

## WORDWORKS WEBSITE DEVELOPER REQUEST FOR PROPOSALS: APPLICATION FORM

PLEASE PROVIDE YOUR (BIDDER) DETAILS BELOW	
Company Name	
Company Registration No	
Street Address	
Email Address	
Contact Name	
Contact Phone Number	
B-BBEE status	

### SUBMISSION OF YOUR PROPOSAL

1. There will be no briefing sessions.
2. Bidders should consult the Terms of Reference (pg 4), complete the Tables on this and the following page (pp 2 - 3) and attach the Documents listed on page 3.
3. Bidders are welcome to send questions to [bidadministrator@wordworks.org.za](mailto:bidadministrator@wordworks.org.za)
4. Answers will be shared with all Bidders. If you wish to be included in this communication, please indicate your intention to bid in an email to [bidadministrator@wordworks.org.za](mailto:bidadministrator@wordworks.org.za)
5. This Bid closes at 3pm on **3 May 2024** and emailed to [bidadministrator@wordworks.org.za](mailto:bidadministrator@wordworks.org.za)
6. You will email the completed pages 1 - 3, together with the required documents. Your emailed documents must be marked with the following subject: "Wordworks Website Development Bid: 3 May 2024"
7. It is the Bidder's responsibility to ensure that their complete bid submissions reach the Bid Administrator before the bid closing time as no late submissions will be accepted.
8. Short listed Bidders will be advised of the outcome by email.
9. If no response is received by **10 May 2024**, please assume that your application was unsuccessful.

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E: [info@wordworks.org.za](mailto:info@wordworks.org.za) • W: [www.wordworks.org.za](http://www.wordworks.org.za)

S: Facebook: [facebook.com/wordworksSA](https://www.facebook.com/wordworksSA) • Instagram: [WordworksZA](https://www.instagram.com/WordworksZA)

Free Wordworks App: search for WORDWORKS in the GooglePlay Store (or use this link <https://bit.ly/2GzvRF3>)

## PLEASE COMPLETE THE FOLLOWING TABLE

You may include more detail to support your answer in the documents submitted (next page)

No	Questions	Yes	No
1	Have you carefully read the Terms of Reference (pg 4)?		
2	Does your team have the skills and experience necessary to develop high performing, stable and integrated platforms for Wordworks?		
3	Can your team listen to functionality required and provide value-add technical advice?		
4	Can you assure us that the work will be done by yourselves (the bidder) and that no aspect of the work will be subcontracted without prior agreement with Wordworks?		
5	Does your team have evidence of a clear budget-aligned planning, development and reporting process with tools for managing a phased development plan, including alpha and beta testing, and documenting system?		
6	Does your team provide access to original, clean, editable source files that follow conventions to allow easy reading for other developers?		
7	Does your company have a data security policy to ensure Wordworks resources/ data will be backed up throughout the development process?		
8	Are you available for onboarding and planning during May 2024?		
9	Is your team in a position to commit sufficient resources and undertake intensive work in 2024 in order to complete the project within the timeframes suggested in the ToR?		
10	Does your company accept joint work allowing for Wordworks staff to upload content?		
11	Does your team have experience developing custom CMS (like Wordpress)?		
12	Does your team have experience developing LMS (like Moodle)?		
13	Does your team have experience developing for CRM (like Salesforce)?		
14	Does your team have experience publishing management tools?		

No	Questions	Yes	No
15	Does your team have experience integrating systems with Google cloud tools?		
16	Does your team have knowledge of publishing for creative commons?		
17	Does your team have experience developing platforms/websites for nonprofits?		
18	Will you provide training to enable the Wordworks team to update the systems post-launch?		

## LIST OF DOCUMENTS TO BE SUBMITTED WITH YOUR BID

**Please email the following documents listed below.**

**Missing documents will invalidate your proposal.**

No	Document Name	Confirm
1	Application form (this document)	
2	Covering letter in which you describe: <ul style="list-style-type: none"> <li>- Your work ethos (we are values-driven and who we work with matters)</li> <li>- Motivation for your team's fit for this work</li> <li>- A description of your track record and reputation</li> </ul>	
3	Team list: <ul style="list-style-type: none"> <li>- A list of people that will work on this project, with a summary of their skills and experience relevant to this job</li> <li>- Name and contact details of primary contact/s</li> </ul>	
4	Portfolio: <ul style="list-style-type: none"> <li>- Three links to past work with a short explanation of why they are relevant to this project</li> </ul>	
5	References: <ul style="list-style-type: none"> <li>- Three contactable references with short description of work rendered</li> </ul>	
6	Proposal*: <ul style="list-style-type: none"> <li>- Proposed time frame, including key milestones</li> <li>- Proposed technologies (eg CMS, LMS, Resource Hub)</li> <li>- Pricing proposal</li> </ul> <p>*Wordworks understands may change through our consultative process</p>	

