) and user experience (UX).

    3.2.1 Functionality changes to the overall website's look and feel.

    3.2.2 Updating page layouts

    3.2.3 Colour palettes and fonts

    3.2.4 Graphics, icons, editing of the CSS style and code.

    3.2.5 Designing or updating interactive elements, such as scrollers, buttons, toggles, drop-down menus, and text fields

3.2.6 Adding email/ contact subscription forms, integrating social networks, or other new functionalities.

3.3 Technical upkeep and SEO (24 months)

3.3.1 Plugin installations and updates

3.3.2 Handling redirects.

3.3.3 Update Robots.txt

3.3.4 Reviewing Technical SEO Health and implementing updates

3.3.5 Framework and CMS updates and modifications

3.4 Website usability and Content Accessibility

3.4.1 Reviewing and updating the website to improve its compliance with the latest Web Content Accessibility Guidelines (WCAG 2.1)

3.4.2 Follow general principles of usability and universal design.

3.4.3 Minor layout or navigational changes to improve user experience.

3.5 Text-to-speech website reader solution.

3.5.1 Procurement of a 36-months licence for the text-to-speech web reader (ReadSpeaker or similar)

3.5.2 Installation of the solution on all relevant existing pages

3.6 Website Content Creation and Copywriting

3.6.1 Review and updating of existing website content (write-ups)

3.6.2 The service provider must provide the services of an online content copywriter to assist during the design process.

3.7 Software Infrastructure

3.7.1 The current version of the ICASA primary website is built on the Craft platform.

3.7.2 3.7.2 ICASA expects that the service provider will continue to use Craft as the CMS for the new website.

3.7.3 3.7.3 The CMS must be updated to the most recent Craft Pro CMS version.

3.7.4   3.7.4 A licence for three years of CMS upgrades must also be purchased by the service provider.

3.8   Site Safety

3.8.1   The service provider will be responsible for the ensuring that the site and its content are safe for browsing.

3.8.2   The service provider's continuous maintenance work will include site safety.

3.9   Chatbot widget for the website

3.9.1   The service provider will be required to source, procure, and install a website chatbot for customer support.

3.9.2   The Chatbot must meet the following requirements:

3.9.2.1   Link customers to other support channels - chat widget popup must link online users to support channels including WhatsApp, Messenger, Email, or any other communication/support platform.

3.9.2.2   It must be compatible with the Craft CMS that ICASA uses.

3.9.2.3   It must be customizable to match ICASA's branding requirements.

3.9.2.4   Custom schedule: it must allow for customised visibility so that it only shows while the support team is available.

3.10   Knowledge transfer

3.10.1   The service provider will be required to conduct knowledge transfer training for ICASA staff.

3.10.2   This must include training on any new technologies or applications such as updated CMS functionalities, Text-to-Speech application, and Website Chatbot.

3.11   Content sourcing

3.11.1   The service provider will be responsible for sourcing additional content that will be required during the website redesign process. This may include licenced images, graphics, web icons and other multimedia content.

3.12   Data transfer

    3.12.1   It is expected that archived data may require transferring to the updated website.

    3.12.2   The service provider will be responsible for the safe transfer and archiving of the website data.

4. Content of the technical offer:

4.1   In this section, the bidder is expected to explain how they will meet or fulfil the above-mentioned requirements of the tender. The technical offer should be concisely presented and structured to include, but not necessarily limited to, the following information:

4.2   **Service provider's profile.**

This should include evidence of the service provider's capacity to perform the services required, including:

    4.2.1   Company profile

    4.2.2   Indication of similar projects undertaken

    4.2.3   References from previous clients, preferably for similar types of services

4.3   **The project teams.**

This should include the CVs of all members of the project team that would be responsible for delivering the service. Their experience, skills and competence must be indicated. Expected expertise includes the following, but is not limited to:

    4.3.1   Web design experience, extensive knowledge of interface design and interactive internet technologies such as HTML, CSS, PHP, JavaScript

    4.3.2   Familiarity with W3C standards, particularly Web Content Accessibility Guidelines.

    4.3.3   Strong portfolio across a variety of digital projects and devices.

    4.3.4   Website content development and copywriting.

4.4 Understanding of the requirements for services, proposed approach, solutions, and outputs.

4.4.1　The response should demonstrate the bidder's understanding of the Terms of Reference by identifying the specific components proposed and how the requirements will be met, providing a detailed description of the essential performance characteristics proposed and demonstrating how the proposition meets or exceeds the specifications.

4.4.2　Bidders are expected to provide as many details as possible, including a proposed timeline and delivery schedule.

4.4.3　If some of the elements of the proposal imply recurrent maintenance costs, this must be indicated in the technical proposal. The bidder should also address this separately in the costs section.

4.4.4　Bidders are expected to provide draft work plans outlining the various workflow items/tasks required, and how deadlines will be met. These must cover the following:

4.4.4.1　Draft standard service level agreement and work approach,

4.4.4.2　A User Interface and User Experience plan outlining how the UI and UX will be upgraded.

4.4.4.3　Search engine optimisation strategy and implementation,

4.4.4.4　Plan towards meeting the Web Content Accessibility Guidelines (WCAG) 2.1

4.4.4.5　Implementation plan for the text-to-speech web-reader solution

Please see table 2 on page 10 for some of the content that may be included in the work plans.

5 Evaluation of the Bids

5.1　The evaluation will allocate points to:

5.1.1　the technical elements responding to the deliverables required.

5.1.2   the evidence of relevant competencies requested.

5.1.3   the evidence of relevant experience and track record requested.

5.2   The received bids will be evaluated on the 80/20 procurement principle as per the Supply Chain Management Policy and the relevant Treasury Regulations. The bid will also be evaluated for functionality as per the functionality table below.

5.3   The bidder will be evaluated on (a) submission of the required documents; (b) functionality, (c) demonstration of services and (d) price/BB-BEE. Only bidders who meet the cut-off score of 70 out of 90 points for functionality will be required to demonstrate their services.

5.4   Only bidders who meet the cut-off score of 70 out of 100 points for both functionality and demonstration will be considered further for price evaluation.

5.5   Bidders who fail to demonstrate their ability to meet mandatory requirements will not be considered further for price evaluation.

5.6   Mandatory requirements

5.6.1   The ability to improve compliance with Web Content Accessibility Guidelines.

5.6.2   Site Security: Bidders must provide secure websites for demonstration purposes. An unsecured website will lead to immediate disqualification.

5.6.3   The service provider must utilise Craft CMS for managing the website.

Table 1: Mandatory requirements.

Bidders must state on this table whether they satisfy the outlined mandatory requirements.

The URLs provided in point 2 of the table must match those provided for functionality evaluation.

	Requirement	✓	Additional notes
1	Ability to improve compliance with Web Content Accessibility Guidelines		
2	Site Security: Bidders must provide secure websites for demonstration purposes (Please list the website URLs in the additional notes section).		
3	Can deploy the website using Craft CMS Pro.		

5.7 For Functionality, please refer to table 2:

Table 2: Content Bid Functionality:

No	Category (Cut-off 70)	Points
A1	**Functional Proposal (Cut-off 72%) (65 over 90)**	
1. Relevant Experience and competence of Employed Personnel.	The bidder's proposed staff resource(s) must have expertise in website design and programming, as well as practical experience and understanding of website user experience (UX), User Interface (UI), SEO, Accessibility, content, and general website maintenance. **Evidence required:** CVs of two or more key personnel who will work on the project. The CVs must depict the individuals' skills, level of competence and experience. Bidders may provide more than two CVs. *The 2 CVs with the most experience and relevance to the service will be used for evaluation.* **Evaluation criteria:** 1. No CVs or profiles of key personnel were provided. = 1	15

DK

	2. Key project personnel resource has no technical knowledge and has less than four (4) combined years of experience in website development, UX, UI, content development or maintenance. = 2 3. Key project personnel resource has the appropriate technical knowledge and have four to six (4 – 6) combined years of experience in website development, UX, UI, content development or maintenance. = 3 4. Key project personnel resources have the appropriate technical knowledge and have seven (7) to Ten (10) years of experience in website development, UX, UI, content development or maintenance. = 4 **5.** Key project personnel resource has the appropriate technical knowledge and has more than ten (10) years of experience in website development, UX, UI, content development or maintenance. =5	
2. References	The bidder must provide contactable references in a form of testimonials or reference letters that must be on the letterhead of the clients. **Evidence required**: Letters of completion or reference letters from current/previous clients with valid contact information. The letters must pertain to work performed by the bidder that is relevant to this tender. **Evaluation criteria** 1. No submission Value = 1	15

	2. 1 Reference letter Value = 2 3. 2 Reference letters Value = 3 4. 3 Reference letters Value = 4 5. 4 Or more reference letters Value = 5	
3. Work Plans	The bidder must provide draft work plans outlining the various workflow items or tasks required, and how deadlines will be met. These must cover the following: (1) A User Interface (UI) and User Experience (UX) redesign plan, (2) a search engine optimisation plan, (3) a plan towards meeting the Web Content Accessibility Guidelines (WCAG) 2.1 (4) and a Maintenance plan for 24 months after the redesign. **Evidence required:** Detailed draft work plans that outline how work will be carried out. **Evaluation criteria:** 1. None of the four requested draft plans provided = 1 2. One of the four requested draft plans provided = 2 3. Two of the four requested draft plans provided = 3 4. Three of the four requested draft plans provided = 4 5. All four requested draft plans provided = 5	20
4. Samples of similar work (Website/website UI/ UX design)	Bidders must provide proof of experience in website design (including website UI, UX), and other related functions.	15

