

DNDi

Website Redesign

REQUEST FOR PROPOSALS

Request for proposals for
DNDi website redesign

Issued 5 April 2019

DNDi
Drugs for Neglected Diseases *initiative*

Request for Proposals

1. Drugs for Neglected Diseases *initiative* (DNDi)

Who are we?

A not-for-profit research and development organization, DNDi works to deliver new treatments for neglected diseases: leishmaniasis, sleeping sickness, Chagas disease, specific filarial infections, mycetoma, paediatric HIV, and hepatitis C. Since its inception in 2003, DNDi has delivered eight treatments: two fixed-dose antimalarials (ASAQ and ASMQ), nifurtimox-eflornithine combination therapy (NECT) for late-stage sleeping sickness, sodium stibogluconate and paromomycin (SSG&PM) combination therapy for visceral leishmaniasis in Africa, a set of combination therapies for visceral leishmaniasis in Asia, a paediatric dosage form of benznidazole for Chagas disease, a ‘super-boosting’ therapy for children co-infected with HIV and TB, and the first all-oral drug for sleeping sickness. DNDi has established regional disease-specific platforms, which bring together partners in disease-endemic countries to strengthen existing clinical research capacity and build new capacity where necessary. Since 2016, DNDi has hosted the Global Antibiotic Research & Development Partnership (GARDP), a joint initiative of DNDi and the World Health Organization to develop and deliver new treatments for bacterial infections where drug resistance is present or emerging, or for which inadequate treatment exists. In 2019, GARDP became an independent entity that retains strong links with DNDi through a collaborative agreement.

DNDi’s Vision

To improve the quality of life and the health of people suffering from neglected diseases by using an alternative model to develop drugs for these diseases, and by ensuring equitable access to new and field-relevant health tools. In this not-for-profit model, driven by the public sector, a variety of players collaborate to raise awareness of the need to research and develop drugs for those neglected diseases that fall outside the scope of market-driven research and development (R&D). They also build public responsibility and leadership in addressing the needs of these patients.

2. Project scope

DNDi is looking for a creative team / freelancer (hereafter referred to as ‘the designer’) to redesign the main DNDi international website dndi.org.

Background

The current dndi.org website presents DNDi as an organization, DNDi’s projects, and contains a large section of news, events, and articles that report on an ongoing basis on DNDi’s activities. The current dndi.org website is built in WordPress with a custom theme and set of plugins to add features to extend the core CMS. It contains more than 2,000 individual pieces of content. Staff of the DNDi communications team (hereafter referred to as ‘the DNDi team’) create and maintain the content on the website.

In addition to the dndi.org website, DNDi has a multi-lingual website in Spanish and Portuguese targeted at our Latin America audience, as well as smaller websites to meet communications needs of our North American and Japanese office. These websites are also built in WordPress using the same theme and similar plugins.

In the last few months, DNDi has conducted research including extensive interviews and reviewing analytics to better understand the audience of the dndi.org website and their needs. We have identified our key audiences as including neglected disease scientists, researchers, and specialists; global health policy advocates; health policy makers; institutional donors; and supporters. The research also showed that there is a need to humanize the presentation of DNDi's work on the website and communicate more effectively with a broader audience including on DNDi's mission, its scope of work and its impact. The audience research has been summarised in a report with recommendations to guide the website redesign project. This research has also already developed basic wireframes for the [disease](#) and [project](#) pages, and created a draft two-level information architecture.

Project objectives & scope

The objective of the project is to use the results of our audience research to redesign the website to meet the following objectives:

Visual design and features

- **Present DNDi simply.** On home page and throughout the site, present more clearly who DNDi is and what we do.
- **Engage and inspire** by humanizing DNDi's work.
- **Make it dynamic** by setting up the ability to easily create slideshows, galleries, tabs, open/close sections, interactive maps, and interactive data. Where possible, these features should be available for the DNDi team to easily add to future content, as well as to maintain and update existing content.
- **Strengthen the brand.** The redesign should be consistent with DNDi branding guidelines and other DNDi materials, whilst using creativity to adapt and evolve the design for maximum impact online.

User experience and audience engagement

- **Meet audience needs** by integrating the recommendations of the audience analysis conducted.
- **Make it usable** by using best practices for mobile responsiveness, speed, accessibility, and usability. Since we have a global audience with vastly varying internet speeds and connection devices, the redesigned website needs to be built for good performance in a variety of settings.
- **Guide users with better journeys** by building an easy to understand information architecture, user-friendly navigation, and cross-linking.
- **Cross-link** by creating templates and blocks that facilitate cross-linking through the site, whilst making it easy for the team to update the website.
- **Make calls-to-action clearer** by developing blocks of content linking to the donation page and e-mail sign-up.
- **Search that works.** Expand on existing search capability of the site by improving the filtering so it is mobile friendly and updates dynamically.
- **Integrate with social media channels** by encouraging sharing and incorporating calls-to-action driving to social media channels.
- **Improve presentation of dated content** such as news, events, publications, and scientific articles with better design, indexing, search functionality, and overview pages. In addition to

what is currently on our website, we would like to add a better presentation and indexing of publications, and integrate tagging by country/region, and by scientific article author/event presenter with appropriate use of these features in category overview pages and search tools.

