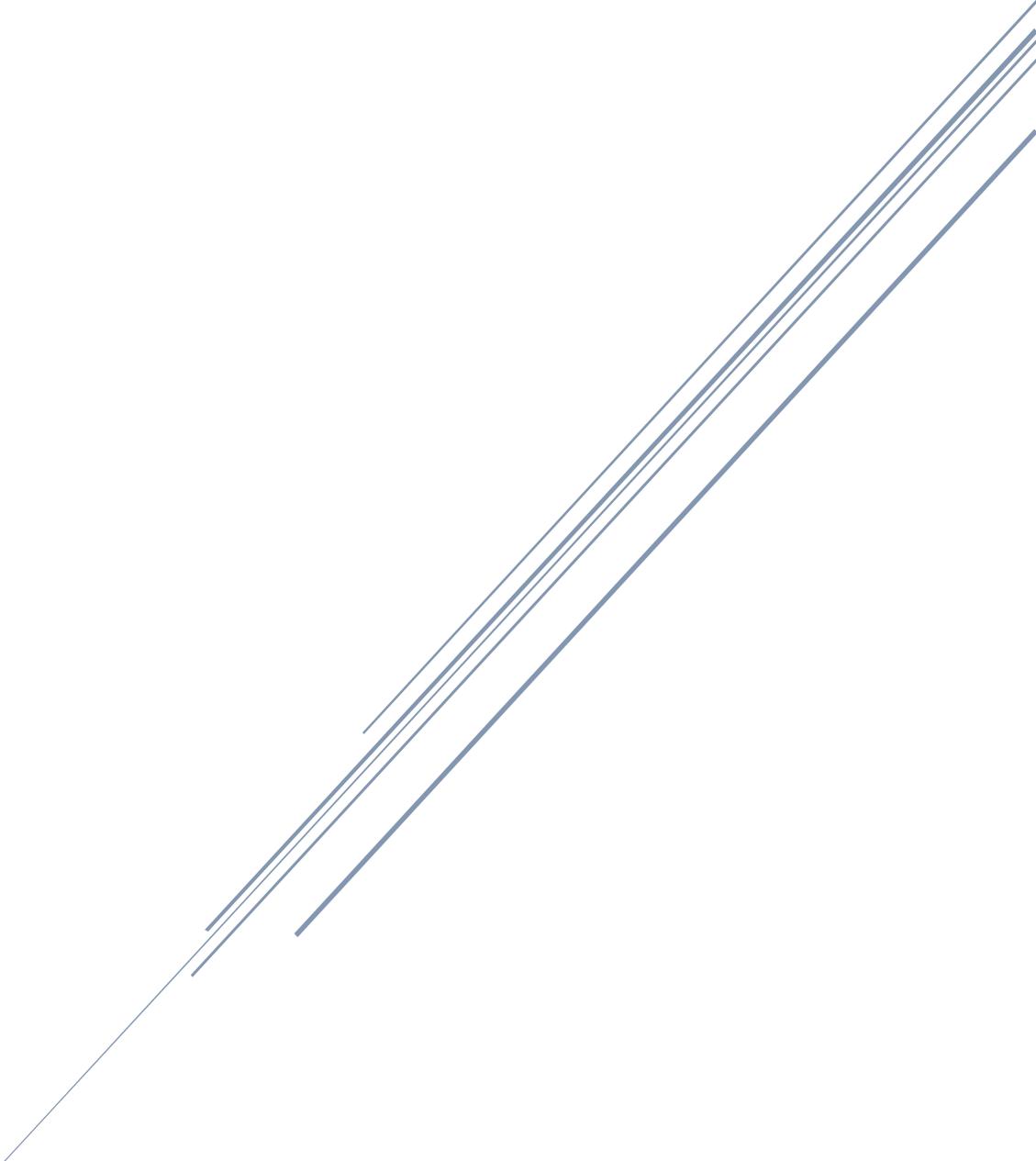


TERMS OF REFERENCE

Revamping of GSS Website



Tel: Accra 0302 682656
Cables: **GHANASTATS**



*In case of reply the number
and date of this letter should
be quoted*

**REPUBLIC OF GHANA
STATISTICAL SERVICE
P.O. BOX GP 1098
ACCRA**

Design and Establishment of New Ghana Statistical Service Website Portal

1.0 Background

Ghana Statistical Service (GSS) is mandated to produce and disseminate official statistics in Ghana. It is also required to coordinate and collaborate with Ministries, Departments and Agencies (MDAs) and other organizations that produce official statistics. In order to carry out this mandate, and to demonstrate commitment to the production of quality, reliable, timely and comparable data, there is a need to revamp the current website to facilitate work, promote statistical activities and share information with clients, partners, and the general public.

The lay-out and the content of the Ghana Statistical Service website (www.statsghana.gov.gh) was designed several years ago (in 2007) and was upgraded in 2012. Since then, the growing demand, dynamism of statistics consumers' taste and the high volumes of statistical information have informed the need to improve the corporate website to meet and satisfy stakeholders and future Value Added Services (VAS) to conform to the objectives of the Ghana Statistics Development Plan (GSDP).

