Request for Quotes: Gauteng Innovation Challenge Website

11 October 2011

Introduction

The mLab Southern Africa (SA), based at The Innovation Hub in Pretoria, incubates start-up businesses focused on mobile technologies (see www.mlab.co.za/about for more information.) mLab SA has been tasked with managing a **Gauteng Innovation Challenge (GIC) for mobile solutions** on behalf of the Innovation Hub. Such challenges essentially invite members of the public to submit entries that either solve a particular problem, or simply demonstrate the most innovative apps in a particular sector. Examples of other past and present challenges include the following:

- www.callingallinnovators.com (Nokia)
- appsfordevelopment.challengepost.com (World Bank)
- www.designindaba.com/yourstreet (Design Indaba)
- blackberryappmaster.co.za (Blackberry)

A core part of any online challenge is the website itself. The mLab SA is **requesting proposals with quotes for the design, development and hosting of a challenge site.**

Notes

- This challenge site has fairly straightforward requirements (see Website Features below). It must be built using an existing content management system (CMS), e.g. Wordpress or Joomla.
- Any customised code will be owned by the Innovation Hub.
- mLab SA and the Innovation Hub would like to easily roll-out instances of the site for other challenges in the future, e.g. a challenge around green technology. Being able to do this easily and cost-effectively is an essential requirement for this project.
- A domain name will be purchased for the site.

Branding Requirements

The challenge needs to be branded. A logo needs to be designed and applied to the site. The tone and look-and-feel must be hip-and-happening and innovative and not corporate or government.

The final logo must work:

- In print, e.g. brochures, reports.
- On banners and posters for event branding.
- In digital on the website – full size.
- In digital on a mobisite – scaled down to 128px wide.
- In digital in smaller icon size, e.g. as a Twitter icon, Facebook icon, etc.

Because the logo needs to work at both a large and small size, and in print and also in digital, here are some further guidelines:
- It should be simple and clean.
- Web-safe colours only on mobisites.
- Logo must scale down to 128px wide. A high-definition print version and a low-definition scaled-down version for use on mobisites should be presented. Any other applications, e.g. onto banners, will be done by the mLab SA.
- Logo must work in black and white.

All images to be delivered in: PSD, EPS, GIF and any other relevant formats, e.g. Adobe Illustrator if that is what the designer used to generate the logo. If any third party imagery is used in the logo then this must be disclosed along with the usage rights of the imagery.

Website Features: Must Have

Homepage
- Summary of key challenge facts.
- News/announcements.
- Key dates.
- Eye-catching imagery.

About/Rules/FAQ
Content:
- Description of the themed challenge.
- What is the challenge?
  - Description of given problems and challenges.
  - Allow comments on this page whereby users suggest challenges for service delivery using the mobile channel.
- How do you enter?
- Who is eligible to enter?
- What are the rules of entry?
- Who are the judges?
- What are the judging criteria?
- FAQ?
- Important dates, e.g. when do submissions close, and when are winners announced?
- Prizes?

Functionality:
- One or more pages with text and images, including the ability for users to leave comments that are moderated by the site managers before going live.

Enter Challenge
Content:
- Very basic information at top with link to About page.

Functionality:

- Online entry form capturing fields such as entrant's details, proposal, etc.
- Online form will be short – just to be able to identify and track the submissions. Entrants will also complete a proposal, e.g. in Word or PDF and submit those files.
- After form is submitted then data must be emailed to the site managers and be viewable in admin area of site. Ideally data is exportable, e.g. as an Excel spreadsheet.
- Ideally the entrants are able to view and edit their proposals once they have been submitted.

News/Announcements

Content:

- Announcements, e.g. that there is one week left to enter, or winners announced.

Functionality:

- Blog style pages with text and images.

Contact Us

Content:

- Basic contact information with a contact form.

Functionality:

- Contact Us form capturing fields such as name, email address, question etc.
- After form is submitted then data must be emailed to the site managers and be viewable in admin area of site.

General features

- For most pages include social media buttons, e.g. Tweet this, Email this. Also easy printing of pages.

Website Features: Nice to Have

Discussion

- Users can post question that other users and/or site owners respond to.
- Log in with social media accounts, e.g. Facebook.

Submission Gallery

Functionality:

- In this first instance of the site for the GIC mobile challenge all entries are "closed", in other words they are only viewable by the judges and those who submitted them.
- However, we would like the option for future challenge sites to publicly display the submissions. These would allow comments, e.g. suggestions for improvement by users, and voting for favourite submissions.

Timing

- A teaser page must be live by 9 November.

- The fully functional site must be live by 23 November for the launch of the challenge.

Quote

The quote should include:
- Cost of the branding of the challenge.
- Cost of the development of the site with the logo and brand colours applied throughout. The actual implementation will involve customising an existing CMS.
- Schedule for production, including the publication of the teaser page and then the date for the go-live of the fully functional site.
- Cost of hosting of the site until 30 September 2012.
- Estimate of cost for rolling out additional instances of the site for different challenges.
- Examples of previous work (as links or attached portfolio).

Web production companies in South Africa can submit a quote to Steve Vosloo on steve@mlab.co.za by end of day 18 October 2011. At least three quotes from different suppliers will be considered. Any questions should be directed to Steve Vosloo on email or on 083 208 9891.

Selection will be based on quality of previous work, price and a small preference will be given to suppliers in Pretoria or Johannesburg.