- **Integrate visual storytelling and mini-campaigns** by facilitating connection with our [Shorthand stories](#) or (optional) building an internal storytelling/campaign tool.

Technical configuration and administration by DNDi team

- **Keep it safe.** Apply best practices for security with suitable security enhancements to prevent the website being compromised and protect user data.
- **Improve on existing WordPress infrastructure.** As the current CMS and infrastructure is working well for the team, easy to update, and some plugin features are being used widely by different pieces of content, we would like the designer to implement substantial technical changes only where there is clear added value. However, the designer should review the existing set of plugins and configurations to recommend alternatives, removals, or additions where there is a benefit to meet the objectives of the redesign project and improve the website configuration.
- **Minimize manual updates of archive content** due to the redesign by designing a theme and set of plugins or other technical changes that do not require large amounts of existing content to be manually updated. The new theme will require a handful of specific CSS rules to format how old content will look.
- **Maintain and improve SEO rank.** As an existing site with many links from other websites and internal links, the redesign needs to make improvements that make the most of this existing network by for example setting up appropriate redirects for content that is moved / deleted, and ensuring internal links continue to work. The future design and configuration of the site should also be set up to maximize SEO further.
- **Enable easy content creation.** Make it easy for the DNDi team to create future content, including a well-configured content editor, control of how blocks of content display as well as enough page types, post types, advanced custom fields, etc. to best display all of DNDi's content.
- **Future proof** by making it easy for the DNDi team to keep the website updated in-house and developing bespoke plugins only where there is specific added value and with a clear plan for how bespoke work can be easily updated and adapted to changes in WordPress or the web environment, such as new security vulnerabilities. There should be no customization of WordPress core code so that WordPress and plugin updates can be applied timeously and without any custom coding work required.
- **Facilitate roll-out to other sites.** Design theme with the potential to roll out to other DNDi WordPress websites, including one site running WPML.

In conjunction with the design work undertaken by the designers, the DNDi team will be rewriting large amounts of the text on the website.

Out of scope

DNDi is not seeking proposals on the following elements:

- **Web text copy and content upload:** we have good internal capacity to produce text copy, so this will not be in the scope of the redesign. We do, however, anticipate working closely with

the designers to develop copy that will work with the designs proposed. We will also be able to upload our own content.

- **Repeating audience research:** As we have just completed an audience research project, we do not require more UX research or audience interviews to kick-off the project. We will share the comprehensive results of our research and analytics with the selected designer. We do, however, expect that user testing would be conducted to give iterative feedback on the redesign.
- **Redesigning other DNDi websites:** Only dndi.org is in the scope of this project. Our other websites are out of the scope of this project, but the intention is to reuse and adapt design elements from this project (e.g. WordPress theme) to update these websites in a future project. It is therefore important that the relevant deliverables are developed with this potential in mind.
- **WordPress training:** Our team is already using WordPress, so we would only potentially require training for any new features.
- **Website hosting**

3. Deliverables

A. Wireframes and design

- a. Expand on the audience research results (which include initial wireframes for disease pages and project pages) to develop a set of wireframes for key distinct content layouts. These wireframes should include the concept of re-usable blocks of content for cross-linking through the site. The key contents, to be identified in conjunction between the DNDi team and the designer, are likely to include:
 - i. Home, About DNDi page, diseases pages, project pages, R&D portfolio page (which needs to be mobile-friendly and interactive), news / press release posts, publication posts, overview category for news / press releases, overview category page for events / scientific articles, advanced search page, and donate page
 - ii. Generic templates for pages and posts
- b. Finetune information architecture developed in audience research
- c. Develop visual design
 - i. Present at least 3 design directions that could meet the project objectives
 - ii. Develop 1 selected direction with at least 3 iterations of feedback from DNDi to design the overall look and feel, as well as the key contents identified above in (a.i) and (a.ii).

B. User testing

- a. Conduct iterative testing to assess whether the proposed redesign meets the audience needs identified, offers a good user experience, and a high level of usability.
- b. Assess user journeys for donations.
- c. Adapt wireframes / designs / development based on results.