However, the current GSS website is static, which requires special technical skill to manage, and limits implementation of more interactive and value added features to enhance service provision to aid customer satisfaction. The goal here is to revamp the current website to be more interactive, customer friendly, easy to manage content and information, and make it possible to incorporate other institutions that are part of the National Statistical System, focusing on intranet and extranet services.

This Terms of Reference (ToR) is to provide guidelines for the new GSS web portal planning, architecture designing, development and migration to ensure a successful project.

1.1 Objectives

The overarching objective of the project is to manage a process for identifying the best possible architecture for the GSS website portal, and develop the needed functionalities and applications, testing and migration to replace the current static GSS website.

The specific objectives are:

- i. To revamp the current website and enhance the visibility of GSS, by developing an interactive and professional web portal to support the dissemination of statistical products.
- ii. To include facilities such as new feeds, subscriptions, social networking pages, blog and archiving in the new GSS web portal.
- iii. To reorganise the website pages to enhance content presentations, communication and information management, graphic designing, public relations, security and others.
- iv. To develop value added services on GSS website, and have a scalable and user friendly web portal.

2.0 Scope of Work

The Consultant is expected to undertake a needs assessment/analysis, redesign and upgrade the GSS Corporate website. The Consultant will be required to:

- Develop customization strategy, identifying requirements for functionality improvement, new functionality, plug-in or API integration for the website.
- Apply the GSS logo and brand identity and marketing materials to all the web pages
- Develop and maintain a state-of-the-art look and feel for the web portal.
- Implement electronic payment using NITA e-Pay or e-Service of the Government of Ghana
- Ensure that complete security measures are in place to safeguard the web portals
- Ensure that the web portals and CMS support Multi-lingual structure
- Have the platform developed and hosted in GSS cloud
- Ensure indexing, search Engine Optimization, Piwik stats and Google analytics integration.
- Train GSS IT staff to provide continuous support

2.1 GSS Corporate website requirements

The Corporate web portal should provide innovative functionalities that meet the following requirements:

- The look and feel of the new website should be visually appealing (i.e., with attractive mix of texts and graphics), have a unified theme and design, and easy to navigate.
- The new website should not be visually crowded, cleaner and attractively organised.
- A sitemap that shows a clear navigational path structure should be included.
- More varied formats of content (including photos, videos, slide shows and audio files) should be integrated.
- The website should incorporate social media such as LinkedIn, Facebook, Twitter, YouTube, RSS, and new feeds, among others.
- The website should enable sign-up for the GSS electronic publications, and GSS staff.

- Managed through Content Management System (CMS) that is reliable, and will permit non-technical staff to instantly update web site content, add modules or sections, and integrate Web 2.0 elements, such as, but not limited to, user tagging, content commenting, syndication, social networking, peer-to-peer sharing and others.
- The possibility of defined accessibility rights should be given so that only certain members of the GSS community can access certain sections of the website. It should also allow for self-registration to these restricted sections.
- Advanced search engine content archiving.
- Online data request and e-payment facility.
- Access control, Administrator and user-level access.
- Implement a tracking application (google analytics) to produce user defined site log reports to measure web visitors and user behaviour and improve web site performance and availability.
- Site must be compatible with all the latest Internet browsers (IE, Firefox, Chrome, Safari, Opera, etc.)
- Site must be built in accordance with the Web Content Accessibility Guidelines 2.0, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.
- Site should have an e-newsletter template system and e-Recruitment.
- The calendar should have past events, current and upcoming events.
- Online Forms (Feedback, Complaints, FAQ, etc.)
- Provide rendering on mobile devices
- The portal should be secured and in line with international internet and digital regulations.
- Multilingual capability (English, French, etc.)
- Web service support; AMF (Flash), etc.
- Ability to integrate performance indicators reporting platform such as dashboard.
- High interoperability; freely integrate external APIs and content or allows creation of plugin for custom integrations such as allowing other members of NSS access.
- Ability to create online data collection questionnaires
- Ensure a mobile device version of the portal
- The website portal should communicate statistics to clients and other partners through the use of dashboard, social media and blog. Stakeholders should be able subscribe to selected publications and enable contact for feedbacks and comments.

3.0 Deliverables, Tasks and Outputs

- GSS Corporate website needs assessment report
- Website development, implementation and work plans developed
- GSS Corporate website developed according to the specified requirements and hosted in GSS cloud.

- All web portals integrated and developed with a selected CMS.
- A state-of-the-art look and feel for the Web Portal developed in line with GSS dissemination strategy.
- Analytics, tools for indexing, search Engine Optimization integrated.
- Plan and procedure on how to handle platform updates and new releases of web portal platforms prepared.
- Online payment using government epay.gov.gh and eservice.gov.gh implemented.
- Support for portals content exporting and importing provided.
- A sitemap with web alignment in English and French prepared.
- GSS IT staff trained to provide continuous support.