DK

	Evidence required: Written case studies of similar project/s completed by the service provider. This should include:	
	• Samples of the website pages that were redesigned or developed.	
	• Description of the improvements made on the look & feel, UI and UX.	
	• A case study can be on one page and include links to the relevant website/s.	
	• A maximum of three (3) websites can be used.	
	Evaluation criteria	
	Points will be allocated for meeting each of the following:	
	1. Information Architecture (1) A clear and logical website navigation structure	
	2. Visual design (1) Look and feel of the website.	
	3. Responsive web design (1) Must work on all devices (Desktop, tablet, mobile phones)	
	4. Functionality (1) Work in different browsers and must have no broken links or dead areas.	
	5. Efficiency (1) The site must pass the google speed test.	
	Point allocation: 1. None of the five requirements met = 1	

	2. One of the five requirements met = 2	
	3. Two of the five requirements met = 3	
	4. Three of the five requirements met = 4	
	5. Four or five requirements met = 5	
	The Evaluation Committee may, at its discretion, consider the accuracy and quality of websites in allocating points. The maximum score value which can be awarded is 5).	
5. Samples of SEO work done	Bidders must provide proof of experience in website Search Engine Optimisation. **Evidence required:** A link (maximum of three links) to a website optimised for search engines by the service provider. **Evaluation criteria** Bidders will be allocated points for each of the following website features: 1. Mobile friendly design 2. Page speed 3. Meta description tags 4. URL structure 5. Page Keywords **Point allocation:** 1. None of the five requirements met = 1 2. One of the five requirements met = 2 3. Two of the five requirements met = 3 4. Three of the five requirements met = 4 5. Four or five requirements met = 5	10
6. Experience with improving compliance	Bidders must provide proof of experience in improving website usability and accessibility for persons living with disabilities.	15

| with Web Content Accessibility Guidelines: | **Evidence required:** Samples of similar work done. This should include links to current websites that the bidder has updated to improve its compliance with the Web Content Accessibility Guidelines (WCAG 2.1)

Please refer to annexure B: Web Content Accessibility Guidelines Web Content Accessibility Guidelines (WCAG) 2.1

Evaluation criteria
Bidders will be allocated points for each of the following website features:

1. Text alternatives
All informative and functional non-text content such as images, icons, charts, image maps etc must have alternative text that describes the meaning or purpose.
Refer to: Page 12 (WCAG/ Annexure C) Success Criterion 1.1.1: Non-text Content.

2. Adaptable
Content on the page/screen must be in a meaningful sequence. The content presented on the page is logical & intuitive.
Refer to: Page 15 (WCAG/ Annexure C) Success Criterion 1.3.2 Meaningful Sequence

3. Keyboard accessible
All the focusable elements of the web page can be navigated with a keyboard and all the actions such as filling up text fields, selecting an option, activating a link, | |

submitting a form etc can be done by keyboard alone.

Refer to: Page 22 (WCAG/ Annexure C) Success Criterion 2.1.1 Keyboard

4. Navigable

Provide multiple ways to identify the required page in a set of pages. E.g.: Provide search, sitemap, breadcrumb.

Refer to: Page 28 (WCAG/ Annexure C) Success Criterion 2.4.5 Multiple Ways/ and Success Criterion 2.4.8 Location

5. Distinguishable

Ensure that the text is resizable up to 200% without loss of content or functionality and without the use of assistive technologies.

Refer to: Page 18 (WCAG/ Annexure C) Success Criterion 1.4.4 Resize text/ and Success Criterion 1.4.8 Visual Presentation

Point allocation:
1. None of the five requested features provided = 1
2. One of the five requested features provided = 2
3. Two of the five requested features provided = 3
4. Three of the five requested features provided = 4
5. Four or five requested features provided = 5

	The ability to improve compliance with Web Content Accessibility Guidelines is a mandatory requirement.	
	Successful bidders will be required to do a demonstration on how they can improve a website's adherence to Web Content Accessibility Guidelines (WCAG) 2.1 *Please see Annexure C (page 14)*	
Functionality:	*Bidders with a total score of fewer than 65 points for functionality will not be invited to do a demonstration.*	**90**

A2	**DEMONSTRATION**	
	Bidders with a total score of less than 65 points for functionality will not be invited to do a demonstration. *Only the top scorers will be invited for a demonstration.*	
DEMO	*Length: Maximum of 20 Minutes* *Items* 1. Web Content Accessibility Guidelines (WCAG) 2.1 (5) 2. Search Engine Optimisation (5) Please refer to Annexure B for the checklist.	**10**

| **Total** | **Pre-qualification criteria (cut-off 70%)** *(Bidders with a total score of fewer than 70 points for functionality and Demo combined will not be considered further for price evaluation)* (Bidders who fail to demonstrate their ability to *improve the website's compliance with Web Content Accessibility Guidelines will also* not be considered further for price evaluation) | **100** |

