Request for Proposal

Design and engineering of Ministry of Economy digital touchpoints

Contents

1 Confidentiality Agreement

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The Firm acknowledges that it has read and understood this Agreement and voluntarily agrees to be bound by the aforementioned statement.

1.1 RFP Purpose and Goals

The goal of MOE when publishing the RFP is to request bids and implement a contract with qualified and ultimately experienced bidders to provide services to update the MOE website (www.economy.gov.ae) as well as MOE's mobile app on both iOS & Android. The revamping of the Ministry's digital touchpoints aimed at better positioning the UAE as a strategic thought leader in the region and worldwide, through showcasing the wealth of knowledge and insights. The website should also represent the federal identity of MOE, facilitation of services, electronic services transactions and effective communication with the public and private sectors, including citizens and residents.

The Firm is required to implement and deliver the solution as required. Professional services responsibilities include collecting requirements from different stakeholders, examining the features and content of the current portal, documenting process maps and requirements, prototypes, designing the unit structure, implementing and testing the solution, and potentially supporting operations for a limited period.

The main objectives of the project:

- Increase usage and satisfaction of MOE digital touchpoints
- Re-design digital services to decrease lead time and improve overall experience of MOE customers
- Provide a more seasmless information architecture and ease access to information on the web platform
- Improve web portal performance

☐ Redesign MOE web portal following modern web and mobile design and development standards in user experience, performance and information architecture in order to provide a better experience to MOE stakeholders.

☐ Rethink and redesign all digital services provided by MOE currently into a modern experience design.

☐ Provide benchmarking and ideation on new features, experience cues, and technologies that would help achieve the aforementioned objectives.

☐ Provide a reliable and secure environment for MOE customers to conduct financial transactions online through our web platform.

☐ Provide a reliable web service/APIs infrastructure that can be tied up to other touchpoints such as e-government service kiosks, transaction offices, mobile services/apps, and more.

2 Scope of work

MOE is looking to redesign and develop a new web platform with a modern CMS that enables internal capabilities in applying rapid changes, test concepts, and continuously improve customers' online experience while maintaining our data and information integrity.

The redesign process should consider and ensure the conviction of all key stakeholders at MOE, follow strictly the guidelines provided by TRA on accessibility, security, and any further design or engineering requirements. The redesign and engineering process need to take into consideration the TRA guidelines on smart government criteria and feedback collection.

The redesign process should lay out all of MOE target audiences and the approach MOE is going to take to ensure that they are engaged and informed.

The vendor should provide a detailed compliance report and improvement, or corrections action required for the MOE electronic and responsive services on the exiting website aligned with TRA guidelines.

The vendor is expected to be retained throughout the second phase of this project to work on incorporating all new services into the CMS. The workstream will be as follows:

Workstream	Scope of work	Estimated timeline
Redesign and engineering of MOE Website	Rapidly redesign and engineer a CMS-based website and a cross-platform mobile app following the ministry's recommendations on design language, technology stack and security/accessibility requirements	2 – 3 months from awarding date
Service redesign (Implementation)	MOE team will provide after the website redesign completion a blue-print and low fidelity wireframe of the new service	TBD

	bundles. The vendor will be required to work with MOE team on incorporating the designed services into the new website including UI design and implementation on both website & mobile application	
Continuous Improvement & Future Features	The vendor needs to provide a maintenance contract to allow for future improvements based on user feedback and analytics	Ongoing

2.1 Ministry of Economy redesign & engineering of Web Services

MOE intends to redesign and engineer a new web portal that will become the center of all digital experiences. This effort is aimed at providing a seamless experience and increase customer happiness.

Initially, MOE requires the following to be providing by the vendor that will be awarded this project:

- Conduct discovery workshops with key IT and communications stakeholders at MOE to uncover insights and build consensus on design language and information architecture.

- Conduct customer interviews (minimum of 5) to generate actionable insights on the user experience

- Document and present findings along with (**3 low fidelity UX concepts)** that lays out the main experience stages

    o Ensure that the new designed service improve customer experience (Reduced steps, cleared information architecture, improved conversion, improved data collection, etc.) by conducting rapid prototyping and user testing.

    o Provide extensive documentation and acquire the required approval on the service redesign including service description, backend workflow, flowcharts, prototype and use cases.

- Design the approved experience into a consistent User Interface and require the needed approvals. The UI needs to follow MOE brand guidelines and modern web and mobile Human-Interaction guidelines. **(2 UI options of key templates will be required for design sign off)**

    o The design should follow a mobile-first, Arabic-first approach.

    o The vendor should provide a UI kit for future changes and frontend-related development

    o The design and engineering of MOE platform should take into consideration various use cases such as RTL/LTR, empty state, filled state, advanced filtration, sorting, search, and notifications (errors, success, failure, etc.)

