



TENDER DOCUMENT

FOR

WEBSITE AND DIGITAL DEVELOPMENT CONSULTANCY

Prepared by:

Belize Electricity Limited

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Belize City, Belize

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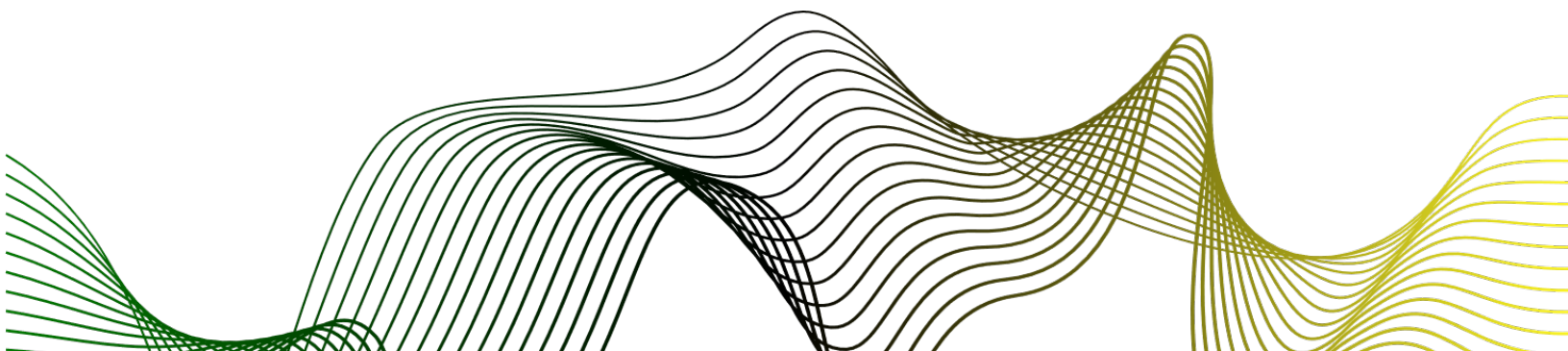


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1. Introduction

Belize Electricity Limited (BEL) is the primary distributor of electricity in Belize, Central America. The Company served a customer base of 108,500 accounts, sold 601.8 gigawatt-hours (GWh) of energy, and met peak power demand of 110.3 megawatts (MW) in 2022.

BEL owns and operates the national electricity grid which includes approximately 2,000 miles of transmission and primary distribution lines. Additionally, the Company owns 24 MW of installed generation capacity. The national electricity grid is supplied from multiple energy production sources including hydro, biomass, solar, and fossil fuels. Since 1998, the national electricity grid has been interconnected with Mexico's national electricity grid, allowing BEL to expand its power supply capacity. All major service areas are connected to the national electricity grid except for the island community of Caye Caulker, which is supplied independently by BEL.

The Government of Belize (GOB) has direct ownership of 32.58% interest in the Company, whilst the Social Security Board (SSB) owns 31.27% resulting in public sector interest of 63.85%. Fortis Cayman Inc. owns 33.30% interest and over 1,500 small shareholders own the remaining 2.85% interest in ordinary shares.

1.1 Company Profile

1. Belize Electricity Limited (BEL) is the sole national transmission and distribution electric utility of Belize, with a mission to "deliver safe, reliable, and sustainable energy solutions to enhance the quality of life and the productivity of enterprise and to support national development.
2. BEL currently serves approximately 109,000 customer accounts across eleven (11) service areas countrywide. Each of these service areas is supported by one or more electric distribution networks, operations support facilities, and customer service centers.
3. The company purchases (and generates) electricity from multiple energy sources, including hydroelectric, biomass, solar, fuel oil, and diesel-fired generation, as well as imported electricity from Mexico. This makes Belize the top producer of renewable energy for electricity (by the percentage of total electricity supplied) in the Caribbean and one of the top 5 producers in the entire Western Hemisphere.
4. Average electricity rates charged to consumers rank as the third lowest in the entire Caribbean (behind Trinidad & Tobago and the Dominican Republic). Annual electricity sales experienced an average growth of 3.5% between 2015 and 2019 but declined by 8.3% in 2020 due to the impacts of the COVID-19 pandemic. Sales growth rebounded by an average of 5.6% between 2021 and 2022 and is projected to continue growing at an annual average rate of approximately 6.5% over the medium term.
5. The Company currently employs a total of 340 permanent staff, 16 apprentices, and 14 contractors to support both its technical and administrative operations.

