Internal Displacement Monitoring Centre website redesign

IDMC Terms of Reference

Deadline for proposals: 31st July 2017
Starting date: 1st September 2017

Overview

The IDMC website – http://internal-displacement.org – which, as the main source of data on internal displacement, has fallen out of date in both design and functionality and needs to be updated. We want to realign the website with our organizational priorities (see Annex C) and make it a go-to resource for internal displacement.

Background IDMC

The Internal Displacement Monitoring Centre (IDMC) is the global leader in the provision of data, information and analysis on internal displacement. IDMC monitors all situations of internal displacement, provides quantitative estimates of the numbers of IDPs worldwide, and develops research and analysis which seeks to better inform policy and operational decisions that affect the lives of internally displaced people. The audience we cater for ranges from key policymakers, academics, operational agencies, the media and the general public.

Background on IDMC Website

The website in its present-day state falls behind both technologically and visually. It has been built on the SilverStripe framework and CMS and in the process of developing the website some parts have been rendered either non-effective or non-functional, for example the search functionality and search engine optimisation.

We recently completed phase one of our website review which concentrated on the content being brought up to date and expanded, and we will continue to expand the content as we go forward.

Overall objective

While keeping the current content we want to start from scratch technically and develop a website that is both visually appealing and at the same time does not lack in content, therefore requiring a very careful exercise in user experience architecture. As a data-driven organisation we want to convey information in a visual way that is easy to understand – graphs, infographics etc., therefore the system and design should be supportive of this.

To bring the website up to date in technical terms and to ensure sustainability we need to move onto a more mainstream framework and Drupal 8 has been selected as the ideal candidate, however proposals with other mainstream frameworks might be accepted with a good justification.

As our content is divided into sections but heavily inter-linked, we also want to develop a tagging system that would allow us to efficiently search for content and display related content to improve context awareness for our audience. We are designing the tagging guidelines in-house, however cooperation will be required on the technical aspects of the solution.

Basic CMS functionalities such as user access control, file library and HTML WYSIWYG editors are also required.

IDMC will provide all the materials for the website including graphics and IDMC will migrate most of the content after the new structure is created.

Functionality

- New visual responsive design & front end code
- Drupal 8 content management system
- CMS with common functionalities
- Efficient tagging of content
- Advanced search functionality

Deliverables

For the bid, the agency will be asked to provide the following:

- Mock up proposal(s) using the visual guide (see Annex B) to show approach/style/navigation/design
- Concept note explaining the approach

Implementation timeframe

The timeframe includes the following milestones:

- New framework & CMS implementation – end of September
- Website design review & front-end coding – mid November
- Testing and content migration – end November
- Launch - December

The launch of the website is currently planned on December 01, 2017, so completion and testing shall be done by November 30.

The current timeline is however approximate and subject to change, chosen agency will be briefed in further detail; we look forward to receiving your quote for this work.

Management and interaction

The agency will be guided by the IDMC Communications Department including the Web Developer, the Content Coordinator and the Head of Communications.

The agency is required to be able to either travel to IDMC's offices in Geneva or host IDMC for regular monthly meetings, other weekly and low priority meetings can be attended remotely.

Budget and remuneration

Based on the quality and complexity of the pitch IDMC will pay a maximum of CHF 45,000.

Approved

Sian Bowen, Head of Communications, IDMC
3rd July 2017