4.0 Inputs Provision by the Implementing Agency

- Two key staff will be assigned to the Consultant to work with.
- Provision of relevant information to enable the Consultant to deliver.

5.0 Implementation Arrangements

- This will be agreed on during negotiation and inception report discussions.

6.0 Duration

The Consultant is expected to complete the exercise in a period of not more than one hundred and twenty (120) working days. The Consultant is also expected to provide a detailed work plan, taking into account the deliverable and deadlines.

7.0 Reporting

The Consultant will report to the Director for Information Technology or such other person as the GSS may designate from time to time in writing. However, the Consultant will be required, from time to time, to meet the GSS management for any relevant decision or approval related to any issue, activity or deliverable that may be relevant.

8.0 Payment Schedule

Payment will be based on deliverable basis and will be commensurate with the experience and qualifications of the Consultant.

Deliverable	Timing (from Contract signing)	Payment %
Inception Report	1 Week	10
Needs Assessment & Website Portal Design Report	2 Weeks	10
Website Portal Development & Testing Report	2 Months	30
System integration, Documentation and Training	1 Month	20

Final Report and Acceptance	I week	20
------------------------------------	--------	----

9.0 Qualifications of the Consultancy Firm and Key Personnel

The Consultancy firm should have prior experience in designing, developing and supporting implementation of a computerised and web-enabled MIS system. The Consultancy firm must have considerable experience in design and operationalisation of MIS system in similar projects. and shall be responsible for all the website portal design and development functions as well as resources related to personnel, software, hardware and other related inputs required to deliver the contract product, including:

- Availability of appropriate skills among staff
- Demonstrated capacity to handle the assignment in terms of resources
- Experience in similar tasks
- Thorough knowledge, understanding of and experience with web design proven through portfolio of designed products
- Outstanding graphic design skills
- At least 10 years of experience in designing visions and layout for web portals
- An evidence of three similar assignments undertaken within the last 5 years with references.
- Experience with CMS – open-source, proprietary and customised solutions
- Knowledge of and experience with designing, developing and implementing themes/skins for Drupal, Joomla, and WordPress CMS, as well as for proprietary and customised CMS solutions.
- Familiarity with W3C web standards for web design, development, content and accessibility
- Knowledge of DHTML (HTML, CSS, JavaScript, Ajax), XHTML, XML etc.
- Tertiary degrees or relevant training and/or experience in Graphic Design, and Web design and development

9.1 Team Leader

- A postgraduate degree in IT/Computer Science or related area.
- Minimum of 10 years' experience in systems and software development which includes at least 6 years of experience in web enabled MIS development of comparable projects.
- Knowledge and experience in web integration service and data replication technology.
- In-depth knowledge and experience in online payment systems.
- Ability to communicate effectively in writing and deliver training in English.

9.2 Team Members

- Graduate in Computer Engineering, Web Design or related area.

- Minimum of 5 years' experience in development of internal and external secure web based systems for large projects and added experience in creative designing and art would be desirable.
- Experience in mobile apps development and security.

10.0 Portal Structure

10.1 Portal Content

The portal content will include both permanent and variable information. New data will be uploaded in the portal database and then classified. The database will be updated with operative information on an ongoing basis. Links to the updated content will be part of the home page.

The public data structure will provide options for information search and export. The search results will be represented in a list format through hyperlinks with summary content. The calendar of statistical events will be included as a separate section in a presentable format. The portal will feature sections presenting the Country Factsheet, links to other MDAs websites and relevant national statistics websites.

Information in English – due to the need of popularizing programme ideas, goals and implementation among the international audience, all portal sections will be presented in English and plugin with google translator for other languages. The website portal will have Web Analytics (Google) to track and report website traffic, including tracking data from website, traffic referral information, user characteristics and browsing information.

10.2 Portal Organisation

The portal will be organised in two sections – administrative and information/public.

The information aspect of the portal will be updated through the databases which in turn be updated through the administrative section of the portal using the Content Management System. The access to the administrative section will require a username and a password. This portal section requires the development of a user identification and registration tool. Only registered users will be able to access the administrative section. Users' access rights will depend on their roles in the Service program management.

The administrative aspect of the portal will be done through granting a role-based access to allow approval to publishing, including:

- Document templates.
- Enhance report generating functionality.
- Technical opportunity for libraries to publish information and feedback to GSS activities.
- Technical option for publishing e-learning program.

11.0 Technical Aspects

The portal will use external hosting and external technical maintenance. GSS will provide the administrative support for the portal. The technical support (hosting services, Internet connectivity, correction of technical malfunctions, archiving) will be provided under a contract with an existing provider.

The portal should be easy to update and maintain. The CMS should enable fast modification (content or functionality addition and deletion, error correction).

12.0 Conclusion

In conclusion, the website portal should communicate statistics to clients and other partners through the use of dashboard, social media and blog. Stakeholders should also be able to subscribe to selected publications and enable contact for feedback and comments.

Statistics consumers should be able to register, make data requests and track the request online and be able to query selected data for personal use.

Above all, the website portal should be user friendly and interactive.