

## CALL FOR PROPOSALS

### Reports to Technical Manager

#### 1. **Proposal Timeline**

Call for Proposal release date: **3rd June 2022**

Response deadline: **13th June 2022**

Proposal Review:

Interviews: **15th June 2022**

Vendor Selection & Notification: **20th June 2022**

Project Start Date: Qualified proposals will include a timeline with the project start date as stated in the Scope of Work document within five (5) days of selection.

#### 2. **Organizational Background**

Launched in 2012, Connected Development (CODE), Nigeria's leading civil society organization, has worked to improve public governance in Nigeria and across Africa by empowering marginalized communities to demand high levels of accountability and transparency from the government.

To promote transparency and accountability as well as provide a platform for active participation of citizens in governance, we kickstarted the largest social accountability movement in Africa called "FollowTheMoney" (FTM) on [www.ifollowthemoney.org](http://www.ifollowthemoney.org) in 2012.

This platform enables citizens to source data, conduct both online and offline advocacy and amplify the voices of marginalized communities. It provides unique value to citizens by fostering social inclusion, quality service delivery, and social justice through tracking budgetary allocations and funds expended to provide quality education, healthcare facilities, and infrastructure for water and sanitation.

Our "iFollowTheMoney" web-based and mobile App-found on both Google Playstore and Apple Store- is a citizen-driven digital solution active in 300 communities with the ability to scale to 53

other African countries. For example, we reached over 1,800,000 people on COVID 19 fund utilization advocacy in Nigeria in 2020 alone. FTM also leverages digital marketing, including social media, content marketing, and email marketing.

The “iFollowTheMoney platform” with over 8000 users will provide an effective civic engagement opportunity that fosters: participation in public space and public discourse, facilitates responsive, transparent, and accountable governance, and human, economic and sustainable development, which are some of the priorities of this fund.

Headquartered in Nigeria, FTM has footprints in The Gambia, Kenya, Liberia, Zimbabwe, Cameroon, Malawi, Cape Verde, South Sudan, and Ethiopia CODE has reached 3 million rural people across 373 communities, through 247 campaigns.

Our product is centered around the acceleration of the Sustainable Development Goals.

### **Our Vision**

We envision a world where all people – even in the most remote areas of the globe – can hold their government accountable.

### **Our Mission**

Empower marginalized communities in Africa.

### **Our Objectives**

1. Increase people’s access to information through whatever technological means they choose.
2. Increase and share innovative approaches to information exchange through experimentation, research, and technology.
3. Develop innovative platforms for coverage of social, environmental, and governance issues.
4. Increase the adoption and implementation of international development laws and policies.

#### 4. **Our goals and objectives for upscaling the platform**

1. To build and empower an online community of passionate young people who are actively participating and holding their government accountable in order to increase citizens' demand for effective governance and quality service delivery in Africa.
2. Design a user-friendly application.
3. To rebrand the platform
4. Clearly articulate who we are, what we do, and how we do it.
5. To add functionalities and features to our platform..
6. To enhance the user experience and design to ease users navigation.
7. To make features on the Platform work properly.

#### 5. **Scope of the project**

We intend to upscale and adapt the existing “ifollowthemoney” platform, which is currently up and running on the Google Playstore and Apple Store for Android and Apple users respectively with over 7000 users, to the contextual needs of more African countries ensuring more geographical spread.

The platform will host courses that will empower citizens with the knowledge of budget tracking, citizen engagement, policy formulation, advocacy, and execution in their local dialect.

We intend to adapt and upscale the following features below:

1. User interface and experience designs.
2. API development and documentation.
3. Web app.
  - ❖ Dashboard: with access levels, uploads, and user management.
  - ❖ Dashboard for all the platform members, data Search & filter features.
4. Android apps.
5. iOS apps.

	<b>Features breakdown</b>
<b>User interface and experience design (UI/UX)</b>	1. The new design should be bold, engaging, inspiring, clean, and smart.

	<ol style="list-style-type: none"> <li>2. Design must ensure the product makes sense to the user by creating a path that logically flows from one step to the next.</li> <li>3. Functional “search” feature that allows visitors to easily follow topics of interest (categories/tags, authors, etc.); in that vein, related content independent of content type should be displayed.</li> <li>4. The platform must be mobile responsive on all types of smartphones and designed to work across browsers and devices, including in areas with low bandwidth. It is strongly preferred that the site be constructed to convert to a mobile site design when accessed on a mobile device.</li> <li>5. The platform must be accessible to limited-vision users. We are open to the vendor’s recommendation to ensure the platform is as accessible as possible to all.</li> <li>6. The platform must be able to be viewed in multiple languages. Please note – we do not intend to translate most content in-house but require a solution (like Google Translate while it is still operational for platforms) that can translate the page automatically. Preference will be given to solutions that offer as many languages as possible.</li> <li>7. Integration of social media functions (users' ability to get shareable links to other social platforms).</li> </ol>
<b>API modules</b>	<ol style="list-style-type: none"> <li>1. Authentication of users' accounts.</li> <li>2. Projects and project categories.</li> <li>3. Search: search by project type.</li> <li>4. Comments.</li> </ol>

