ZIM SKY
news

TERMS OF REFERENCE

MOVEMENT FOR DEMOCRATIC CHANGE DATA SYSTEM AND WEBSITE DEVELOPMENT

July 24, 2019

Mr. Nelson Chamisa

President
Movement for Democratic Change
Harare, Zimbabwe

Dear Mr. Chamisa

Subject: Nelson Chamisa Data System and Website Development Plan – Draft for Consideration

Thank you for the opportunity to work with us on this project.

Below is a detailed proposal of our approach and methodology for the assignment.

Further to our discussion, we are submitting this proposal which outlines Datasol Zimbabwe's plan in designing and building of a data system and website enhancement for client.

The client is being positioned to be a major problem solving player in the economic, infrastructural and social transformation of Zimbabwe offering a range of services including dissemination of information to the electorate, gathering information on problems affecting different social groups in Zimbabwe and generating solutions and setting up structures and policies to address the problems. This is a proposal to improve visibility and marketing of the party's philosophy and achievements, 2-way communication between the party and the electorate through a robust data management system, website and social media platforms.

The proposed strategy for achieving the above deliverables is to use our experience and knowledge in web design, information management and data visualisation. The assignment will be achieved through a phased roll out approach.

- Phase 1: Strategic planning: Research & Specifications
- Phase 2: Wireframe and Architecture
- Phase 3: Design
- Phase 4: Website and mobile app development, content loading and features development
- Phase 5: Testing and Training
- Phase 6: Social media setup
- Phase 7: Soft external launch

The key participation required of you will be in providing background information on the business-history, company profile detailing products and services as well as contact details.

Datasol Zimbabwe has accrued the relevant expertise in company system development, web development and management, social media marketing, data management, collection and visualization required in developing the requisite solution for the client.

I will conduct this assignment to the best of my professional ability acting independently and objectively.

Looking forward to working with you on this interesting assignment.

Yours truly

Partson Manyika
E-commerce, Web & Systems Development Consultant

I. INTRODUCTION

1. Objectives of the Assignment

The main objective of this assignment is to design an interactive website to market all client key policies, services and achievements. Specific objectives include:

i.   **Design**

i.i - Design a homepage which makes the website easy to navigate and possesses dynamic features which make information sharing with clients or target clients smarter.

i.ii - Design a website which is visually appealing and engaging

i.iii - Design an information management system for the party to easily store and retrieve member data and provide relevant information to subscribers

ii.   **Usability**

ii.i - Implement an easy and user friendly navigation structure: top horizontal main menu bar, parallax effect presenting all subsections

ii.ii - Ensure layout is clear for the audience

iii.   **Content updating**

The website will enable the client teams to keep information on key deliverables up to date i.e. regularly uploading current events, past, present and future projects as well as readily accessing information on service requests or reports of politically related victimisation, torture or abuse.

Outline plan

This website is a communication tool that should evolve with the party business. Its establishment will involve:
- √   Understanding the target users
- √   Developing solutions for potential problems
- √   And last but not least, setting up a proactive monitoring, reviewing and reflection program of the platform in order to get the most out of the new communication tool.

II. PROPOSED SOLUTION AND PROJECT PLAN

The proposed solution and project plan is based on our current understanding and can be adapted to client's exact requirements. The expertise of key people (see 'Project Management' section for more details) will be deployed throughout the whole project including key knowledgeable client staff members.

Based on our current understanding of the requirements, we recommend the following project plan which will be a 5-pronged approach:

Phase 1: Strategic planning: Research & Specifications –it is crucial to understand exact requirements, put forward recommendations and set up objectives for the coming 3 weeks, including
   - Key informant consultative meeting
   - Set up big picture objectives
   - Technical specification -recommendations on the platform plus functionalities
   - Agree on project plan dates and deliverables

Phase 2: Wireframe and Architecture – well-designed wireframes and site architecture help users find information quickly, which is a crucial aspect in website best practice. Various landing pages serve as a way for the user to get their bearings and get connected to content in that section. (Output-agreeing on final wireframe)

Phase 3: Design – Datasol Zimbabwe recommends developing design concepts that engage and are visually appealing to the stakeholders in accordance with agreed wireframe and architecture. We will follow the following process: -
   - Design brief – initial meeting to understand design requirements, discuss ideas etc.
   - Create one website concept, mindful of the organisational values, and agreed objectives of the website, use of colour and imagery
   - Present web concepts in the form of static and on-screen visuals, refine chosen concepts
   - Dynamic content – including recently complied data, photos, pages which cross-link to other related content

