

Invitation for Tenders for www.unaids.org visual redesign

1.Introduction

The Joint United Nations Programme on HIV/AIDS (UNAIDS) is looking to redesign its global web site www.unaids.org.

The UNAIDS website is the premier communication tool of the Organization and is used as a core branding instrument. The revised design should respect the architecture of the current site and focus on template design that will enable users to the website to efficiently access the wide variety of corporate and program level content, available in different formats and in the 4 official languages of UNAIDS (English, French, Russian and Spanish).

The redesign process should focus on “user experience” through an incremented design process: paper prototypes, wireframes, HTML mock-ups. “Low-fi” user testing will be conducted at specific junctions of the design process to ensure the design is focused on the site’s objectives and user needs.

This document invites selected designers and agencies to indicate their interest by submitting a tender. Tender proposals should specifically address the outlined needs and requirements.

Tender return date:

Tenders must be received by 17:00 PM Geneva time on 13 October 2009.

All queries should be sent to: webcontent@unaids.org

General conditions:

- a) UNAIDS shall not be liable in respect of any costs incurred by the bidder in the preparation of the tender or any associated work effort, including the supply of presentation material, brochures, specifications or manuals for evaluation and the return of such items to the bidder, following such evaluation.
- b) UNAIDS shall not be bound to accept the lowest-priced or any tender, and reserves the right to accept any part of any tender, unless the bidder expressly stipulates to the contrary at the time of tendering.
- c) All information contained within this Invitation for Tenders, including all Schedules and Appendices, must be kept in the strictest confidence and should not be disclosed to any employee of the vendor or any third party other than is strictly necessary for the purposes of submitting tenders.

2.- UNAIDS - The Joint United Nations Programme on HIV/AIDS

UNAIDS, the Joint United Nations Programme on HIV/AIDS, is an innovative joint venture of the United Nations family, bringing together the efforts and resources of ten UN system organizations in the AIDS response to help the world prevent new HIV infections, care for people living with HIV, and mitigate the impact of the epidemic.

With its headquarters in Geneva, Switzerland, the UNAIDS Secretariat works on the ground in more than 80 countries worldwide. Coherent action on AIDS by the UN system is coordinated in countries through the UN theme groups, and the joint programmes on AIDS. Cosponsors include UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, ILO, UNESCO, WHO and the World Bank. UNAIDS helps mount and support an expanded response to AIDS – one that engages the efforts of many sectors and partners from government and civil society.

3. Background

UNAIDS web site

The official UNAIDS web site, www.unaids.org, contains around 7000 web pages in 4 languages: English, French, Spanish and Russian. The UNAIDS web site has become a news provider with new content being added every day (an average seven feature stories are published each week on the web site).

UNAIDS has recently begun social media outreach via Twitter and Facebook channels. We would like these vehicles to be integrated into the new design

The UNAIDS web site has a main satellite site in the multimedia center - a website containing video, audio, and photo slideshows from UNAIDS and partners (www.unaids.org/multimedia). This is a static HTML site maintained using Dreamweaver. Video streams come from an externally hosted service. The newly designed website should include a Multimedia gallery.

Target audience of UNAIDS web site

UNAIDS web site publishes a broad range of news stories, analysis, event coverage, policy announcements and multimedia on the HIV epidemic and AIDS response by UNAIDS, its Cosponsoring organizations, government and civil society partners.

Target audiences of UNAIDS web site include government officials and policymakers, civil society, researchers, media, advocates, community members, practitioners and the general public.

Project scope

The UNAIDS headquarters web site exists since 2007 in its current form . The corporate site needs to be redesigned visually to take into account evolving views of a modern corporate web site and to harness new web technologies.

One challenge of the current web site is that it has too much information in its home page, making it difficult to identify the links to the different sections and products. Even though its main content sections will remain, the new design should present them in a more attractive, modern and accessible way.

The new website should aim at simplifying the identification of information on the home page as well as to facilitate access to multimedia products and social media tools. The design should also be flexible enough to be able to accommodate minor changes in design, colour, and position of content with minimum effort.

The UNAIDS web site has a main satellite site in the multimedia center - a website containing video, audio, and photo slideshows from UNAIDS and partners (www.unaids.org/multimedia). The re-design should also affect the multimedia center.

The following are the core requirements for the redesign project:

- Reinforce corporate branding
- Facilitate access to multimedia products and social media tools
- Specific templates required for:
 - a) Homepage
 - b) top level pages
 - c) feature story pages (communicating majority of content through text, images, multimedia)
 - d) Other content subpages
 - e) Other specific types of pages, including but not limited to: Photo galleries, Publication archive section, multimedia centre, press centre,

4.- Project characteristics and considerations

UNAIDS is focused on a user centred design process that merges site objectives with user expectations. The design process should deliver designs in an incremental process building from wireframes, to HTML mock-ups, to internal and external user testing to final design delivery.

The UNAIDS Web team will work alongside the chosen designer/agency to gather feedback at each milestone from target user groups and key stakeholders.

Communication will be with one focal point from within UNAIDS Web team. The Web team is the project owner and has the authority to make all design decision but will have to receive buy-in from key stakeholders on the final design. An incremental design approach will allow the Web team to inform stakeholder of key design achievements throughout the process and allow for a quicker approval process.

The following are the core aspects that should be implemented into the redesign of the corporate site.