6 Annexures

6.1 Annexure A: Work Plans table

A draft or summary of an implementation plan or an approach for each of the following items:

Plan/Approach	Items that may be included
1. User Interface & User Experience	1.1. User Experience research 1.1.1. Evaluation of the current state 1.1.2. Setting the vision & goals for the desired UI/UX 1.2. Design activities 1.3. User testing plan, including behavioural and attitudinal metrics.
2. Web Content Accessibility Guidelines (WCAG) 2.1	2.1. Performance of a detailed accessibility review of the website/ web audit 2.2. Accessibility targets and how they will be met. The authority aims to meet 90% of all criteria specified in WCAG 2.1 Level AA within one year. 2.3. Resources to be assigned to the task (including personnel) 2.4. Process and quality assurance 2.5. Reporting
3. Search Engine Optimisation	3.1. Annual SEO Audit and Reporting 3.2. Resources to be assigned to the task (including personnel) 3.3. Process and quality assurance 3.4. Reporting
4. Maintenance plan	4.1. Support response times 4.2. Turnaround times for different services. 4.3. 10 hr p/m maintenance 4.4. Includes: 4.4.1. Monthly SEO 4.4.2. Design changes 4.4.3. Content updates and changes 4.4.4. New web features 4.4.5. Troubleshooting for issues 4.5. Reporting

5. UX research, and user testing	5.1.1. Research Methodology 5.1.2. Research time 5.1.3. Testing methods 5.1.4. When the tests will be conducted 5.1.5. Reporting

6.2 Annexure B: Demonstration

Bidders with a total score of 70 points or more for functionality will be required to do a demonstration of their services. The demonstration must focus on how they can improve a website's adherence to Web Content Accessibility Guidelines (WCAG) 2.1 and how they will use SEO to improve search engine ranking, visibility, and overall performance.

A bidder should use a website or websites that they have previously worked on to demonstrate how they will achieve the requirements listed below. Furthermore, the bidder is required to suggest what needs to be done on the ICASA website to incorporate each requirement below.

6.2.1 Demonstration of Web Content Accessibility Guidelines (WCAG)

6.2.2.1   There are many accessibility barriers that persons living with different types of disabilities may face when visiting a website. The bidder must be able to demonstrate different solutions that they will use to improve accessibility for each of the five categories listed.

6.2.2.2   This is a mandatory requirement. Bidders who fail to demonstrate their ability to meet this requirement will be disqualified.

6.2.2.3   The Web Content Accessibility Guidelines (WCAG) 2.1, which may be accessed at https://www.w3.org/TR/WCAG21/, will be used to evaluate the bidders**.**

Disability Category	Description	Points
Visual	Visual disabilities range from slight vision loss to total blindness. They also include colour blindness, heightened sensitivity to bright colours, and other variations in colour	1

Categories	Description	Points
	and brightness perception, either independently or in connection to visual acuity.	
Auditory	These range from slight hearing loss in one or both ears to total deafness. They also include the ability to hear sounds but possibly not understand speech, sometimes worsened when there is significant background noise and can include people using hearing aids.	1
Cognitive, learning, and neurological	These represent a broad range of neurological, behavioural, and mental health disorders that may or may not affect the intelligence of a person. These disabilities can impact how people express or receive information in communication, their motor abilities, their vision, their hearing, and their ability to understand and consume information.	1
Physical or Motor	Any weakness or limitation that impedes movement. This can include but is not limited to, partial or total loss of muscular control, coordination, or physical sensation, as well as pain and missing limbs	1
Speech	Speech disabilities refer to any difficulty audibly speaking in a way that is identifiable and understandable to others.	1
Total		5

6.2.3 Demonstration on Search Engine optimisation

6.2.3.1 SEO is a complex process that requires a variety of tactics. Bidders are required to demonstrate or present different tactics that they will use to make the ICASA website easier to understand by search engines, to rank higher on SERPs, to increase online visibility, and to make the website friendlier for all users.

6.2.3.2 The bidder must be able to demonstrate different solutions that they will use to improve accessibility for each of the five categories listed.

Categories	Description	Points

1. SEO tools	This includes applications for tracking or conducting research on keywords, gauging the impact of SEO efforts etc.	1
2. Technical SEO	This refers to measures that will help search engines successfully crawl, interpret, and index all the pages of the website.	1
3. On page SEO	All the measures that will be taken to make the web pages rank higher on search engine result pages.	1
4. Off-page SEO	Efforts made outside of the website to improve search engine ranking.	1
5. Keyword search and page content	A focus on keyword search and website content.	1
Total		**5**