	<ul style="list-style-type: none"> <li>5. Post Issues.</li> <li>6. Votes/poll</li> <li>7. User Management/Preferences.</li> <li>8. Geolocation.</li> <li>9. API Documentation.</li> </ul>
<b>Admin dashboard</b>	<ul style="list-style-type: none"> <li>1. Access Levels-e.g., Moderators</li> <li>2. Analytics - Number of projects, number of tracked projects, number of users by state. Number of Uploaded Data, Number of downloaded datasets, emails of users downloading datasets.</li> <li>3. View all projects created by users as well as delete any posts that violate the platform's community guidelines.</li> <li>4. Filter campaigns by hashtags, state, users, and location,</li> <li>5. Campaigns search by words or thematic areas, e.g., education, health, and WASH.</li> <li>6. Manage Projects (Update status of projects).</li> <li>7. Comments &amp; Discussions with users on the platform</li> <li>8. Inquiries (Inbox).</li> </ul>
<b>Web App features</b>	<ul style="list-style-type: none"> <li>1. Authentication of users</li> <li>2. Post/campaign search by hashtag, users, and categories.</li> <li>3. Filter by campaign location and type.</li> <li>4. Posts with media files (images and videos).</li> <li>5. Comments, like, reshare post</li> <li>6. Update campaign status: incomplete, complete, Pending.</li> <li>7. Geo-location: Users' locations should be pinned to their posts/campaigns which allows other users to verify and validate posts.</li> <li>8. In-app messaging among users(live chat).</li> </ul>

	<p>9. Notifications - Email and Push notifications for tags.</p> <p>10. CMS integration: It is a priority for iFTM communications staff who do not have a website development background to be able to edit to the extent possible including text updates, stories, homepage, etc.). Ease of use will be crucial.</p> <p>11. Modules must be designed and implemented to accommodate iFTM's resource page, including articles, reports, and manuals that should include an easy-to-use search function as well as a straightforward archival system.</p> <p>12. User-restricted content area: We would like to create a portion of the website that requires a log-in and is a dedicated space for users to access resources, documents, discussions, and learning. modules. For example, this may be used for iFTM members across the world as a shared knowledge hub or a dashboard for donors.</p>
<b>Mobile apps (Android and iOS)</b>	<ol style="list-style-type: none"> <li>1. Authentication of users.</li> <li>2. Verification: for hosts, moderators, etc.</li> <li>3. Moderation/ Fact-checking</li> <li>4. Share updates on projects             <ol style="list-style-type: none"> <li>a. Post comments.</li> <li>b. Upload static pictures.</li> <li>c. Upload short videos</li> <li>d. Report to the responsible campaign leads.</li> </ol> </li> <li>5. Update status of projects.</li> <li>6. Review of campaigns - incomplete, complete, pending</li> <li>7. Subscribe to updates.</li> <li>8. Messaging (Member to admin)</li> <li>9. SMS Integration</li> </ol>

	<p>10. Notifications: Email/Push Notifications.</p> <p>11. Geo-location: Users' locations should be pinned to their posts/campaigns which allows other users to verify and validate posts.</p> <p>12. Social plugins.</p> <p>13. In-app messaging among users(live chat and update).</p> <p>14. Notifications - Email and push notifications for tags.</p> <p>15. Content Management System (CMS) integration.</p> <p>16. Modules must be designed and implemented to accommodate iFTM's resource page, including articles, reports, and manuals that should include an easy-to-use search function as well as a straightforward archival system.</p> <p>17. User-restricted content area: We would like to create a portion of the website that requires a log-in and is a dedicated space for users to access resources, documents, discussions, and learning. modules. For example, this may be used for iFTM members across the world as a shared knowledge hub or a dashboard for donors.</p>

## 6. The current environment for the web app platform and mobile apps;

- Web app - HTML, CSS, and JavaScript
- Mobile app - React Native
- Backend - Laravel (PHP)
- Database - MongoDB
- Frontend framework - Vue

## 7. **Current technology the platform stands**

The platform was built on the following technology stack:

1. Sendgrid.
2. SSL-Sectigo.
3. Digital Ocean.
4. Web app - HTML, CSS, and JavaScript.
5. Mobile app-React Native.
6. Backend-Laravel (PHP)
7. Database & BigData Technologies: MongoDB
8. DevOps Technologies: Bitbucket
9. Mobile Development Environments: React Native
10. Pusher

