IAS

Request for Proposal – Supplier, including user experience (UX) services

IAS+ - the IAS Knowledge Platform

Proposal submission deadline: 16 September 2022

- Proposals must be submitted in English.
- All prices should be given in USD and must be valid until 31 December 2022.
- An electronic version of the proposal is required.
- Incomplete proposals will not be considered. Completed proposals must be addressed by email to Radka Serakova, Membership and Learning Officer, IAS – the International AIDS Society – at radka.serakova@iasociety.org

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About the IAS

Who we are and what we do

IAS – the International AIDS Society – convenes, educates and advocates for a world in which HIV no longer presents a threat to public health and individual well-being. After the emergence of HIV and AIDS, concerned scientists created the IAS to bring together experts from across the world and disciplines to promote a concerted HIV response. Today, the IAS and its members unite scientists, policymakers and activists to galvanize the scientific response, build global solidarity and enhance human dignity for all those living with and affected by HIV. For more information, visit www.iasociety.org.

IAS+ - the IAS Knowledge Platform

Background and rationale

The world of today and the COVID-19 situation, in which digital channels have become the primary (and, in some cases, sole) engagement medium, has created the opportunity for the IAS to deliver virtual content to wider global audiences year-round.

However, this rich content, including webinars, virtual conference sessions etc., is missing a long-term home following initial dissemination. Instead, content sits on disparate websites (including conference websites, the IAS website, or partners' websites), or unpublished on individual desktops.

The proposed IAS+ platform will solve this ever-growing problem by acting as an on-demand publicly accessible library for IAS virtual content. It will ensure that content generated by the IAS has a long shelf-life beyond initial dissemination thanks to which it will position the IAS as a leading convenor of HIV content in the virtual domain.

In addition, this platform would be a centralized place to organize all IAS live events, access IAS e-learning and IAS breakthrough historical content.

Why now?

Beyond the demonstrable need for a curated platform to stem the loss of access to high-quality content following initial dissemination, the time is right for IAS+ because:

1. It fulfils the IAS strategic objective to provide multi-disciplinary training to enhance the response to the HIV epidemic, share more research with the aim to fill the existing knowledge gaps as well as to support and to provide platforms to strengthen the individual and collective voices of people living with and affected by HIV.
2. Its creation now would ensure this platform is a strategic ally of the new IAS website.
3. It leverages the IAS Members' Area the newly created Youth Hub, supporting the creation of additional benefits for IAS Members and creating a new pipeline of potential IAS Members.

Project scope

The supplier is responsible for providing an IAS+ virtual platform solution, including a user experience (UX) solution suggested by an UX expert.

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Project proposal

IAS+ will be a centralized one-stop platform for:

1. Existing and future IAS digital content
2. Organizing all IAS live events (webinars, workshops and other meetings)
3. Accessing IAS e-learning
4. Accessing IAS breakthrough historical content
5. Generating a pipeline for IAS membership
6. Providing additional membership benefits

Aim and objectives

The supplier should work towards a virtual platform structure and set-up that best encompass all the content, features and functionalities of this RFP. As part of the proposal, the supplier should include the UX experience and provide best practices, as well as proven and experienced methodologies that will innovate and engage the platform visitors.

The virtual platform should be intuitive and easy to use in low- and high-bandwidth settings, for a wide demographic, from young tech-savvy individuals to less skilled users, allowing the user to easily attend and participate in the various online activities.

Pricing model

The supplier shall provide a detailed cost breakdown based on the scope of the project defined in this RFP, including any license and set-up fees (for example, development, interfaces and system integrations, deployment, testing, etc.), managing the platform and any other services and requirements mentioned in this document.

Currency

All prices should be given in US dollars and must be valid until 31 December 2022.

Confidentiality

The IAS will not give out any information or share any proposals received during the bidding process. The supplier, or any subcontractor of the supplier, shall not give out any information (including this document and all containing documents) received during the bidding process to a third party without prior written consent of the IAS.

Overview of the IAS+ content, functionalities and features

Future and existing digital content

The IAS currently produces various types of digital content that should be easily searchable on the IAS+ platform through a powerful search bar. There should be a possibility to rate this content, share links to this content, comment, bookmark, subscribe as well as a possibility to download and access this content offline. It should be friendly to those accessing this content with low bandwidth. The existing digital content includes:

- Conference sessions recordings and slide decks (approx. 280 per year)
- Webinar and meeting recordings and slide decks (approx. 20 per year)

- Podcasts (approx. six per year)
- Translated sessions and other educational videos hosted on the IAS YouTube channel (approx. 20 per year)
- PowerPoint slide decks (approx. five decks per year + PPT from conference sessions, webinars and other meeting)
- Online courses (approx. four per year)
- E-posters (approx. 500 per year)
- Other capacity development materials (PDF documents etc.)

