



ygap KENYA ENTREPRENEURS WEBSITE DEVELOPMENT SUPPORT

Terms of Reference (TOR) for a Website Developer.

1. Background

ygap Kenya is a non-profit organization dedicated to supporting entrepreneurs and their ventures to create sustainable social and economic impact. As part of our commitment to their success, we are seeking a skilled website developer to collaborate on developing professional websites for entrepreneurs in our portfolio.

2. Objectives

The primary objective of this assignment is to enhance the online visibility of entrepreneurs in ygap Kenya's portfolio by creating well-designed and functional websites that effectively communicate their key messages and engage their target audiences.

3. Scope of Work

- Collaborate with entrepreneurs to understand their business goals, key messaging, and target audience.
- Utilize the provided collateral and information to design and develop websites that reflect the entrepreneur's brand and vision.
- Develop user-friendly, responsive, and visually appealing websites that align with modern web design standards.
- Incorporate necessary features, such as contact forms, social media integration, and multimedia elements, as required.
- Guide entrepreneurs throughout the website development process, ensuring their active involvement and approval at key milestones.
- Provide clear documentation and instructions for entrepreneurs to manage and update their websites independently post-development.
- To **include 1-year hosting services** for each website developed, encompassing domain registration, server setup, maintenance, and technical support. These hosting services are integrated into the project's existing fee structure of KSH 15,000 per website, ensuring a comprehensive online solution for entrepreneurs in ygap Kenya's portfolio.

4. Deliverables

- Developed websites for entrepreneurs (number of websites to be agreed upon).
- Documentation detailing the technical specifications, content management instructions, and maintenance guidelines for each website.

5. Timeline

The project is expected to be completed within 1 month from the assignment allocation, commencing once the website developer and the entrepreneur have achieved a clear understanding of the project deliverables and requirements.

Timeline Breakdown:

- **Week 1: Project Initiation and Requirements Gathering**
 - Collaborate with the entrepreneur to define website objectives, key messaging, and target audience.
 - Collect all necessary collateral, including text, images, logos, and branding materials.
 - Finalize the project scope and receive approval from ygap Kenya's team.
- **Week 2: Design and Development**
 - Design the website layout and user interface, taking into consideration the entrepreneur's brand identity.
 - Begin the development process, ensuring the website is responsive and functional across various devices.
 - Incorporate the provided collateral and content into the website's structure.
- **Week 3: Iterative Development and Review**
 - Regularly share progress updates with the entrepreneur to gather feedback and make necessary adjustments.
 - Implement any revisions or changes requested by the entrepreneur and ygap Kenya's team.
 - Conduct thorough testing to ensure the website's functionality, compatibility, and responsiveness.
- **Week 4: Finalisation and Launch**
 - Address any final feedback and modifications from the entrepreneur and ygap Kenya.
 - Perform a comprehensive review of the website to ensure all elements are in place and functioning as intended.
 - Obtain final approval from the entrepreneur and ygap Kenya's team.
- Launch the website and provide necessary documentation and instructions for website management.

Note: The timeline provided is a general guideline and is subject to change based on the complexity of the project, the responsiveness of stakeholders, and any unforeseen circumstances that may arise.

At ygap Kenya, we understand the importance of adhering to the agreed-upon timeline and will work closely with the website developer and entrepreneur to ensure a smooth and timely project completion.

6. Payment

The website developer will be compensated at a rate of KSH 15,000 per website developed. Payment will be made upon successful completion and approval of each website. The developer will be required to submit an invoice upon the completion of the website development process.

Invoices should include the following details:

- Developer's name and contact information
- Invoice date
- Invoice number
- Description of the completed website project
- Total amount due (KSH 15,000)

Once the completed website has been reviewed and approved by both the entrepreneur and ygap Kenya's team, the developer can submit the invoice to the following email address: periz.odhiambo@ygap.org. The invoice will be processed for payment the last week of the month upon verification of project completion.

7. Collaboration and Communication

The website developer will closely collaborate with entrepreneurs and ygap Kenya's team to ensure alignment with project objectives. Regular communication will be maintained via email, phone calls, virtual meetings and whatsapp chats/ calls .

8. Qualifications and Experience

The selected website developer should possess the following qualifications and experience:

- Proven experience in website design and development.
- Portfolio showcasing previous website projects with a focus on user experience and aesthetics.
- Proficiency in relevant programming languages and content management systems.
- Strong communication skills and ability to guide non-technical entrepreneurs.

9. Confidentiality

All information shared by entrepreneurs and ygap Kenya during the course of the project should be treated as confidential and used solely for the purpose of website development.

10. Evaluation and Selection

Website developers will be evaluated based on their qualifications, portfolio, and alignment with the project's objectives and values. The Interested website developers should submit their application to **Periz Odhiambo** on email periz.odhiambo@ygap.org and cc **Mercy Munene** on email mercy.munene@ygap.org

The proposed developer by PLP should submit the following:

- A cover letter explaining your interest in the project and your relevant experience.
- Resume or CV highlighting your qualifications and previous website development projects.