Phase 4: Website development, content loading and features development – the key output of this stage is the new website that corresponds to the stated objectives. The web design process will include: -
   ▪ Technical brief meeting (to detail requirements and specific features)
   ▪ Build the agreed structure of the website
   ▪ Upload new content
   ▪ Recommended functionality (MDC to confirm):
      - Mobile device compatibility
      - Downloadable pdf documents

Phase 5: Testing and Training – Datasol Zimbabwe will test the website internally and also provide a link for client to also test the website before launching. In tandem with the testing process, basic training will be provided for MDC staff in order for them to able to effectively use the platform.

Phase 6: Social media setup – Service, Policy and Events content will be scheduled for upload on the client's social media sites: Facebook. YouTube.

Phase 7: Soft external launch – Once the website has been properly tested, Datasol Zimbabwe will:
   ▪ Set the website live
   ▪ Hosting – client must pay USD$20/month directly to the hosting service provider

III. Online Live Programme

In partnership with **ZimSky News**, we propose to start a 1hr online live program hosted by the `President. The programme will air every fortnight focusing on addressing party plans, policies and any relevant issues affecting the nation. This will create a one on one experience by the president with both local and international audiences.

To support growth of the programme we will frequently circulate short 3 minutes clips of the previous episodes on Facebook, WhatsApp and YouTube etc. This will build anticipation and conversation for the coming episode.

IV. PROJECT MANAGEMENT

Throughout the whole project there will be weekly reviews of progress against plan; good communication must be maintained between the client and Datasol Zimbabwe / ZimSky News.

Key Personnel

Partson Manyika – E-commerce, Web & Systems Development Consultant

Partson has over eleven (11) years' experience in web and systems development, E commerce and Mobile App development. He is also the Deputy Director of Media and International Relations in Heartfelt International Ministries, a role which has equipped him with invaluable experience in print, video, audio and social media.

Tatenda Mudare - Journalist

A seasoned journalist and videographer who co-founded ZimSky News a local fast growing online news blog focusing on issues affecting Zimbabwe and the region.

V.COST ESTIMATE

Datasol Zimbabwe will be paid for site development; ZimSky News will focus on creating video materials and livestreaming services. The client is responsible for directly paying for website hosting services as well as videography and Livestreaming related cost.

Below are direct production costs to be covered by the client

Phase	Description	Cost
Phase 1: Strategic planning: Research & Specifications	1.1 Key informant consultative meeting 1.2 Set up big picture objectives 1.3 Technical specification -recommendations on the platform plus functionalities 1.4 Agree on project plan dates and deliverables	-
Phase 2: Wireframe and Architecture	2.1 Conceptualise various landing pages for the site 2.2 Agreeing on final wireframe	-
Phase 3: Design	3.1 Create one website concept 3.2 Present web concepts in the form of static and on-screen visuals 3.3 Refine chosen concepts	-
Phase 4: Website development, content loading and features development	4.1 Build the agreed structure of the website 4.2 Upload new content	$150
Phase 5: Testing and Training	6.1 Test the website internally 6.2 Upload product content 6.3 Provide basic training for client staff or site administrator	
Phase 6: Soft external launch	7.1 Set the website live 7.2 Hosting – client must pay USD$20/month directly to the hosting service provider	$20/ month
	7.3 Videography * 2 properly branded clips	$400

To allow for smooth running of the project we propose a monthly total operational budget of USD400. This amount will cover both web development maintenance, videography and livestreaming services.

This amount will be so while we try to generate additional anticipated income from advertisers, partners as well as social media royalties.

About Us

Datasol Zimbabwe primarily provides business development, research, data analysis, web development, data management, system creation and mobile application development services. We help clients collect and analyse information on topics of interest which enables them to strategically model their businesses for expansion and positive market impact and also empowers them to make well informed business decisions. Our intention is to create solutions which support the establishment of cost-effective, progressive, professional and innovative businesses in Africa.

Authorization to proceed

If in agreement with the Terms outlined above as the basis of the assignment, may the sanctioned client representative please sign below to officially authorize **Datasol Zimbabwe / ZimSky News** to start work on the assignment.

I authorise Datasol Zimbabwe to develop and modify the Nelson Chamisa website.

Full name:
Designation:
Signature:

_____ /_____ /_____

Date: