

STATEMENT OF WORK

Graphical Web Design Consultancy Services

1. Background

As part of continuous improvements and expansions to the Agency Intranet, IAEA.org website, NUCLEUS portal and other IAEA web-based and social media products, the IAEA requires graphical web design, front-end development and usability consultancy services to complement the skills of its own staff in order to satisfy current and foreseen demand for services it provides to internal customers.

2. Scope

This Statement of Work (SOW) describes the requirements for the provision of graphical web designer consultancy services.

3. Environment

The products cover a broad range of subjects and address various target audiences. NUCLEUS portal is the common access point to the IAEA's scientific, technical and regulatory information resources. It incorporates, and facilitates access to more than 100 IAEA databases, scientific and technical publications as well as safety standards. Sites under NUCLEUS use the IAEA's NUCLEUS look-and-feel.

The Agency Intranet provides information on administration matters and services, but its role and functions may broaden in the near future as an outcome of a review currently under way. IAEA.org is the public face of the Agency and provides information on the organisation, news, events, publications and access to scientific resources.

The IAEA's accounts on social media, particularly on Facebook, LinkedIn and Google Plus, increasingly make use of infographics to deliver messages tailored to a wider public.

The products have both internal and external target audiences. Internal users use

- IAEA standard desktops or laptops with MS Internet Explorer, version 11.0;
 - Optionally, the Chrome browser may be utilized as well;
 - In the future, Internet Explorer may be replaced by the Microsoft Edge browser;
- IAEA issued iPads and iPhones.

External users typically use current web browsers (such as MS Internet Explorer, Mozilla Firefox, Chrome, Safari) as well as popular mobile devices (such as iPhones, iPads, Androids). Consequently, the designer should take into consideration "responsive design" that works across a large variety of devices and screen resolutions.

Products are built on one of the following technologies/platforms:

- Microsoft .NET (ASP.NET MVC, ASP.NET Web Forms)
- LAMP applications
- Drupal CMS
- Microsoft SharePoint 2013/SharePoint 2016/SharePoint Online

The services are expected to be provided in CET time zone.

4. Objectives

The objectives for the work to be delivered by the Contractor are as follows:

- Delivery of web GUI design services for different IAEA Internet and Intranet websites and applications, the IAEA.org website, the NUCLEUS portal and social media platforms.

- Delivery of front-end source code, new or updated style sheets and style guides (documentation).
- Delivery of user centred analysis and design, low/high fidelity prototypes, interaction design, usability tests (user-based) and reviews (expert-based) services.

5. Definitions, Acronyms and Abbreviations

The following definitions, acronyms, and abbreviations shall apply throughout this SOW unless defined otherwise hereinafter:

Term	Definition
CMS	Content Management System
LAMP	Platform consisting of Linux, Apache, MySQL and Perl/PHP/Python
MVC	Model-view-controller
RWD	Responsive Web Design
SOW	Statement of Work
UI	User Interface
UX	User Experience

6. Work Specification

Whenever provided with a concrete work specification, the Contractor shall perform the following tasks:

6.1 General Requirements

No.	Requirement
GR-01	Offer end-to-end professional services for UX/UI design based on best practice: <ol style="list-style-type: none"> UX design Concept verification Front-end realization Analysis of web analytics for UI optimization purposes Advice on design improvement
GR-01a	Create visual design (storyboards/prototypes, site concept and content layout) and information architecture (site structure/organization, navigation/findability etc.) for new and existing products/projects.
GR-01b	Perform concept testing, observing and measuring user interaction on functional prototypes and existing products. Analyze results towards improving user experience.
GR-01c	Implement the user interface for different IAEA Internet and Intranet websites and line-of-business applications, taking into account the target audience and consuming devices, in accordance with the IAEA corporate visual standards and usability best practices.
GR-01d	Use key metrics of web analytics tools such as Google Analytics, to capture, analyze and produce reports on optimization demand of existing products.
GR-01e	Identify usability issues from both the user and expert viewpoints and recommend ways to address them in a cost effective manner.
GR-02	Support implementation of the user interface designs on various frameworks/platforms (e.g. .NET, SharePoint, Drupal).
GR-03	Extend existing style guides by developing new UI components; styling SharePoint out-of-box components, styling Drupal components, styling .NET UI components (e.g. DevExpress) and modifying .NET style classes.