- o The website should follow the TRA Guidelines for Government Websites. Website development and design, including branding, should be fully compliant with the UAE Federal Government Web Guidelines and federal government evaluation standards and criteria.
- Align with MOE's digital leadership on the technologies that are going to be used in building the web platform

  - o MOE recommends that the platform would be built using Dot NET Core CMS and frontend using Angular 10/NGRX/SSR, MSSQL DB. The vendor will be given access to existing source code to accelerate service development and reintegration. The vendor can suggest change on the frontend stack and has to suggest a .NET Core based CMS.

  - o While building the platform, the vendor needs to follow TRA security guidelines in information security, privacy and terms of use.

  - o The platform should be compatible with all major browsers (Chrome, Mozilla, IE, Safari etc.) and operating systems (Windows, MacOS, Linux, etc.).

  - o The platform should be tested for responsiveness to all major form factors such as desktop, mobile and tablets.

  - o The vendor must identify and segregate services requests of the people of determination in the dashboard using color code and iconography. Vendor must work on the most commonly used assistive technologies - including screen magnifiers, screen readers and speech recognition tools. The website should contain accessibility features (to be used by people of determination) not limited to the following requirements:

    - ▪ Easy to read Text: Increase/Decrease font size.

    - ▪ One theme to be implemented according to color blindness guidelines.

    - ▪ Night reading theme should be implemented.

    - ▪ Two additional color themes must be included.

    - ▪ Text-to-speech to ensure seamless operation of Voiceover and Speak Screen to aid people with vision and motor disorders

    - ▪ Structure overall content with proper tagging to make them screen reader friendly

  - o The platform needs to follow i18n internationalization standards in hosting all translation and content that can be easily translatable into several languages through a CMS, JSON or CSV imports (minimum 7 languages including Arabic and English).

  - o The platform needs to be hosted on-premises using Microsoft-based server (To be determined with IT stakeholders).

  - o The suggested technology stack, caching infrastructure and DevOps efforts need to deliver on fast page loads (below 2 seconds) and fast API responses (below 100ms per request).

- o The platform needs to be built for modular components such as Site Logo, Service title, service description, and should be called using this module on the frontend, in order to allow the MOE team to adjust those modules across the website.

- o The solution architecture should be able to address the future scalability requirements, in terms of both application (to add new services) and infrastructure

- MOE requires the below features to be integrated into the platform (Using existing code base or integrating into the new stack):

  - o Integrate with UAE Pass in order to use Emirates ID to automate any step and/or reduce data entry from customer side and/or staff side

  - o Ability to retain customers entered data (Save as draft). The saved drafts should be accessible to user upon logging into the system and should be retained indefinitely.

  - o All service requests should have an auto-fill component based on previous entries or user profile information.

  - o All service requests need to happen above the fold (no scrolling should require) with each step visible to the user at all times. The platform should provide consistent validation feedback to the user on required fields or incorrect fields.

  - o The user should be able to view documents inside the page using a Document Viewer without having to download the intended documents.

  - o All web forms should include anti-spam/anti-abuse measures such as Google CAPTCHA.

  - o The CMS should have advanced personalization to allow content targeting for different user segments.

  - o The CMS should have an advanced form builder to allow rapid form creation and data collection.

  - o Migrate all the current website content and functionality: Vendor must study the existing website and migrate the users and data to new website. Also, they are expected to build the appropriate screens for the users to access the data in the new website.

- MOE require the following integrations to the web platform:

  - o UAE Pass for user authentication and profile creation (Optional to the user)

  - o Zendesk Support

  - o Transaction Email service (Mail gun, Twilio Sendgrid, etc.)

  - o Transactional SMS service

  - o Ministry of Finance e-dirham for payments

- o Integrate with KHADAMATI Portal to get and push all service cards. (coordination with PMO through MOE channels).

- o Implement e-participation module as per TRA Guidelines.

- General requirements:

  - o The source code of the site and any licenses used are the property of MOE and part of the delivery where applicable, and the seller is expected to properly deliver to MOE team with complete documentation.

  - o Provides a site analytics tool with a 3-year license to discover site statistics like broken links, visits, etc.

  - o Open data section structure to be developed. Data should be actively and automatically updated. Compliance with benchmarked with data.ae or Dubai pulse.

  - o Incorporate analytics for website usage tracking and identify users experience and actions

  - o Technical Requirement Study, Development of website including data preparation, data migration, module testing to be provided

  - o Performance & Usability Testing to be tenaciously completed and documented

2.1.1 CMS Capabilities

The CMS must have the following features/capabilities built using .Net compatible enterprise solution:

Content Creation and Editing

- The CMS support content editing, including support for rich text with HTML and style (CSS) enforcement.
- The CMS support creating multi-lingual content without need to duplicate the content item.
- The CMS provide the ability to create and maintain dynamic forms (ex: contact us, ask question, etc.) to collect information from users, and reuse these forms throughout one or multiple pages.
- The CMS provide the ability to create and maintain shared assets that are used throughout one or multiple websites.
- The CMS provide out-of-the box ability to edit the pages content; no technical expertise should be needed.
- Users can search to find existing reusable content.
- The CMS provide common "library services" including check in and out, revisions and versions (Version History with Rollback)
- The following content types should be supported out-of-the-box:
  Rich Text, Plain text, HTML, Image, File (PDF/Word/Excel/etc.), Calendar Events, Video, Structured Content.
- The CMS support editing of metadata by content contributors, including structured information such as publication and expiration dates, etc.

Social Media

- The CMS can display external social media content.

- The CMS allow external RSS feeds automatically to be displayed in the site pages, an integration link if required. (ex: RSS from WAM.ae)
- The CMS allow comments to be used on any site page.
- The CMS provide the ability to generate polls.
- Integration with chosen marketing technology for retargeting, automation and engagement for logged in users.

Search Engine Optimization (SEO)

- The CMS ensure that Page Title, Page Summary and other critical SEO elements can be created even by casual content contributors.
- The CMS can identify pages that are missing critical SEO elements.
- The CMS provide the ability to create SEO-Friendly URL.
- The CMS provide marketers the ability to create URL-redirects.
- The CMS provide the ability to test each page for broken internal and external links prior to publishing.
- The CMS help contributors flag any potential SEO issues, including missing or poorly formed meta data, H1 headings, missing Alt Tags on images, etc. before a page is published.

Design and Templates

- The CMS provide a page building and layout environment where users can select or drag and drop from a palette of page elements to change page designs.
- The CMS provide the capability to apply different layouts/templates on any of the website levels. (ex: section level or single page level).
- Develop content templates for articles, case studies, videos, webinars, podcasts, or more (Determined in the workshop).

Navigation

- The CMS provide a capability to maintain site navigation.
- The CMS provide out-of-the-box breadcrumb capabilities to include in the website.
- The CMS provide support for mega-menus.
- The CMS provide support for drawer (off-canvas) navigation.

Roles and Users

- CMS supports out-of-the box integration with Windows authentication based on Lightweight Directory Access Protocol (LDAP)
- Ability to create custom roles and associate users to roles through an easy-to-use administrative interface.
- Ability to create custom permission and assign it to a given role.
- Ability to assign multiple roles to a given user.

Workflow and Governance

- Ability to define workflows through an easy-to-use administrative interface.
- The workflow includes the ability to determine which roles have access to perform which actions at each step of the workflow.
- The CMS automate notification to users and roles when there is content for review.
- The CMS can schedule a page/content to go live and expire (come down from the site).

- The CMS provide a full revision history of changes made and who performed them.
- The CMS allow older versions of content to be promoted to the live site.
- The CMS provide validation on content and metadata, such as required fields or allowable types of content by field (e.g. only email in an email address field).
- The CMS provide out-of-the box tool to bulk upload media content such as files and images.
- The CMS provide a preview function so users can see page content before it is approved.

Environment and Architecture

- The CMS will be hosted on windows environment.
- The CMS must be based on .Net CORE framework.
- The CMS must support NLP architecture.
- The CMS must support high availability deployment.

2.1.2 Key Website Modules

The following includes the proposed module for the website – taking into account the breadth of content the MOE owns (economic statistics and data):

- Service Directory (which will list MOE Services with a dedicated service card page for each service)
- Laws and regulations
- E-Services
- News Highlights
- Events Calendar
- Photo & Video Gallery
- Open Data
- Survey & Polls
- Careers Module
- Complaints and suggestions
- Social Media Integration
- Advanced Search
- FAQs
- Social Media Hub
- Media Kit
- Accessibility Options
- Google Analytics
- SEO Friendly Features
- Contact Us
- e-participation – to be managed by MOE
- E-Complaints and customer feedback.

2.2 Ministry of Economy redesign & engineering of Mobile Application

Majority of MOE stakeholders are more active on mobile than desktop formfactor. Thus, MOE believes that redesigning and engineering of a mobile app is crucial to a successful experience across the board.

The Mobile Application needs to be an integral component of the experience and deliver the same results for the customer.

2.2.1 Functional requirements

Ministry of Economy intends to design and build the main mobile application to encourage customers to increase their content and service consumption with ease. The below highlights the key functional requirements of the app:

- The mobile app needs to replicate the website experience in less depth but should provide the same end goal for every customer.

- The app should have consistent experience across all form factors and operating systems.

Ministry of Economy intend to design & reengineer the main mobile app based on the customer discovery exercise to deliver an omni-channel experience to customers regardless of their touchpoint. The mobile application needs to deliver on the following:

- Backend: The application needs to share the same backend as the website to allow real-time updates on all content and services being updated.

- Frontend/OS Language: the app should be developed in cross-platform language such as Xamarin or React Native with high-availability and stability. The app should be available in both iOS & Android.

- Allow for basic mobile privileges such as local storage, upload from camera/storage, push notifications, location services (for services section), download documents, push notifications, and any other key functionality uncovered during the discovery phase.

- **Required Functionality:**

  - Authentication: The customers should be able to access their accounts using UAEPass or MOE user account.

  - Access and apply for all services (Searchable service directory) (Same services provided on the website).

  - Browse and consume content in blog, news, articles, case studies, OpenData, and any other form of content presented on the website.

  - User dashboard: access the same information presented on the website dashboard, updates in real-time.

  - Locate service centers of MOE using Google Maps services

  - Service payments through integration with E-DHS

  - Access FAQ and contact support through chat or submitting requests (The contact center application will be determined during discovery. ex: ZenDesk)

o   Adjust account information or settings

o   Share content or the app through several sharing platforms such as WhatsApp, Facebook, Twitter or Email

■   **Required Integrations:**

o   The mobile app will need to be integrated with the website CMS to reflect in real-time services and content

o   UAEPass & MOE Authentication services.

o   E-DHS Payments Gateway.

o   Customer Service Platform (Chat & Support Tickets).

o   Marketing Automation Software & Analytics Platform (Ex: Google Analytics, CleverTap).

o   Integration with Qmatic system to display list of services per center and create token ticket.

2.3 Ministry of Economy Web Content Revamp

Rebuilding our digital touchpoints warrants a major change in content development and the information we present to our stakeholders. Ministry of Economy is seeking a major shift in content being published on our digital platforms to attract more customers and avid readers to navigate our website to be educated about the UAE Economy and use this information to further their economic interest.

2.3.1 Content Revamp Objectives:

-   Put MOE's website on the global map of reliable economy-centric websites by providing vital information to our key personas

-   Improve drastically our information architecture by revamping the way our customers reach information on our website

-   Leverage the reach and engagement of MOE to educate people around the world about the UAE and its impact on the regional and global economy

2.3.2 Content Revamp Areas:

The content types of MOE are split into four fundamental areas:
   A) Foundational Content: The way MOE is being presented on the platform such as the homepage, registration, About MOE, contact forms, key initiatives and policies and more.
   B) Services Content: The presentation, explanation and walkthrough of all MOE digital services in terms of eligibility, perquisites, how to use, what to expect, etc.

C) Evergreen Content: Timeless content fundamentally important for our customers to advance their interest in the UAE economy through consuming insightful content in several formats such as infographics, OpenData, articles, case studies, and more.

D) Newsroom: Timely content about how the UAE is performing and how our stakeholders can benefit from participating in the UAE economy advancement by leveraging MOE's services.

2.3.3 Expected Deliverables

- A clear and concise information architecture laying out the areas where the content types will exist on our website as well as the mobile application
- A content strategy that identifies the frequency and volume of the content investment in each area
  o Tone of voice documentation to allow more collaborators to develop content on MOE's behalf
  o Conduct extensive competitive research on topics and areas that MOE needs to invest in to further its position and drive more traffic and readership to the website and app
  o Stakeholder map to aid the MOE leadership in making decisions on where to invest in content development
  o Clear distribution plan using digital and offline channels to maintain reach and consistency
- At least, 10 content pieces for each selected topic delivered in both English & Arabic along with the creative material that goes with the piece
- Service description, explainer video and walkthrough to each of the digital services

3. Project Tasks and deliverables

MOE expects that web portal, eservices and go live in a period of time that does not exceed **9 months**. vendor shall provide a detailed project plan to meet this requirement.

Vendor to comply with MOE ITD standards. MOE ITD follow ITIL ISO/IEC 20000 standard for IT service management and ISO/IEC 27001 as an Information Security Management System (ISMS) standard

MOE use PMI Standard Project management methodologies; deliverables but not limited to the following:

- Statement of Work
- Project Plan
- Communication Management Plan
- Risk Management Plan
- Quality Management Plan
- Human Resource Plan
- Project Documentations and should be approved from MOE team:
  o BRS - Business Requirements Specification
  o Functional Requirement Specification
  o Integration document
  o Security Requirements and Design
  o System Architecture Document
  o Technical System Support Document

- o Technical Design document
- o Trouble shooting guide
- o Quick reference guide
- o Final deliverable sign-off sheet
- o UAT test scenarios (Arabic & English)
- o Test cases , defects , Test reports /results of all type of test (funaction, performance , compatability)
- o User Manuals in both Arabic & English languages
- o Training material
- Handover technical document & sessions
- Latest source code – must be validated by MOE IT team

The Vendor must follow software development life cycle processes.
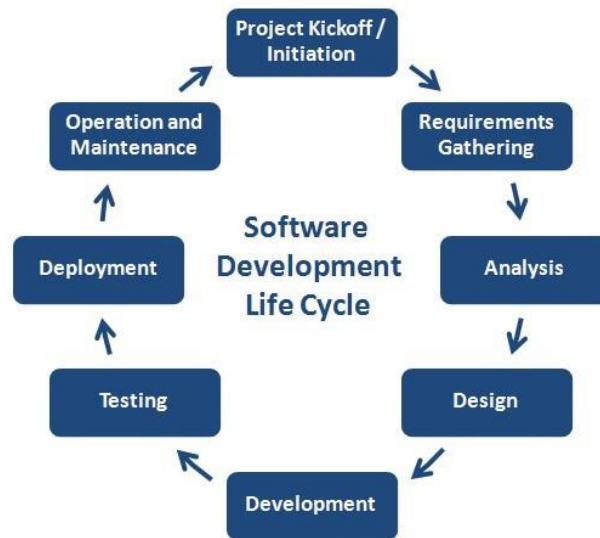
The below table illustrates the typical process in which the MOE wishes this project to be carried out:

Phase	Task	Activity	Deliverables
Discovery & Plan	Stakeholder's Workshop	Holding stakeholder workshops via Go to Meeting calls • To understand and analyze the wish-list from stakeholders and put them right perspective with the overall project. • To brainstorm ideas, identified challenges, expected KPIs and benchmarks	Vision Document (feedback, pain points, analysis and design vision)
	Research (customer insights)	• Performing user interviews/workshop, based on the user segments identified in the research phase. • Benchmarking MOE against a pre-defined list of competitors and performing a high-level audit of the current website / services.	User testing protocol and report Strategy document with consolidated outputs from all of the activities

		• Creating personas based on analytics and user research • High level review of Google Analytics • Circulating a usability survey to current MOE users via survey monkey and analyzing the results • High level design backlog, template list and Key performance indicators	
	Persona Development & User Journey	Based on research insights, to build personas to convey the user experience challenges to all stakeholders. This will help to identify the user tasks on the site and pain-points which will define the structure of the site. Below are the target users (List will be confirmed and defined during the research phase): • People • Government • Business	User journey and task flows document
Structure & Prototyping	information architecture	Based on the user journey and tasks, to create the hierarchy of the site, with segregating content in the right content bucket based on the user's mind map. Guidelines to be considered while doing the site map: • Discovery of content by matching user's mind map • Current trends in user's browsing, navigation patterns global standards • Relevance of content & labels with user's mental model.	Site Architecture & Site Map
	Wireframe & FSD (functional specifications document)	Reviewing and providing a new navigation and structure of the interface Creating wireframes to demonstrate the proposed new flows Reviewing these flows with the MOE team to ensure alignment until approvals. Explain the final flows so the functionality is clear	Wireframes & FSD
	Prototype & testing with	With the approved wireframes, create click-through	3 Prototypes.

	Users	prototype. The prototype will cover the user journeys The prototype will be testing with real users. The following elements shall be tested: • Navigation • Terminologies & Labels • Structure • User Expectation	Based on the insights the wireframes will be iterated Deliverables • Test Guide Document • Analysis Report
	Content	Based on the identified templates, create content matrix documents, aligning it with the required structure. MOE will be involved to fill in the sheet with raw content wherever required and collecting and identifying the required assets.	Content Matrix - English & Arabic
	Visual Design and UI guide	Providing and agreeing on visual design guidelines to work with the current MOE guidelines Creating visual designs based on the approved wireframes Reviewing all visual designs with the MOE team on a weekly basis to ensure alignment and receive approval	Visual Designs & Style Guide in Sketch
Implement Phase	Implement the requirements	Implementation of new design Enhance the performance Implement new pages Implement the Integration	Deployment on staging
	QA testing	Vendor QA shall test the changes and provide all report of different type of testing	Test cases, Test results, defects report Performance testing report Internet browsers compatibility test report
	UAT Signoff	Vendor should prepare for UAT test cases and manage the sessions end to end	UAT test cases UAT signoff document with comments if any
	Go live	Prepare for deployment and announcements for Go Live	Training sessions Training material Go live approval document
Closure phase	PIR	Fix all issues reported after going live and provide list of issues with status and project closure sign off document	Signoff document of project closure All technical documents listed in Deliverables section Latest Source code KT technical session to IT

			team

3.1 Non-Functional Requirements

Mobile app should consider the design guidelines provided by TRA, UN and PMO. Alongside these guidelines, there are key criteria which need to be considered in the design:

- Scalability: implementation should be unique, with the obvious consideration that new services and features would be added easily in the future along the MOE roadmap. This emphasizes the importance of ensuring that the underlying design is scalable to accommodate such future services and features without impact the usability component of the Mobile App

- Usability: mobile app should be designed based on user-centric designs where the user journey is the key for ensuring that mobile app will be highly adopted as good usability and an exemplary user experience

4. Vendor Experience and Capabilities

- The vendor should demonstrate or provide previous experience of working with Government entities across the same field of RFP requirement.
- The vendor should have a proven track record show case with industry awards for other government entities within websites and service/User flow redesign.
- Vendor should know the best practices and current trends in the market and demonstrate the same in the submission of the RFP
- Vendor should ensure all user journeys and designs are tested by applying standard usability practices
- Vendor should have capabilities & be proficient in conducting heuristic & expert reviews, extensive user-research and user testing.
- The vendor must have competent team members in their UX/Usability team on their own payroll on ground in Dubai/UAE

4.1 System Requirements

- **Availability** – The system must be highly available
- **Scalability** – The system shall allow highly scalable platform that copes with MOE needs
- **Future Growth** - System must support adding more modules to the existing solution in the future. Databases sizing shall consider 5 years' growth.
- **Performance** –System response time shall be under 5 seconds
- **Backup & Recovery** – Backup and recovery plan & procedures must be proposed to ensure business continuity

4.2 General Requirements

1. All MOE ministry Security policies to be applied in the website/portal
2. All MOE ministry Standards like TRA Standards, United nations Standards to be applied.
3. The website/portal must support localization in English and Arabic.
4. The vendor should provide quarterly health checks on the portal/website.

4.3   SLA

The vendor needs to execute a Service Level Agreement with the MOE covering all terms and conditions of this tender. Vendors need to strictly adhere to Service Level Agreements (SLA). Services delivered by vendor should comply with the SLA mentioned in the table below. The vendor should generate SLA reports for tracking the delivery of services:

Severity Level	Definition	Response Time
S2 – Critical	Outage of any of the services, any impact on customer experience	Within 1 hour – IM, Phone Communication or Emails
S3 - Urgent	High-impact problem causing inconvenience or customer concern	Within 4 hours – Phone, Email
S4 - Important	Important issue impacting the productivity or the user experience	Within 24 hours – Email
S5 - Monitor	Issue requiring no further action beyond monitoring or follow up if needed	Within 2 business days – Email
Low Severity	Request for information or a simple change request	Within 2 business days - Email

4.4   System Software Requirements

- Vendor shall list all the software to be used.
- Vendor shall propose all the required Software License for the solution if any and include them in the costing model in the financial proposal.
- The Vendor shall propose all other or 3rd party software required with number of licenses for each software
- Vendor shall list all the software to be used.
- Vendor shall propose all the required Software License for the solution if any and include them in the costing model in the financial proposal.

4.5   System Hardware Requirements

- Vendor shall determine the recommended hardware specs (application server and database required for digital services and other services in the future.

- The vendor should provide solution architect of the environments (development, testing, staging and production)
- Vendor must consider VM windows servers with latest OS version and SQL server 2018 in the design

4.6 Security Policies

The proposed solution must be:

1. Compliant with MOE security policies
2. Compliant with MOE security Architecture
3. Audited before going live to check the compliance

Kindly refer to the below for all MOE ministry Security Policies and Guidelines.