6. The Company anticipates completing the final phase of a comprehensive organizational restructuring in 2023. This restructuring began in 2019 and is being implemented under the mantra 'The BEL of the Future.' This strategic overhaul aims to reorganize the Company to effectively deliver on its mission by moving resources and decision-making closer to customers and the markets it serves. This initiative intends to make the Company more responsive to customer needs amidst growing competition from independent distributed generators and to swiftly capitalize on market growth opportunities as they emerge. The restructuring is a key initiative in BEL's effort to modernize planning and operations and shift its culture from a traditional, process-oriented, inside-out approach to a new customer-centric, outside-in method that prioritizes the needs of the customers and the markets served by BEL.

2. Submission Guidelines and Requirements

The following submission guidelines and requirements apply to this TOR:

2.1 Qualifications

Only qualified firms with prior experience developing Websites and CMS will be allowed to make submissions, the following features and criteria could be taken into account:

- Proven Experience: Demonstrated track record of successfully developing and implementing websites and CMS solutions. At least 5 known companies worldwide.
- Portfolio: A diverse and impressive portfolio showcasing a range of websites and CMS projects, with a specific focus on CMS implementations in companies with at least 100 employees.
Technology Expertise: Proficiency in using and implementing various CMS technologies and platforms. Configuring a CMS with at least:
 - Security profiles
 - Images and pictures configuration
 - Languages configurations
- Customization Capability: Evidence of the ability to customize CMS solutions to meet specific client needs.
- Scalability: Successful implementation of scalable websites and CMS solutions that can accommodate growth.
- Client Testimonials: Positive feedback and testimonials from previous clients attesting to the firm's capabilities and professionalism.
- Security Measures: Implementation of robust security features in previous projects, ensuring data protection and privacy. - The CMS to be considered must comply with the security policies mentioned in the security appendix of this document.
- Content Workflow Management: Experience in developing CMS solutions with efficient content creation and workflow management.
- SEO Success: Proven success in optimizing websites for search engines, enhancing visibility and rankings. This CMS search engine boasts an advanced filtering system that enhances user experience and content discoverability. Users can refine their searches with precision by applying various filters based on content attributes, categories, publication date, and more.
- Integration Expertise: Capability to integrate CMS solutions with other tools, systems, or third-party services seamlessly.
- Responsive Design: Demonstrated proficiency in creating websites with responsive design for optimal user experience across devices.
- Multilingual Support: Experience in developing multilingual websites or CMS solutions to cater to diverse audiences.

2.2 Non-Disclosure Agreement

All bidding parties will be required to sign and submit a confidentiality and non-disclosure agreement before BEL shares the particulars of the engagement and other relevant sensitive documentation.

The bidding party and its officers, employees, agents, advisors, and partners must comply with the requirements set out in the non-disclosure agreement.

2.3 Submission Deadline

The final proposal submission deadline is 3:00 p.m. Belize Time on Friday, February 23, 2024. Proposals must be sent to bidsubmittal@bel.com.bz with the email subject "**BID #2024-2272 – Website and Digital Development Consultancy.**"

This submission must be delivered electronically by email. In cases where the submission is too large for email transmission, BEL will make the necessary infrastructure available to transfer the information electronically via other channels.

Any submissions received after the published deadline will not be eligible for consideration.

Two hours after the submission deadline, you will receive a confirmation email. If you do not receive the email, please contact BEL at the following email address: bidsubmittal@bel.com.bz

Should there be any inquiries, kindly forward them to the contact at bidboxrequest@bel.com.bz no later than 5:00 p.m. Belize Time on Friday, February 16, 2024. Queries will be addressed within a maximum of 3 business days.