IAS live events

The IAS organizes approximately 20 live events throughout the year with a various number of participants ranging from 20 to 100. IAS+ should be the place through which the IAS Members and other participants access all these live events as well as a place where IAS staff would be able to easily create and manage these events through a back office. The types of live events the IAS organizes are:

- Webinars
- Workshops (open either to the public or to closed groups of invitees) – these are often interactive with a possibility to have breakout rooms, polling/voting, commenting etc.
- Other live online meetings such as symposia, roundtables and networking sessions

E-learning

IAS+ should also be a place where IAS Members and other visitors would be able to access online courses developed by the IAS as well as partner organizations. The IAS is currently using the Rise online training platform that could be integrated into IAS+.

Breakthrough historical content

Over the years, the IAS has produced a large quantity of digital content and IAS+ would serve as a library to store this breakthrough historical content. These are mostly conference session videos from previous conferences and should be easily searchable on the new IAS+ platform.

Additional benefits for IAS Members

IAS+ would benefit IAS Members by offering the following additional membership benefits:

- Ability to comment and interact with content (guests can only watch): Likes, comments, sharing, rating, bookmarking, subscribing
- Ability to download selected resources (guests cannot)
- Discounts on IAS-hosted training and workshops
- Priority registration to live events – and only IAS Members are permitted to submit questions to experts

In addition, the platform will serve as a membership recruitment tool, encouraging more HIV professionals to sign up to IAS membership in order to avail of the benefits created by this platform, such as access to download resources, and opportunities to engage and network via the IAS Members' Area.

A need to create different profiles to access certain content and/or specific features would be necessary.

Integration with already existing virtual platforms

IAS+ should integrate the already existing platforms that the IAS has been using. This includes the IAS Members' Area and the Youth Hub (supported by Drupal and Open Social) and IAS Online Course platform (supported by Rise as mentioned above). IAS+ should also have a strong link to the new IAS website.

The IAS+ virtual platform shall also be integrated with the IAS Account. The Web Services are used to acquire user data from the user account. The integration will use "Web services" integration technology and the setup should be based on the interface specified by IAS. The platform should also integrate the IAS' Single Sign On solution, which is supported by Azure B2C technical solution. The actual setup and the testing of this will be done together with the IAS's ICT team. The supplier is responsible for setting up their side of the integration and making all necessary adjustments to the submission systems.

User experience (UX)

UX project background

Considering the needs and features listed above, the aim is to identify the user journey (UX and UI) ad-hoc design.

The key objectives of the UX project are to meet:

- **The business requirements from the IAS:** Attract and retain users, drive traffic to all areas, set IAS credibility, expand audience and increase traffic to key areas, implement UX good practices and ethics.
- **The users' needs:** Improve the ease of use for each type of user, simplify the user flow, enhance intuitiveness for the users to access directly to areas of actual value to them, create a nice experience and satisfaction, reduce the need for technical support, create a unique experience, strengthen human connection and engage users.
- **The technology used**: The UX design must be supported by the technology currently being used and new technology proposed by the supplier UX project stakeholders.

Provisional UX project scope of work

The IAS expects the UX expert to:

- Analyse the expectations of the IAS for IAS+
- Make recommendations to meet the key objectives

UX project documentation

The IAS Officer will provide the necessary documents for the UX expert to conduct a complete analysis of the desired features. This will include:

- IAS brand design and key messages

UX project deliverables

As part of the analysis of the desired product, the UX expert might conduct some interviews and surveys with some IAS staff.

After completing the analysis, the UX expert is requested to provide deliverables to support their recommendations. This includes a platform map, information architecture,

wireframes/sketches, user flows and any other document that could be relevant to the UX Design implementation and the brief of the IAS UI designer. All the deliverables must be provided in English.

Requirements for the supplier, including the UX expert

Expertise

- Excellent knowledge of and expertise with virtual learning platforms and content management systems
- Previous experience of developing similar knowledge platforms
- Working with other member based health organizations would be a plus
- Strong expertise in UX development and UX audit in general

Skills

- Ability to conduct research to gather a good understanding of the expectations of the stakeholders
- Ability to formulate recommendations to serve both the business needs (the IAS) and the user needs (IAS Members and HIV targeted audience)
- Meet deadlines
- Clear communication skills and reporting, solid deliverables provision
- Flexibility, ability to adjust work plans appropriately
- Sense of priorities, proactivity and attention to details
- Fluent in English
- Display genuine commitment to the IAS values
- Sense of confidentiality

RFP – proposal – final agreement

The proposal should be based on scope defined in the RFP (this document). The supplier should clearly specify what platform/s would be used and what functionalities they provide. If a part of the service cannot be provided or will be performed differently, please clearly specify this in your proposal and suggest alternative solutions.