4.7 UI/UX Standards

Kindly refer to the attachment for TRA & UN standard and Guidelines

Success Criteria (Acceptance Criteria)

Acceptance Criteria based on the solution design and FRS document to provide details. They should be relatively high-level while still providing enough details to be useful, they should include:

- **Functional Criteria:** This it to identify some specific important user level tasks or respective business processes, all the high-level functional criteria should be listed and verified to measure the success of the project.
- **Non-functional Criteria:** This is to identify specific non-functional conditions the implementation of the system must meet, such as design elements which are not related to direct functions of the system. A non-functional criterion might be "User Interface alignment with MOE theme, UX of the system."
- **Performance Criteria:** Performance of the website/portal is critical to the acceptance of a user story; it should be included. This is often measured as a response time and should be spelled out as a threshold such as "2 seconds for a query response."
- **Smart Devices Accessibility:** This is to verify that website/portal is available in the smart devices (tab, phone) with responsive design and easy to use.

Successful Vendor should provide the detailed high-level document on the acceptance criteria based on the entire solution; this will be the major milestone to accept the website/portal by MOE IT team.

4.8 QA requirements

MOE IT QA: vendor shall comply with IT QA procedures & policies and follow the agreed plan between both parties during the execution phase of the project, all such
requirements to be fulfilled by the vendor to make sure IT standard are in place without any compromise. QA requirements such as however not limited to business Requirement Study, System Architecture Document, System Knowledge transfer to QA team, White box testing for the source code, Test environment preparations, user help, Test data and version number for the website/portal.

Information Systems Security Policies: vendor to comply the "MOE ITD Security Requirements" while implementing this project. Required checklist/ templates will be provided by IT

Documentations related to the project includes products installed and its configuration details, database information, applications deployment, methodologies and any other documents which is necessary for running the smooth operation of the CMS project should be submitted to MOE ITD periodically as activities considering milestones achieved. Documents to comply ITIL standards

Technical documentation of the website/portal. handover to ITD support staff such as End User Manual should be submitted during the UAT and QA activities.

MOE ITD hold the rights to ask the vendor to submit the documents in bilingual (Arabic and English) for specific types. Technical documentations to be submitted in English language and end user documents should be in Arabic and English.

Source code for this project implementation should be handled using the MOE ITD SVN/TFS repository & it will be handed over to MOE team; MOE IT is the sole owner of the source code and documentation of this project.

Upon completion of this project vendor should submit the single chart having complete solution architecture diagram including all the required information such as servers, products installed, and configurations details.

Performance SLA. adopting technique and measurements by using rational tools is mandatory to decide on the acceptance of performance.

4.9 Training & Knowledge Transfer Requirements

- The Vendor must propose a suitable training plan so that MOE ITD will be able to maintain and customize the solution in the future.
- The Vendor shall provide a proper Knowledge Transfer during the engagement of this project.
- Guidance and Deployment Document must be provided after the completion of the project.

Successful Vendor to provide the following training as part of the project and scope:

- <u>Train the Trainer</u>: The purpose of the Train-the-Trainer is to provide mentor/trainers with competencies that will enable them to effectively mentor, facilitate knowledge acquisition, application, and instructional for End users.
- <u>End User Training</u>: This training should be conducted in several batches; continuation of end user training will be handled by MOE team for which vendor should provide training to the designated team as "train the trainer" concept.

The above training to be held at MOE premises and all the necessary PCs with network will be provided. All other training requirements such as basic knowledge, pre-requisite, training materials and training certificates should be fulfilled by the solution implementer.

5.Proposals Evaluation

A review and evaluation of the proposals submitted will be the sole basis for selection of the Firm judged to be the best qualified to act as the service provider for website development and support.

The proposals will be assessed against the following criteria:

- Understanding and willingness to fulfill MOE requirements.

- Implementation approach, methodology and plan.

- Project management approach and plan (in MS Project Plan format).

- Compliance with requirements mentioned (the "Scope of Work").

- Company experience with similar engagements and client references.

- Cost detail & summary information.

- Support and maintenance approach.

- Documentation approach.

- Training approach.

- Lead time to get the resources on board.

- Company profile (e.g., footprint in the Middle East and globally, financial stability, number of employees with relevant experience).

- Terms and Conditions of service provision.