## TERMS OF REFERENCE: Web Development Consultancy

### Background:

**Shine Literacy**, a registered nonprofit and public benefit organisation, has decided to close its operation, with its 'sunset' date being end March 2024. As part of its sunset legacy, Shine has committed to open-sourcing its programmes and materials. It has agreed to enter into a partnership with Wordworks, another registered non-profit and public benefit organisation, whereby Wordworks will integrate Shine's materials as part of its website and licensing of the materials will be transferred to Wordworks under a Creative Commons licence (CC-BY-NC-SA).

**Wordworks** is a registered nonprofit organisation dedicated to promoting early childhood literacy. (<https://wordworks.org.za>). Since 2005 we have worked in under-resourced communities with those adults best positioned to impact on young children's language and literacy development – parents and caregivers, family and community members, home-visitors, early childhood development practitioners and Grade R to Grade 3 teachers.

The Board of Shine Literacy has decided to make a financial donation to Wordworks that will cover the costs of completely overhauling its website, with the specific intention of creating a resources-first website - an accessible hub for open source early language and literacy resources and learning opportunities relevant to those working with and caring for children ages 0 - 10. A core intention will be for Shine Literacy's resources (children 8 - 10) to be incorporated into the website alongside Wordworks' resources (children 0 - 8), creating a logical pipeline of resourcing from infancy through to the end of the Foundation Phase. The Shine legacy will ensure the early childhood and literacy sectors across South Africa benefit from a consolidated hub of high quality open source resources.

**Wordworks and Shine are looking for a skilled, creative, context-sensitive, consultative and collaborative website development Service Provider (individual, team or agency) to consult and work closely with our website reference group over a 12 month period to guide on the login and design, and then lead on the development and testing of this new exciting website.**

### Project Overview with Functionality:

The Service Provider will be responsible for developing a "**resources-first main website**" - this would include a **Main Website** that seamlessly integrates visually and functionally with an innovative ECD literacy **Resource Hub**, as well as an **LMS** for training to support the resource material and potential **micro-Apps** for Android and iPhone to deliver Resource and LMS material.

The seamless integration should allow for one universal user login and provide one user experience. Additionally, all platforms must be built to serve users who may have limited bandwidth and mobile device accessibility.

The development team will be required to provide extensive documentation for maintenance, version control and future development.

**The Website** should be a CMS (like Wordpress) to allow for the Wordworks team to continue editing and updating the site post-launch and should provide:

- Standard corporate information
- Registration / sign up forms connected with automated creation of user profiles for the Resource Hub and the LMS, integrated with a CRM (like Salesforce) and mailing platform (like Mailchimp)
- A dedicated donation page using website form integrated with a payment gateway (like PayFast), CRM (like Salesforce) and mailing platform (like Mailchimp) with a successful donation loop.
- User dashboard showing activity pulled from CRM (like Salesforce), as well as relevant content like; upcoming related events, accessed materials, other related material to be accessed (including for purchase), face-to-face training or events completed, LMS lessons completed and started with progress, related LMS courses to be accessed, and related community forums (ideally somehow tied to existing Whatsapp groups).
- Partner dashboard that groups individual users, and tracks activity in the LMS and Resource Hub.
- Events management system including calendar, booking system with notifications (like Calendly), payments and feedback on events. Attendance registration system at events needs to feed into CRM (like Salesforce), and feedback to the User dashboard which links to the partner dashboard.

**The Resource Hub's** primary users will be partners (Government, NGOs, Schools and ECD centres), as well as individuals working with and caring for children under ten years old (teachers, parents, and after-school practitioners) and will provide:

- Secure and stable storage for literacy materials with strategic structuring of databases for excellent performance (despite potentially low internet bandwidth) including for mobile device and/or offline access.
- Access to literacy materials and resources (PDFs, audio, video, slides/presentations, etc)
- Interactive material including audio and video
- Text-to-speech
- Some of material needs to link to a related course in the LMS (with some of the materials only accessible when the course is completed)

**The LMS** would need to include:

- A range of teaching methods including quizzes and uploaded content
- Some questions are self-graded, while others require trainer grading
- Some of courses need to link to a related material in the Resource Hub (with some of the materials only accessible only when the course is completed)

\*Wordworks has already begun building an LMS on Moodle, while we would ideally continue with the existing platform, we would look for guidance on the best solution for seamless integration and future stability of the system.