3. General Description

The current website does not effectively represent BEL's new digital services showcased in the mobile application for existing users. It lacks user-friendliness and a contemporary digital brand identity. Thus, we seek development firms capable of executing the following:

1. **Customer Journeys:** We require the identification of the different personas and customer journeys that will interact with the website. The customer journeys must ensure that all pain points are identified and addressed to increase user engagement and conversion rates.
2. **Digital Brand Identity Development:** We seek the development firm's expertise in crafting the digital brand identity, creating the brand book, encompassing the following aspects:
 - a. Brand Statement
 - b. Brand Voice and Messaging
 - c. Visual Guidelines
 - d. Primary and Secondary colours
 - e. Typography
 - f. Iconography and Imagery Style
 - g. Digital Application
 - h. Brand Usage examples- Mock-ups and designs
3. **Comprehensive Website Design:** We require a complete transformation of the existing website, aligning it seamlessly with the digital services featured on our mobile application. This redesign must ensure a cohesive user experience across all platforms.
4. **Implementation of Website and Customer Portal with Customer Experience (CX) Best Practices:** The development firm is expected to implement the website and customer portal using the best Customer Experience (CX) practices, adhering to the defined architectural framework, and addressing security concerns. The user experience should be optimized for seamless navigation and interaction.
5. **Content Management System (CMS):** The website should include a Content Management System (CMS) that facilitates the effortless maintenance of static content across the portals. The Content Management System (CMS) should be user-friendly, allowing authorized personnel to update and manage content efficiently.
6. **ChatBot:** The integration of chatbot functionality, providing basic answers based on frequently asked questions and the ability to escalate to human agents, is essential.

4. Scope of Work

4.1 Customer Journey

The vendor will, based on this document and a set of inception meetings, define the personas and the customer journeys that each of the personas will expect from the website and the customer portal. This will include at least:

1. Documented personas and characteristics for each of them
2. Customer experience map for each of the personas

Some of the stakeholders may include internal employees of BEL, customers, investors, students, vendors, contractors, regulators, or members of the public.

4.2 Digital Brand Identity Development

The Digital Brand Identity for Belize Electricity Limited's new website plays a pivotal role in defining and establishing a consistent visual and experiential representation of BEL's brand in the digital landscape. This document serves as a foundational guide that outlines the strategic and visual elements crucial for defining the brand's online persona. It details the nuances of colour, typography, logo usage, and visual style, ensuring a coherent and unified brand presentation across various digital touchpoints.

The vendor will develop a Digital Brand Identity document which is encouraged to explore the following elements while remaining open to additional considerations:

1. Brand Book Creation
 - a. **Brand Statement**
 - i. Define BEL's core values, mission, and vision and establish a unique brand positioning and value proposition.
 - ii. Establish the tone, voice, and style guidelines for all digital communication.
 - b. **Visual Guidelines**
 - i. Design and document visual elements that embody the brand's essence.
 - ii. Determine primary and secondary colours, typography, iconography, and imagery style.
 - c. **Primary and Secondary Colours:**
 - i. Propose a cohesive and meaningful colour palette that resonates with BEL's values.
 - ii. Define primary and secondary colour selections for web use, ensuring accessibility and aesthetic appeal.
 - d. **Typography**
 - i. Recommend a typography scheme (heading, body text, etc.) that aligns with the brand identity.
 - ii. Ensure readability and consistency across various devices and platforms.
 - e. **Iconography and imagery style**

- i. Define a set of icons and imagery guidelines that complement the brand's personality.
 - ii. Establish a consistent style for illustrations, graphics, and imagery used on the website.
- f. Digital Applications:**
 - i. Website Design Elements: Guidelines for the website's visual elements and layout.
 - ii. Mobile Application Design: Consistent guidelines for BEL's mobile app, if applicable.
- g. Brand Usage Examples**
 - i. Collection of mockups and visual examples showcasing the brand's correct application across various mediums.

4.3 Comprehensive Website Design

Each of the sections required and detailed as part of this project will be designed by the selected vendor in accordance with the BEL corporate logo and colours, proposing a new, modern, and clean design and digital style that will represent the new digital presence of BEL. As part of the design phase, we require:

1. Three layouts design options for computer and mobile presented as mockups of at least 4 different page styles to select or gather ideas from, aiming to define a common style for the website.
2. The design options must include colors, mockups, and font styles proposed by the vendor.
3. After the final style is selected by BEL and the vendor, the vendor will develop a complete mockup of the website for computer and mobile, to be done in the FIGMA tool.
4. This mockup will be reviewed and commented on by the BEL team using the FIGMA tool.
5. After receiving comments, the vendor should apply the suggested changes to execute a second round of validation.
6. Following the final adjustments, the mockups will be delivered to BEL, including original files that can be modified in the future.
7. The mockups MUST include a design for computers and a responsive design for mobile phones and tablets.

