

CONSULTANCY: DEVELOPMENT OF WASICHANA WETU WAFULU(WWW) PROJECT WEBSITE

Background and Context

Wasichana Wetu Wafaulu (WWW) - Let our girls succeed - is a holistic six-year project designed to address cultural and socio-economic barriers that have prevented or made it difficult for primary school girls in arid and semi-arid lands (ASAL) and urban slums in Kenya; and enable them transition to secondary schools. The project is enabling **72,000** girls - currently in primary school - to complete their current phase of education, achieve improved learning outcomes and transition successfully to a productive and positive next phase. Funded by UK aid under the Girls' Education Challenge (GEC), is being implemented in eight counties: Nairobi, Samburu, Marsabit, Turkana, Tana River, Kilifi, Mombasa and Kwale. The WWW project is implemented by a consortium of partners led by Education Development Trust. Others are Concern Worldwide, AMURT, Kesho Kenya and Pastoralist Girls Initiative (PGI).

Project Intervention Areas

- Community Conversations (CCs)
- Cash transfers
- Teacher Coaching & Training
- Child to Child Clubs
- Back to school kits
- Catch-up Classes/Centers
- Mentorship
- Income Generating Projects (IGAs) and
- System Leadership

This WWW project is designed to support the girl herself, the girl at home, the girl at school and the girl in the community.

Website Features

The selected service provider will be expected to develop a robust website based on the needs of the consortium partners and stakeholders – both internal and external. The features of the website, capabilities and layout must include but not limited to:

- A simple and appealing graphic design that embodies the WWW project's character, needs and branding guidelines;
- A user-friendly, interactive and responsive design that can be accessible across different platforms.
- The design must be applicable across most popular browsers which can be tested/validated and allows for regular updates/improvements;
- A e-newsletter function with email/text blasting options and ability to handle subscriptions;



- Ability to incorporate all the network's social media platforms (Facebook, Twitter, YouTube, etc.) with live update options;
- Social bookmarking to allow users to organize their favourite content and share it on their social Media accounts through social media shortcuts;
- Provide trouble shooting support during the pilot phase and after development;
- Provide training for staff, administrative and technical support, quality control for a period of 6 months;
- Search Engine Optimization and ability to work well with search engines;
- Embed Google analytics
- Provide hosting arrangements and advice accordingly.
- Provide features that make the website disability friendly

Key Deliverables

The table below lists the expected deliverables for the assignment

1.	Sitemap and Wireframe Creation	Feb 25 th – 1 st March, 2019
2	Design: Page Layouts, Review	March 1 st - 22 nd 2019
3	Testing, Review	March 25 th - 29 th 2019
4	Fully functional website	April 1 st 2019
5	Source codes	April 5 th , 2019
6	Maintenance	For six months

Required Competencies

Prospective candidates should have:

- A solid understanding of brand development and brand positioning;
- Adequate knowledge and at least five years of progressive experience with web design proven through portfolio of designed products;
- A solid understanding of user experience, user-interface design principles, and conceptual design;
- Expert knowledge of HTML, Java script and CSS;
- Experience with CMS– open---source, proprietary and custom solutions;
- Experience developing interactive websites that allow for user-engagement and

Given that continued support and maintenance of the website will be required, established firms with requisite competencies will have a definite advantage.

How to Apply

Please submit your proposal inclusive of:

- A portfolio containing candidate's or firm's qualifications and experiences together with samples of previous work (web links);
- Proposed timeline of delivery;
- A financial proposal based on the deliverables;
- Two referees familiar with the candidate's work - provide email and phone numbers.