6.RFP Response Format

6.1 **Technical Proposal Format**

The technical solution proposed by the Firm shall be explained in this part of the Technical Bid. Firms are required to cover the items listed below (the minimum set):

1- Executive summary

2- Statement of work

Include project phases, stages, milestones, list of deliverables aligned to stages and milestones

    a. Scope: Functional and Technical

    b. Concept and design iterations

    c. Training for Web Admins and CMS users

    Explain the approach for the knowledge transfer and handover process to MOE technical and business teams.

    d. Build & Test

    Scope of testing should include tests for Functional / Navigation / Usability / Integration / High Availability / Stress Load tests / security including the solution deployment on the production and staging environments. The bidder should provide an agile testing and development approach.

    e. On-going support

    Scope of support, support process, SLA, escalation contacts at the vendor. Post Go-live support for the first year should be included in the proposal.

    f. List of Deliverables

    (documents, systems, training, licenses, integration, design, source code ,third party used component if any)

    g. Time Scales for Phases (with assumptions)

    Assumed time scales for each phase.

    h. Acceptance Criteria (review period, testing etc.)

    Documents / Tool that lists out the mentioned above

    i. Technology options

    Please provide 2 technologies / frameworks (Open Source / Top Paid CMS) with a benchmark.

3- MOE Resource Assumptions and Responsibilities

A table showing your assumptions on resources from MOE and responsibility expectations throughout the project.

4- Infrastructure design and Architecture for all the required environments namely Development, UAT and Production.

5- Quality Plan

How you will manage the quality throughout the project.

6- Warranty of Solution

Warranty period of solution in terms of functionality, performance and SLA for providing support to fix bugs free of cost during warranty.

7- Facilities Requirement

Facilities required for Vendor team, like office space etc. for the period of the project.

8- Named Resources from Vendor

List and profiles of named resources and their qualifications and experiences who shall be assigned to this project. You can mention that you may bring in additional resources if required.

9- Project Management Methodology

Please explain the project management methodology which will be followed during the project.

10- Website check and enhancement

The bidder shall evaluate the current website (services interface) and propose enhancement plan based on findings and benchmark with leading entities' websites. New and unique features suggestions to be considered.

6.2 **Financial Proposal Section Format**

The financial proposal shall clearly quote the itemized cost of the following components:

- **Costs**

  (Include separate costs as per below)

  - **Professional Services cost**
  - **License cost** (including any third-party component, if any)
  - **Training**
  - **Yearly Maintenance cost**
  - **Support model post go live**
  - **Any other costs**

- **Payment Milestones**

  Include the payment milestones model in tabular format for payment of the proposed costs.

7.Vendor Profile

Company Information (e.g., age, size, number of customers, offices, number of employees). Please include ownership structure and the footprint in the Middle East.

Company Name	
Contact Number	
Contact Email	

Company Background & Experience

	Question	Answer	
1	Years of Experience		
2	Office Locations		
5	Company Address		
6	Is the company an UAE SME with a membership in the national program or Khalifa fund, Dubai SME? Please specify?		
7	How many developers are employed?		
8	How many designers are employed?		
9	Are you aware of the TRA website Guidelines?		
10	Does your teamwork or managed such project to complied with TRA Requirements? please add their CVs?		
11	Have you worked with UAE Governmental Federal Entities?		
12	If Your Answer is yes, Please List down the governmental entities names and their TRA Rank percentage:	Name	Rank Achieved %
		1.	

		2.	
		3.	
		4.	
		5.	
		6.	
		7.	
		8.	
13	Have you done User Experience exercise before, If yes, please name the Entities		
14	Do you have Experience with Third Party System Integration? If Answer Yes, please name two projects		
15	Have you done a similar implementation, that has been deployed successfully? If Answer Yes, please name two projects		
	Have you done any similar project that have won any government awards.		
16	Any innovative service that might enhance the ministry competitiveness or increase its happiness indicator? Please specify		
17	Declaration if you have any relatives working at Ministry of Economy		

8. Terms & Conditions

8.1 Vendor's Responsibilities

The selected vendor shall be the sole responsible for all products and solution required by this RFP. The selected vendor shall not assign, transfer, or subcontract any solution under this RFP without the prior written approval of MOE.

8.2 Governing Law

The vendors agrees that the resulting contract shall be subject to the provisions, laws, and regulations of United Arab Emirates and MOE governance system requirements.

8.3 Copyrights

All types of work and rights to work produced, developed or acquired by the vendor or any of its onsite personnel under the contract, including ownership of any copyrights to work produced under the contract are considered the exclusive property of MOE. MOE may use the aforementioned without the consent, permission of, or further compensation to the vendor. Therefore, the intellectual property rights of the solution will rest with MOE. MOE shall have the copyright to the design, documents, source code and content of the solution. The entire application along with all programs, including those meant for statistical reporting, graphics and content developed to achieve the desired functionality, will be intellectual property of MOE.