4.4. Public Website and Customer Portal

4.4.1. Public Website Functional Scope

This will be an information website encompassing all BEL details, providing continuous information to clients regarding the company and their services. It will include, at least, the following components:

1. Corporate Information: The following are some of the areas to include in the corporate information on the website. Other areas may be identified during the design phase
 - Corporate Menu

- Mission: A page featuring images and text to describe the mission
 - Vision: A page with images and text to describe the vision
 - Objectives: A page with images and text to describe the objectives
 - Documents about BEL: Downloadable by the public
 - Board of Directors: Including biographies, photos, and text
 - Investors Information
2. Customer Information: The following are some of the areas to include in the customer information on the website. Other areas may be identified during the design phase
 - Customer Services being offered
 - Power Updates: Including images and text
 - Customer Classification Information
 - Rates
 - Payment Locations: Including a directory and locations, redirecting to online payment methods
 - Policies
 - General Tips and Information
 - Frequently Asked Questions and Answers
 3. Social Responsibility Section: Including images and text
 4. Newsletter Capabilities
 5. Affiliates Menu: Redirecting to other pages
 6. Links to Social Networks
 7. Download App Links for Customers
 8. Tenders Options: To publish TORS, which will be filled as part of the platform with a standard input form of fields and attachments
 9. Career Opportunities: Where new positions available can be published in a 'Work with Us' section. The applications will be done directly in the website.
 10. Media: Providing the opportunity to upload images/videos/podcasts
 11. Access to Chat: Available on any page of the website
 12. Terms and Conditions Page

4.4.2. Customer Portal Functional Scope

The Customer Portal Functional Scope includes defining the features, functionalities, and capabilities of a customer portal. There are some common elements that may be included in the scope:

1. Login Option: Using their existing mobile app login credentials, BEL customers will access a customer section of the website. Integration will be done via BEL provided APIs.
2. Welcome message displaying the customer's name.
3. A news section featuring specific news published for customers, including images/videos and text.
4. A transactional menu with the following options:
 - Viewing agents' locations integrated with Google Maps
 - Calculator functionality
 - Contact option for form submissions
 - Information on outages
 - A home section listing favourite accounts, including upcoming payment due details
 - Accounts option displaying details of all registered accounts for the user
 - Payment options, including extension requirements and payment arrangements
 - Requests page for new service requests, moving in or out of a service, relocation, and service upgrades
 - Reporting claims, faults, and outages
 - My Account options, including email notifications, password reset, and retrieval options
 - Points menu allowing customers to view their points and how they can utilize them for discounts

The customer portal should mirror the existing BEL App but with a different design reflecting the newly modernized digital identity developed as part of this service.

4.5 Content Management System (CMS)

Both the customer portal and website must be built on a CMS allowing the BEL team to:

1. Create folders containing content (images, videos).
2. Organize the content.
3. Select uploaded content and allocate it to specific spaces on any page.
4. Implement automated approval workflows for site changes.
5. Upload documents and reports to be shared on both the customer portal and website.
6. The CMS must include various roles and permissions.

4.6 ChatBot

As part of the solution, the website will necessitate the development of a chatbot, comprising:

1. Capacity to receive messages from the website.
2. Answering common questions based on a Q&A database and keywords.
3. Automatically redirecting the chat to an agent if the question is not understood.

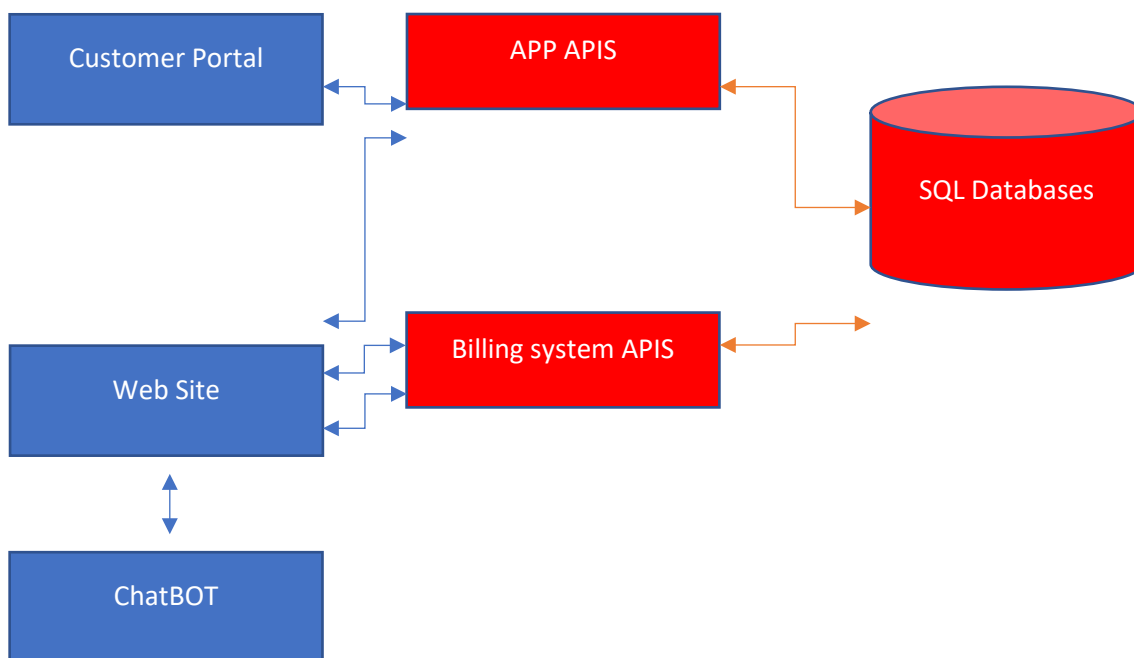
4. Access for executives to view pending chats and continue communication with customers.
5. Incorporating chat service metrics into the solution.
6. Capabilities for integration with future channels using an open API layer.
7. Enabling the chat to send images/videos or text.
8. Providing an administration area for creating new Q&A workflows as needed.

5. Technical Scope

To execute this project, there is a set of architectural drivers defined by BEL that must be included as part of the vendor proposal. These include:

5.1 Architecture

The solution will be deployed under the below architectural pattern. The red boxes are components that already exist or will be developed by the BEL team, and the blue components are the ones to be developed by the selected vendor. The vendor needs to ensure the proper integration between them.



- All integrations will be done using API layers provided by BEL. As part of the process, BEL will deliver the documentation for the APIs to be consumed.
- All errors must be managed in a proper way, with appropriate messages to the customers.
- All code must include exception handling.
- All APIs must be in VB.NET.
- All databases must be in SQL Server.
- Technologies must be proposed by the vendor; they are not limited to on-premises solutions. However, if a third-party solution will be included, it must be a licensed platform with support and sufficient reputation to ensure market stability.
- The solution must be compatible with cell phones, tablets, and computers, supporting at least Safari, Chrome, Opera, and Edge.

- No proprietary solution that cannot be transferred in terms of access and control to the BEL team can be used in this development.

The most important architectural drivers are:

5.1.1 Usability, which includes

- Ease of Navigation:** The website should have clear and intuitive navigation menus and a logical structure that allows users to find information or perform actions with ease.
- Readability and Content Presentation:** Text should be legible, and content should be well-organized, with a clear hierarchy. Information should be presented in a way that's easy to understand.
- Page Load Speed:** Pages should load within 5 seconds or less to prevent user frustration and abandonment.
- Responsiveness:** The website should adapt to different screen sizes and devices, providing a consistent and user-friendly experience on desktops, tablets, and mobile phones.
- Interactivity:** Users should be able to interact with the website's features and functions easily, such as filling out forms, making purchases, or leaving comments.
- Search Functionality:** A search feature should be provided for users to quickly locate specific content on the website and specific documents in the documents area.
- Consistency:** The design and layout should be consistent across the site and across browsers, with uniform navigation elements, fonts, and colors. Elements should also be tested with increased font sizes in users' display along with dark/light mode on mobile devices.
- Error Handling:** Effective error messages and guidance should be provided to help users understand and recover from mistakes or issues.
- User Feedback and Help:** Users should have access to support or help resources, and feedback mechanisms, such as contact forms or chat support, should be available.
- Accessibility:** The website should be designed with accessibility in mind to ensure that users can access the content in English and Spanish.
- Mobile-Friendly Design:** As mobile device usage is prevalent, the website should have a responsive design that works well on smartphones and tablets. However, accessing the Customer Portal via a mobile device should offer, but not force, the user the option to download the mobile app.
- Performance Optimization and SEO:** Images and multimedia elements should be optimized to ensure fast load times and top page rank search results.
- Usability Reporting:** The website should provide the administrators with reports describing various usability indicators such as number of visitors, geographic location of visitors, most visited parts of the web site, time spent on the various web pages, etc.

5.1.2 Security

- a. **Use HTTPS:** Implement Secure Sockets Layer (SSL) or a secure version of Transport Layer Security (TLS) to encrypt data transmission between the web server and users' browsers. This ensures data privacy and prevents eavesdropping.
- b. **Regular Updates:** Keep the website's software, including the content management system (CMS), plugins, and themes, up to date. Updates often include security patches. CMS must ensure regular updates.
- c. **Strong Authentication:** Enforce strong and secure password policies for all users, including administrators. Implement multi-factor authentication (MFA) where possible.
- d. **Access Control:** Limit access to the website's backend and sensitive areas. Use role-based access control (RBAC) to ensure users only have access to necessary functions.
- e. **Content Security Policy (CSP):** Implement a CSP to restrict the sources from which content can be loaded. This helps prevent cross-site scripting attacks.
- f. **SQL Injection Prevention:** Use parameterized queries and prepared statements to prevent SQL injection attacks on databases.
- g. **Cross-Site Request Forgery (CSRF) Protection:** Implement anti-CSRF tokens to protect against CSRF attacks that trick users into performing actions without their consent.
- h. **File Upload Security:** If your site allows file uploads, validate and sanitize user-submitted files to prevent malicious uploads.
- i. **Error Handling:** Implement custom error handling to avoid exposing sensitive information or system details to potential attackers.
- j. **Data Encryption:** Sensitive data should be stored using strong encryption algorithms, and data at rest should also be protected.
- k. **User Input Validation:** Validate and sanitize user inputs to prevent attacks like XSS, CSRF, and more.
- l. **Cookie Management:** Provide website visitors with the ability to accept or reject the use of cookies.

6. Methodology

The main objectives of the new website and customer portal needed by BEL involve creating a modern, user-friendly portal for various personas, including but not limited to:

1. Customers
2. Students
3. Vendors and suppliers
4. Potential employees
5. Regulator
6. Public

This emphasizes the significance of measuring the success of this project through the user experience and the journey of each persona. In addition to the list of required metrics, the methodology plays a crucial role in ensuring a co-creation process for the capabilities of the portal and websites.

As part of our Agile culture transformation, we require that all our IT projects be developed using SCRUM as the primary framework, ensuring at least the following steps and roles in the development process of the solution:

1. Inception meeting: A digital brand and user experience expert will guide a set of workshops to execute an inception meeting that details the design of customer journeys for each of the personas and the expected experience from the BEL team.
2. User Stories: Based on the inception meeting and the list of requirements created, the vendor will create a website map and three mockup samples to be validated.
3. To validate the mock-ups, a workshop will be held to identify the final design concept, and the expected pages will be prioritized based on the needs of BEL.
4. A sprint planning meeting will be executed, planning the first sprint, including the pages to be delivered to BEL for review.
5. The vendor will conduct a 15-minute daily meeting to validate the product and progress. This meeting is optional for BEL, but the team will always be invited.
6. Every 15 days, a sprint review will be held. In this meeting, the BEL team will review live with the vendor the mock-ups and add their comments to the deliverables that MUST include everything defined for that sprint, based on the planning.
7. The vendor will have three days to apply the changes, followed by another sprint planning meeting. The same process will continue until the project is complete.
8. Once all the designs are approved in the sprints, the vendor will have 20 days to implement the mock-ups on the CMS and portal. A final review with BEL will occur, and at this point, only fixes will be applied, with no changes to the design.

In each of the sprint reviews, mobile and web designs will be reviewed. All activities and progress must be shared with BEL for consultation. This can be through Jira, Azure, or any other agile boards.

After the final acceptance of the solution, a 6-month warranty must be provided for all the functionality delivered as part of the solution. BEL will not be responsible for any costs associated with these fixes.

7. Warranty Period

During the 6-month warranty period the service provider is required to adhere to the following response times for addressing tickets of varying urgency:

Critical Issues:

- Definition: Critical issues are those that significantly impact the functionality, security, or performance of the website, affecting a large number of users or essential website features.
- Response Time: The service provider must respond to critical tickets within 4 hours of receiving the request.

Medium Issues:

- Definition: Medium issues are problems that have a noticeable impact on specific functions or user experiences but do not pose an immediate threat to overall website functionality.
- Response Time: The service provider is expected to address medium-level tickets within 12 hours of their submission.

Minor Issues:

- Definition: Minor issues are non-urgent concerns that do not critically affect website functionality or user experience but may require attention for optimal performance.
- Response Time: The service provider is required to respond to minor tickets within 24 hours of receiving the request.

These response time requirements are crucial to ensure the prompt resolution of issues during the warranty period, contributing to the overall reliability and performance of the website. Adherence to these timelines is essential for maintaining a high standard of service and user satisfaction.

8. Support and Maintenance

The support and maintenance contract will start after the warranty period of 6 months is completed.

Tickets should be addressed based on their varying levels of urgency:

Critical Issues:

- Definition: Critical issues are those that significantly impact the functionality, security, or performance of the website, affecting a large number of users or essential website features.
- Response Time: The service provider must respond to critical tickets within 4 hours of receiving the request.

Medium Issues:

- Definition: Medium issues are problems that have a noticeable impact on specific functions or user experiences but do not pose an immediate threat to overall website functionality.
- Response Time: The service provider is expected to address medium-level tickets within 12 hours of their submission.

Minor Issues:

- Definition: Minor issues are non-urgent concerns that do not critically affect website functionality or user experience but may require attention for optimal performance.
- Response Time: The service provider is required to respond to minor tickets within 24 hours of receiving the request.

For BEL, it is important that all control and administration of the website, customer portal, and chatbot are completely handed over to BEL. Additionally, vendor support will be required as part of the project.

1. **Content Management:** The BEL team will receive training from the vendor to handle all content management changes, encompassing images, texts, videos, and chatbot Q&A.
2. **Design Structure:** BEL's specialized team will undergo training from the vendor for executing design structure changes and chatbot trees. However, this task will be performed exclusively by a specialized BEL team.
3. **Vendor Support:** It is expected, as part of this offer, that after the development is completed, the vendor will provide a monthly retainer service to support the BEL team for any technical changes or required support. This will encompass a total of 10 monthly hours and a year-long contract, with the possibility of renewal. In the case of non-renewal, the solution will continue operating under the BEL team.

4. **Licensing:** Any payment required for a cloud solution will be directly managed by BEL and executed to the selected cloud solutions vendor.
5. **Ownership and Deliverables:** All materials, documents, information, intellectual property, and deliverables (collectively referred to as "Materials") created, generated, or obtained as a result of this project will be the exclusive property of Belize Electricity Limited (referred to as "BEL"). This encompasses reports, data, software, designs, drawings, and any other work produced during this project.

9. Timeline

The entire project can be completed in up to 9 months. The proposal must comprehensively address the requirements in a timely manner. Please include the timeline of the project, detailing the different phases, as part of the proposal.