C. Development & implementation

- a. Develop and build an original **WordPress theme** to implement the design on the website. The theme should be written in high-quality code without too much bloat from unused features.
- b. Select or develop plugins and other technical aspects to achieve the project objectives.
- c. Conduct User Acceptance Testing (UAT) with DNDi team in sandbox environment to test:
 - i. Design & user experience objectives have been met

- ii. Technical objectives have been met, including:
 1. Cross-browser compatibility (e.g. loads correctly on most browsers that are likely to be used by our audience)
 2. Mobile responsiveness (e.g. loads correctly on most mobile devices that are likely to be used by our audience)
 3. Site speed (e.g. speed at least “average” in Google Page Speed Insights)
 4. Accessibility (e.g. no serious errors according to WAI standards)
 5. Review of WordPress configuration, including theme and plugin choices
- d. Fix bugs and implement on live website.

D. Post-launch support

- a. If necessary, train DNDi team on new features.
- b. Maintain website for 6 months.
- c. Fix any bugs identified by the DNDi team for 6 months.

E. Optional: online marketing, analytics, and visual storytelling

- a. At initiation of process, conduct one-day training with DNDi communications writing and digital teams on search-engine optimization with particular focus on writing search-engine friendly content.
- b. Conduct analytics tools audit and advise on configuration of Google Analytics, Google Tag Manager, and other tools to allow DNDi to set goals, track audiences, and analyse website impact, and make ongoing improvement.
- c. Create functionality to create visual stories / mini campaign websites within the CMS. Include a simple, elegant template, parallax images, gallery images, text block including quotation style, in-page navigation, YouTube video embed, and call to action blocks for donation or newsletter subscription functionality.

4. Budget

Please provide a budget estimate with breakdown by outputs (A) to (E) as outlined above.

Important notes:

For A):

- DNDi will provide all photography and most graphics to be used on the website.
- DNDi will provide a two-level information architecture, which will require some fine-tuning but not an extensive creation process.
- Please include specific costs and clear descriptions for any suggestions for developing bespoke elements on key pages, such interactive maps, animated elements, etc.

For B):

- Please specify the UX testing approach you would generally recommend for this type of project including who you would test, how you would test, what phase of the process to conduct the testing, and how you would integrate the results back into the design process.

For C):

- The designer will implement the theme, plugins, etc. and make the required changes to our existing website on our own server. DNDi will upload content such as text and images, except where this is not technically feasible.

For A), B) and C):

- If there is a cost associated with rounds of editing/corrections or tools used to manage edits, please note this in the budget estimate.
- Our preferred proposed timelines are outlined below.
- The designer will provide source files for all work, including code and editable artwork, to DNDi at the end of the contract.

For E):

- These optional deliverables are possible projects only, and do not depend on the main (A – D) deliverables. To submit a bid for the main deliverables, you do not have to include a proposal for any or all of these optional components. However, any proposals for optional deliverables must also include a clear budget.

5. Timelines

Proposal process:

- Friday, 5 April 2019: Request for proposals issued
- **Thursday, 11 April: Questions due by 18h00 CEST**
- Monday, 15 April: Questions & answers circulated to all respondents
- **Thursday, 25 April: Final proposals due by 18h00 CEST**
- Tuesday, 30 April: Finalists notified
- Week of 6 May: Conference call with designers of shortlisted proposals
- Week of 13 May: Decision on selected proposal, all shortlisted designers notified

Deliverables:

- Scope A & B: **31 July 2019**
- Scope C – UAT with DNDi: **31 August 2019**
- Scope C – Implementation on live site: **15 September 2019**

6. Proposal requirements

Your proposal should include:

- **A cover letter** that explains how the designer can meet DNDi's needs, citing experience, skills, capacity and motivation.
- **A detailed order of work** to achieve deliverable timelines
- **A portfolio of the designer's past projects**, including website redesigns and WordPress themes

- **Basic creative pitch** based on our project scope that showcases the designer’s web design skills and ability to complete the project
- **A brief profile of the designer, agency and any sub-contractors** (if relevant), with bios of key individuals who will lead and work on the project.
- **A budget** estimate breakdown with direct costs and passthrough costs for each deliverable (see *Section 3* above).
- **Reference names and contact information** for people with whom you have worked on past similar projects.

7. Proposal evaluation

A selection will be made by the DNDi project team based on the bidder’s:

- Responsiveness to the scope of work as outlined and DNDi’s needs
- Demonstrated experience and expertise in similar projects
- Creativity and technical ability
- Bios, qualifications of personnel assigned
- Cost-effectiveness
- References

This RFP does not commit DNDi to award a contract or to pay any costs incurred in the preparations or submission of proposals. DNDi reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors or other providers in any manner deemed to be in the best interests of DNDi. DNDi reserves the right to award part of the scope of work only to a provider or allocate different parts to different providers.

8. Proposal submission

- Send questions to rruggiero@dndi.org by **18:00 CEST on Thursday, 11 April 2019**.
- Send your full dossier containing all proposal requirements in pdf format by **18:00 CEST on Thursday, 25 April 2019**. Proposals should be sent to: sraffle@dndi.org, rruggiero@dndi.org, and cmarty@dndi.org.