Suppliers answering to this RFP are encouraged to come forward with suggestions for an interactive and vibrant virtual platform and innovative technical solutions.

The supplier shall adhere to all requirements of this RFP. Should the supplier be selected, the RFP and the proposal will constitute part of the final agreement. The final agreement will, apart from standard contractual arrangements, only contain deviations/additions/clarification from the proposal and the RFP. The final agreement will be based on the IAS´s standard agreement with suppliers.

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Proposal submission guidelines

Preparation of your proposal

In preparing the proposal, the supplier is expected to examine the RFP in detail. Material deficiencies in providing the information requested in the RFP may result in rejection of the proposal.

The supplier shall bear all costs related to the preparation and/or submission of the proposal, regardless of whether its proposal was selected or not. The IAS is not responsible or liable for those costs, regardless of the conduct or outcome of the consultant selection. No content in this RFP creates, nor construes to create, any contractual relationship between the IAS and the consultant.

Should you have any question on this proposal, please address them to Radka Serakova, Membership and Learning Officer, IAS – the International AIDS Society – at radka.serakova@iasociety.org.

Submission of your proposal

- Proposal submittal deadline: 16 September 2022. No proposals will be considered after the deadline.
- Proposals must be submitted in English.
- All prices should be given in USD and must be valid until 31 December 2022.
- Completed proposals must be addressed by email to Radka Serakova, Membership and Learning Officer, IAS – the International AIDS Society – at radka.serakova@iasociety.org.

Proposal format

Mandatory documents

As a minimum, your proposal must include the following documents:

1. Supplier overview: Please complete and submit the enclosed consultant overview
2. A description who is going to work with us over the project duration, including the following information:
    a. Diplomas related to their expertise
    b. Recent related projects delivered, supplier's experience on virtual knowledge platforms or similar projects
    c. Language(s) spoken
3. Proposed timeline for the totality of the project
4. Quotation in USD, based on a daily or hourly fee.

Optional documents and information

- Please feel free to provide any additional information (brochure, additional references, portfolio, work methodology) that you find relevant to this project

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Supplier overview

To complete and submit as part of your proposal

Company presentation

Company name	
Postal address	
Contact person	
Email address	
Phone number	

Year company founded	
Number of fulltime / part time employees	
Office location(s)	

UX consultant

Name	
Experience *Brief description of experience with similar scope*	
Competing projects *Number of different projects the project manager will undertake in the lead-up and during this consultancy period*	

This parties (only if applicable)

If applicable, indicate any third parties involved in providing the consultancy services and state their role(s).

Company name	
Company address	
Role	

Relevant experiences

Please describe similar sized international projects (up to 3) you have completed, including the UX audit and design, in particular for virtual knowledge platforms or similar projects.

Project 1	Client/Project	
	Project date and duration	

	Brief description	
Project 2	Client/Project	
	Project date and duration	
	Brief description	
Project 3	Client/Project	
	Project date and duration	
	Brief description	

References

Please provide three references that IAS is permitted to contact, should your proposal be shortlisted.

Reference 1	Company name		Contact person	
	Email address		Phone number	
	Project (brief description)			
Reference 2	Company name		Contact person	
	Email address		Phone number	
	Project (brief description)			
Reference 3	Company name		Contact person	
	Email address		Phone number	
	Project (brief description)			

Quality assurance certification

Please indicate if your company holds any certification (e.g. ISO 9000 or equivalent).

Social responsibility

IAS is committed to purchasing sustainable goods and services. Please describe how the service that you are proposing will be provided in a sustainable manner (e.g. considering waste reduction and recycling, toxicity reduction, health and safety). You can use reference to the United Nations Global Compact (UNGC).

Additional information

Please provide any other additional information applicable to this proposal but not captured above.

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Eligibility	**By checking this box**, the supplier affirms that it is not suspended, nor debarred, nor otherwise identified as ineligible by any UN Organization or the World Bank Group or any other International Organization	☐
Ethics - HIV	**By checking this box**, the supplier affirms that they do not actively or implicitly support discriminatory workplace policies including, but not limited to, real or perceived HIV status, sexual orientation, gender identity, mental or physical disability, age, race/ethnicity, marital status, family or care giver's responsibilities, pregnancy, religion, or political views that would negatively impact people living with HIV.	☐
IAS Values	**By checking this box**, the supplier affirms that they share the IAS values available here.	☐
Submission of proposal	**By checking this box**, the supplier affirms that they have read the RFP with due consideration and acknowledge its content in its entirety.	☐

Name
Position occupied in the company
Date
Signature