No.	Requirement
GR-04	Create graphics, icons and other illustration material, digitally optimized and ready for the web.

6.2 Scenario Requirements

To provide evidence of capability to fulfil concrete work specifications, the Contractor shall address the following requests as part of the response to this SOW:

No.	Scenario Requirement
SR-01	Submit a portfolio of three cases where you have applied corporate design to web - both intranet and internet; submit five samples of icons created; explain the exact roles you played in project.
SR-02	Provide an example of a case where you had to re-design and re-structure a site. Show any wireframes produced, screen shots of old versus new and a one-page rationale for the new design.
SR-03	Considering a scenario of a large CMS whose content items have a large number of metadata (properties of different data type, e.g. date/time, text, currency, pick lists, hierarchical controlled vocabulary), propose a graphical design for a search page and a search results page.
SR-04	Explain in technical detail how you would apply RWD to SharePoint 2013/2016 sites for which features related to Publishing Infrastructure are not activated.
SR-05	Provide three examples from among the .NET, Drupal, SharePoint platforms (ideally, one of each); where you implemented a user interface design for web sites based on these frameworks; describe how you approached the task.
SR-06	Explain how you would apply the principles of RWD in a scenario with very large data items: <ul style="list-style-type: none"> a. Pictures; b. Reports; c. Deep navigation structures.
SR-07	For the sample grid included with the ZIP file, create a responsive HTML page prototype (mockup) which includes the sample grid and applies best practices of RWD.
SR-08	Describe your view of relevant user statistics along with your approach to collecting and analyzing them. Give an example or sketch a scenario of how you have used these to optimize the access to information on a content-dense web site.
SR-09	The attached screenshot depicts the UI of a complex homepage. List five ideas how to improve it for better usability.

6.3 Contractor Requirements

To provide evidence of capability to fulfil concrete work specifications, the Contractor shall address the following requests as part of the response to this SOW:

No.	Requirement
CR-01	Provide CVs of contractors with skillset matching the criteria in this SOW.
CR-02	Provide a track record of previous experience relevant to the criteria in the SOW.

7. Optional Capabilities

In addition to the required capabilities in this SOW, it is desirable that the Contractor can provide services for the below areas.

7.1 Optional Services

For each area in which the Contractor can offer services, a description of the available services is requested as part of the response to this SOW.

No.	Requirement
OC-01	Search engine optimization
OC-02	Dynamic/personalized publishing
OC-03	Semantic technologies incl. semantic search
OC-04	Data visualizations for large volumes of structured data: visualization of report data, infographics based on relevant content

7.2 Scenarios for Optional Services

If the Contractor can offer related services, to provide evidence of capability to fulfil concrete work specifications, the Contractor shall address the following requests as part of the response to this SOW:

No.	Scenario Requirement
OS-01	Give an example of your previous use of semantic approaches to enhance the information finding experience of your users.

8. Outputs

The Contractor shall provide consultancy services to deliver the following outputs:

- Detailed GUI design (including prototypes, site navigation and layout) for different IAEA's Internet and Intranet websites and applications, iaea.org website and NUCLEUS portal;
- New or modified Visual Style Guides (including style sheets, templates, scripts and corresponding full documentation) that shall be in accordance with the IAEA Visual Identity;
- Source code files and materials of the accepted graphics and other multimedia designs in the format required by the given technical platform;
- Usability review reports that include a description of identified usability issues and recommendations;
- When the task is more than 10 days effort, produce a plan with a schedule indicating milestones.