## 8. **Existing features on the current platform**

1. **USER MANAGEMENT:** Users can register as an individual or as an organisation (CSO) to follow government projects and contribute to national discourse and get a wider reach for their movement.
2. **CAMPAIGN:** Users can create a campaign that involves tracking specific projects. It involves the use of a hashtag (#) by which engagements can be tracked. Users can choose projects to follow and will receive a notification when there is any engagement with the chosen hashtag.
3. **INBOX MESSAGING:** Users connect with one another via an in-built messaging system.
4. **NOTIFICATIONS PANEL:** Users don't get a prompt notification once there is an engagement with any chosen project/campaign.
5. **SHARE POST:** Users can share posts and campaigns across social media platforms such as Twitter, WhatsApp, and Facebook but as a message no link.
6. **PROFILE DASHBOARD:** Tracks personal posts, tracks followers and following.
7. **COMMENT SECTION:** For campaigns and posts, users can engage
8. **Geolocation feature** indicating statistics of users across every state in Nigeria.
9. **Newsfeed**



10. Visualisation/reporting analytics interface indicating engagement per activity.
11. Live chat
12. Drift (Live chatbot)

## 9. **Development Process**

The chosen vendor will guide the iFTM team through the following discovery, planning, design and production process. Adhering to this process will ensure a successful outcome. The intended development process starts with Phase 1. The contractor goal in this analytical phase is to define features concretely, determine technology integration specifics, and prioritize features so that investment is made in those areas that will provide the greatest return on investment for iFTM.

### ❖ **Phase 1**

- Strategic Analysis and Planning
- Information Architecture
- Wireframes
- Technical System Design

### ❖ **Phase 2**

- Graphic and User Interface Design
- Content update and backup upload
- Implementation
- Testing
- Training and Documentation
- Launch
- Post Launch Support and Maintenance

## 10. **Milestones**

Milestone	Estimated Delivery Date
Project planning and requirement gathering	1 week
User interface designs	1 week
API development update	1 week
Web app	3 weeks

Mobile apps (Android and iOS)	
Project completion	

## 11. **Proposal guidelines**

Kindly include the below information in your proposal. Any format will be accepted. The proposal should address each of the below terms:

1. **Approach:** Discuss your proposed solution and approach to how you intend to execute the project.
2. **Itemized cost budget.**
3. **Proposed timeline;** Discuss your proposed timeline for the entire project from the design phase to post launching support and maintenance.
4. **Qualifications:** company profile, experience with non-profit organizations with the names and qualifications of key technical personnel.
5. **Security plan:** Who will lead this work in your team, and how will you ensure and guarantee the safety of our platform from attackers.
6. **Case studies:** Descriptions of at least three relevant projects, at least one of which was developed in the proposed CMS.
7. **References:** Three client references with phone and email information, including at least one from the case studies.
8. Post-development support plan for iFTM team.

## 12. **Proposal requirements**

1. Evidence of registration with the corporate affairs commission.
2. Verifiable evidence of having successfully completed relevant work recently (portfolio for recent work).
3. Familiarity with database technology such as MySQL, Oracle, MongoDB, etc
4. Database design and management, including being up on the latest practices and associated versions
5. Server management and deployment.
6. Experience implementing testing platforms and unit tests

7. Development experience for both mobile and desktop, and web apps.
8. Understanding of server-side languages like PHP, Ruby, Java, Node.js, Python, etc.
9. Experiences with cloud message APIs and usage of push notifications.
10. A company profile with the names and qualifications of key technical personnel.
11. Any other documents or information that will be helpful in determining the suitability of the proposal.
12. All Applicants must sign up to [www.ifollowthemoney.org](http://www.ifollowthemoney.org)

### **For inquiries**

For any questions or clarifications while reviewing this call for proposal, kindly forward to [tech@connecteddevelopment.org](mailto:tech@connecteddevelopment.org) in writing prior to with the subject line “iFollowTheMoney Call for Proposal”.

iFollowTheMoney team will host a virtual Q&A session for interested applicants on **6th June 2022, 15:00 WAT** to address questions received from interested applicants. All applicants who submit questions, or indicate interest, will receive the call-in notification details.

#### **Meeting details**

**Monday, June 6 · 3:00 – 4:00pm**

#### **Google Meet joining info**

Video call link: <https://meet.google.com/wck-szqb-pbc>

### **Evaluation Criteria & Process Expectations**

Kindly be informed that entries later than **13th June 2022** will not be considered. Submit your proposal electronically to: [hr@connecteddevelopment.org](mailto:hr@connecteddevelopment.org) with the subject “iFTM Platform Upscaling Proposal”. **Kindly note that only proposals that meet the requirements stated above will be evaluated.**