10. Deliverables

Item	Description
<p>Customer Journey Develop customer journeys for each of the personas identified in the exercise, including a minimum of 8: one for the customer, one for the supplier, one for the potential employee, one for any visitor, one for the investors, one for the students, one for the regulator and one for the contractors.</p>	<ul style="list-style-type: none"> • Editable document including the customer journey for all personas and characteristics for each of them • Editable Customer experience map for each of the personas
<p>Digital Brand Identity Development Develop the digital brand identity and create the brand book.</p>	<p>Brand book:</p> <ul style="list-style-type: none"> • Brand Statement • Visual Guidelines • Primary and Secondary colours • Typography • Iconography and imagery style • Digital Applications • Brand Usage Examples
<p>CMS All processes related to the content management of the website and portal</p>	<p>Editable document including all processes documented in detail</p>
<p>Comprehensive Website Design Provide three mock-up options for four different page styles using FIGMA. Finalize the mock-up with all the comments incorporated in FIGMA for computer and mobile</p>	<p>At least 4 pages of mock-ups with three design ideas for validation. Mock-ups to be presented in FIGMA</p>
<p>Comprehensive Website Design Finalize the mockup with all the comments applied in FIGMA for computer and mobile</p>	<p>Final mock-up. Mock-ups to be presented in FIGMA</p>
<p>Public Website Implemented solution of website for computer and mobile</p>	<p>Website published on the new CMS tool</p>
<p>Customer Portal Implemented solution of customer portal for computer and mobile</p>	<p>Customer portal implemented</p>

Chatbot Integrated chatbot solution with the website	Chatbot implemented
CMS Access to CMS or any other required tool.	Users and access
Administrative users	Users and access
Final users training	Trained users and videos
Technical training	Trained users and videos
User manual and technical manuals and videos	Manuals in digital format
Warranty period	Warranty contract
Support Services	Support contract

11. Selection Criteria

Vendor Criteria: (40 % of the complete evaluation weight)

Criteria	Weight	Explanation
Technical Expertise	35%	Evaluate the vendor's technical skills, considering programming languages, frameworks, and technology stacks pertinent to web development and customer portal creation. Consider the complexity of the project requirements.
Previous Experience	25%	Review the vendor's past projects and clients, emphasizing web development projects and customer portals. Consider the vendor's industry-specific experience, if applicable.
Scrum Methodology	10%	Assess the vendor's experience and capability in applying the Scrum methodology for project management. This evaluation should encompass Scrum certifications, experience with Agile development, and the utilization of collaboration tools.
Economic Proposal	15%	Evaluate the vendor's cost proposal, considering the budget, payment terms, and value for money. Ensure alignment with your organization's financial objectives.
Reference and Testimonials	15%	Contact and interview previous clients of the vendor to collect feedback on the quality of their work, communication, and overall performance.

Technical criteria: (60% of the complete evaluation weight)

Criteria	Weight	Explanation
Technical architecture	25%	Evaluate the architectural pattern and considerations included by the Vendor, and ensure that they are aligned with the architectural drivers defined in the document.
Design experience	20%	The process and tools to create a design and the flexible process to co-create the user experience.
Security aspects	25%	The use of security protocols and the compliance with the security guidance.
Tools	30%	The stability and market share of the proposed tool for CMS and web sites.

As part of the evaluation process, BEL reserves the right to request additional information and/or clarification from the participating parties.

12. References and Portfolio

For this specific project, the required references and portfolio include:

1. Three website references created on a CMS platform. The references should provide the company's name, contact person, and details for reference verification.
2. CVs and profiles of the designated project team members. Profiles must be provided for:
 - a. Web designer
 - b. UX/UI
 - c. Tester
 - d. Developers
 - e. Architect and customer journey specialist
3. A minimum of three websites and corresponding links, including customer portals (if private, videos can demonstrate the experience). For each site, include the development date, roles executed by the vendor, and the technologies used in the development.

13. Proposal format

All documents are required to be delivered in PDF format.

- Expected documents consist of:
 1. Technical proposal including methodology
 2. Financial proposal
 3. Financial proposal for Support and Maintenance
 4. Work samples as requested
 5. Resumes (CVs) of the proposed project team, along with their designated roles

The financial offer should present the prices in detail as outlined in the table below:

Description of works	Unit	Price /Unit	Total cost / unit which includes any additional charges
Customer Journey	4 personas	\$	\$
Brand book		\$	\$
Web site design	15 pages	\$	\$
Website			
...			
Subtotal			
GST if your company is registered			
Total Price			