**The micro-Apps** should be accessed on both Android and iPhone, and would need to include:

- A user-dashboard (with some of the functionality available on Website user dashboard)

- Selected LMS courses and resources from the Resource Hub
- Fully integrated so that when LMS or Resource Hub are updated, the updates pull through to App/s

**E-commerce:** The Website, Resource Hub and LMS all need E-commerce functionality to accept payment. Resources need to accept payment for electronic material and print (including shipping costs). The Website needs to accept donations and tie into a donor management system incorporating CRM (like Salesforce) and mailing platform (like Mailchimp).

**CRM (like Salesforce):** integrate with all three platforms tracking resource assets and usage, LMS courses and usage (including progress and completion), events and face-to-face attendance (including completion), survey responses, purchases and donations, and other programme data. It should enable the Wordworks team to manage and track behaviour and interactions with users, as well as donors.

**Essential requirements:** all platforms must be SEO-driven, backed up and performance optimised.


## Requirements:

### Essential Technology Knowledge

- AWS Cloud Solutions: Proficiency in utilising relevant AWS services such as Amazon S3 for scalable storage, AWS Lambda for serverless computing, Amazon RDS for robust database management, and Amazon CloudWatch for effective monitoring and optimization.
- Content Management System (CMS): Expertise in implementing and customising CMS platforms like WordPress or recommending alternative CMS solutions based on project requirements for efficient management of website content.
- API Integration: Demonstrated capability in integrating various APIs, including REST API for Salesforce, to seamlessly connect event management, survey tools, mailing platforms, LMS, Resource Hub, and other third-party services.
- Payment Gateways and E-commerce: Experience in integrating secure payment gateways (e.g., PayFast) and developing e-commerce functionality to facilitate online transactions, including donation processing and product sales.
- Clean Coding Practices: Adherence to industry-standard coding conventions and best practices to ensure maintainability, scalability, and readability of codebase across both front-end (HTML5, CSS, SASS, PHP, JavaScript) and back-end, with a focus on using Python for app development.

### Desirable Technology Knowledge

- CRM Development (e.g., Salesforce): Familiarity with Salesforce CRM customization and integration to manage customer relationships, track interactions, and streamline business processes.
- Learning Management System (LMS): Experience with LMS platforms like Moodle or CMS-led LMS plugins to deliver and manage online courses, track learner progress, and integrate with the Resource Hub and website.
- Publishing Management Tools: Knowledge of publishing management tools such as Consonance for fit analysis and ONIX for publishing taxonomy to streamline content management and distribution processes.

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- Publishing for Creative Commons: Understanding of Creative Commons licensing principles and implementation to ensure proper attribution and sharing of open educational resources.
  - Google Cloud Technology: Familiarity with Google Cloud services and technologies for scalable infrastructure, data analytics, and machine learning capabilities, enhancing the platform's performance and functionality.

**The following skills and attributes are required**

- Ability to apply a user experience / human centred design approach to website development;
- Ability to develop websites that are user-friendly for people in low-data contexts and with limited digital and print literacy;
- Ability to think critically about the project and make constructive, value-add technical, structural, language and design choices that serve the overarching project goals;
- Technical competence in all key tasks, or concrete plans to outsource these to a named reputable service provider (only with prior agreement from Wordworks);
- Track record of working collaboratively and consultatively, within agreed budget and timeframes, to inform and meet client expectations;
- Evidence of a clear budget-aligned planning, development and reporting process with tools for managing a phased development plan, including alpha and beta testing, and documenting system.

**Timeline:**

The project is expected to be completed within 12 months, launching early in 2025. Commencement is at the earliest possible date.

**Reporting:**

The consultant will report to Wordworks technical advisor and Project Lead, and provide weekly progress updates using an agreed framework to report on phased milestones and associated budget.

**Invoicing:**

Invoicing is on completion, reporting and sign-off of agreed milestones.

**THANK YOU FOR CONSIDERING OUR PROJECT**