Accessibility

UNAIDS.org needs to be accessible to users with different and sometimes challenging connectivity/bandwidth capacities. Furthermore, the web site needs to be equality visible/accessible in Internet Explorer and Firefox.

Usability

Clarity of interaction between the users and the site is crucial, and must be paramount in the redesign. Navigation should be positioned logically, link styles should be clear, including visited links, and the design should enhance and support these.

Screen resolutions

UNAIDS.org is a global site, and users have all different types of access limitations, from bandwidth to old computers with small screens. Based on our preliminary research, it seems the site needs to accommodate 800x600, although it should be easily extensible in the future.

Multi-channel publishing

Content published on UNAIDS.org is acquired from many different sources and in different formats. It is published not only as web pages, but also in other formats: as ready-to-print documents, RSS feeds, XML exports and multimedia.

Media outputs

While most of our content is available through html pages and pdf, we need to also present multimedia content in a way most easily accessible by the users, and without requiring heavy pages. This includes things such as:

- our photo stories
- audio and video files
- presentation options not currently used.

Solutions avoiding pop-ups are preferable, and our global audience and its varied bandwidth options should be taken into account.

Colours and branding

The design should comply with the existing UNAIDS branding (see colour palette in last page)

Look and feel

We would like to portray a serious, reliable and modern image in line with the information we publish. We are the first source of information on AIDS, so our look and feel should be unique and support that and enhance our credibility.

Technical requirements

Concurrent to the re-design project, UNAIDS Information Management Team will be undertaking a project to develop a new content management system.

5.-Specification of the tender

The interested agency will respond to this request by submitting:

- Main steps of the project, including wireframes, mapping the elements from the old to the new templates, feedback steps and final integration.
- A general design concept, including principles, approaches and a general idea.
- A proposed time line, including an integration plan
- A portfolio of work carried out for other large, multilingual web sites using modern designs. Before and after views would be appreciated.
- Detailed cost breakdown.

In the tender, the agency should describe its proposed after-sale project involvement.

6.- Evaluation criteria and selection process

UNAIDS will select a vendor based on:

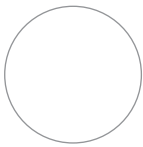
- Specific needs outlined above
- The ability to work in English at a high level of proficiency
- Maturity of concept
- Demonstrated experience in web site design
- Clear record of success with similar projects
- Innovative implementation methodology, speed of roll-out, and breadth of perspective

Based on responses to this document, up to three vendors may be invited to an on-site/video/telephone presentation in October. Selected agencies will receive further documentation about the site.

Final vendor selection is expected by mid of October, with design process expected to start immediately afterwards.

courageous
optimistic
expert
collaborative
unconventional

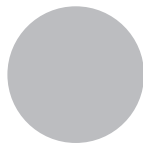
primary colour palette



White
R255 G255 B255
C0 M0 Y0 K0
White
Hex FFFFFFFF



Black
R0 G0 B0
K100
Pantone Black
Hex 000000



Gray
R190 G190 B190
K30
Pantone Cool Gr 4
Hex BCBDC0



Red
R233 G62 B53
M90 Y86
Pantone 032
Hex E93E35

vibrant
provocative
cerebral

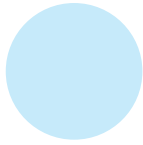
colour

Colour provides a basis for a consistent visual language, aiding in brand recognition.

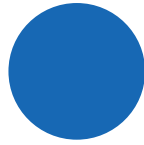
A primary and secondary palette has been selected that reinforces the brand objectives and characteristics of the UNAIDS organization.

Words associated with the combination of the chosen colours are noted on the right of each palette. (Source: Colorist: A Practical Handbook for Personal and Professional Use, Shigenobu Kobayashi, 1998).

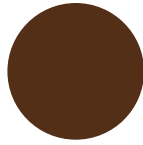
secondary colour palette



Light Blue
R199 G234 B251
C20
Pantone 609
Hex CCD5EC



Blue
R14 G108 B182
C90 M60 Y5
Pantone 660
Hex 0E6CB6



Cocoa
R84 G48 B25
C43 M72 Y87 K57
Pantone 476
Hex 543019



Taupe
R218 G207 B198
C14 M16 Y19
15% Pantone 476
Hex DACFC6

settled
ease
tasteful
honest

primary colour palette

These are the traditional colours of UNAIDS and confirm the established history of the organization by reflecting values of quality, reliability and integrity.

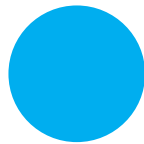
secondary colour palette

The secondary colour palette extends the range of available UNAIDS colours, providing a complementary and supportive palette. It is optional and can be used in all organizational, regional and country communication.

tertiary colour palette



Green
R160 G207 B103
C55 Y100
Pantone 375
Hex 7FC241



Cyan
R0 G174 B239
C100
Pantone Cyan
Hex 00AEEF



Purple
R126 G63 B152
C60 M90
Pantone 2602
Hex 7F3F98



Magenta
R237 G0 B140
M100
Pantone Magenta
Hex EC008C

fresh
youthful
dynamic

tertiary colour palette

This palette may be used only when appropriate for outreach, advocacy, mentoring and youth communications.

The tertiary colour palette is more vibrant, modern and dynamic and used to emphasize important information to appropriate audiences. See the 2009 AIDS Outlook Report for an example of usage.



Orange
R255 G88 B34
M70 Y95
Pantone 1585
Hex ff5822