9. Profile of the Experts

The Contractor shall provide consultants with the following profiles:

Mandatory requirements:

- At least four years of relevant proven experience (supported by a submitted design portfolio) in the field of graphics design for web sites and web applications;
- Creativity and imagination in proposing suitable graphical designs for web sites, taking into account their purpose, usability and audience;
- Expertise in HTML 5, Cascading Style Sheets 3, Javascript;
- Experienced in customizing the user interfaces of SharePoint (2013 and above, both collaboration and WCM sites) and Drupal
- Experienced in using and adapting Twitter Bootstrap, JQuery;
- Experienced with front-end development frameworks; MVVM/MVC frameworks (e.g. Angular);
- Extensive knowledge of device and cross-platform browser compatibility restrictions and requirements, including responsive web design.
- Experience in usability, user analysis and internationalization of web sites;
- Expertise in using image editing/graphics tools and prototyping tools.
- Ability to estimate, plan, schedule, monitor and deliver according to agreed milestones any requested work package

- Fluency in written and spoken English.

Desirable requirements:

- Good knowledge of the Agency's websites, and in particular the Agency's corporate visual standards;
- Familiar with D3.js and geospatial visualization of data on maps (e.g. leaflet, mapbox, Google Maps etc.);
- Experience in designing social-media optimized infographics.

10. Ordering and Acceptance of Work

The IAEA will issue work orders for specific task(s) as and when required.

For each work order, the IAEA will send a written request to the Contractor, containing elaborations and definitions as to the nature of the particular on-request service(s). The Contractor shall provide, at a minimum, within one (1) week of receiving the written request, the following information in the form of a work plan for each on-request service identified in the written request:

- Work plan and key schedule to accomplish the on-request service;
- Assumptions, constraints, and key risks that could affect the on-request service completion and methods to manage the risks;
- Number of work days to be allocated to the on-request service;
- Place of work (on-site/off-site) and number of working days (on-site/off-site); and
- Commencement date and completion date of the on-request service.

After review of the work plan for each of the on-request services and only after acceptance by the IAEA and receipt of a Purchase Order (PO) then the Contractor shall begin work. Upon completion of a particular on-request service, the Contractor shall submit to the IAEA the required deliverable, together with a summary report on the satisfactory completion of the particular on-request service(s), including, but not limited to, detailed description of all work performed, review of all project activities, lessons learned and recommendations. The deliverable and the summary report, after being evaluated under reasonable performance criteria and accepted as satisfactory by the IAEA, will form the basis for invoicing and payment of a particular on-request service performed.

11. Schedule and Place

The Contractor may be required to come on-site for consultations with the IAEA project leaders, presentations and consultancy at start (detailing the specifications) and during or after implementation (supporting and reviewing implementation) of each work package. Estimated duration of each visit is 0.5 to 1 day.

On-site meeting requests should result in the meeting taking place preferably within 5 calendar days of the request. In no case should the meeting take place later than 10 calendar days after the request.

Contractor should be available (either in person or via teleconference tool) for regular project and team meetings, daily sprint meetings.

12. Contractor Performance Measurement

The following indicators will be used to measure the performance of the Contractor:

- Percentage of deliverables provided on committed time versus total number of deliverables with a target of 95 % and as a minimum 80% of the deliverable shall be provided on committed time;

- Percentage of deliverables meeting acceptance criteria on first release vs. total number of deliverables with a target of 95 % and as a minimum 80% of the deliverable shall meet acceptance criteria on first release;
- Percentage of acceptance of new standards, templates, or guidelines vs. non-acceptance with a target of 80 % and as a minimum 70% of the new standards, templates, or guidelines shall be accepted by the IAEA; and
- Quality of the relationship management by the contractor, measured by the number of issues that required resolution longer than one week and the number of escalations to the Contractor's higher management.

The Contractor shall report on its performance twice a year during on-site visits using the above key performance indicators and may use in addition its own performance indicators.

Depending on the impact of non-adherence of the above key performance indicators the IAEA may consider terminating the Agreement.
