

TERMS OF REFERENCE

NTIHC- Development of muvubuka.com platform

1. About NTIHC

Naguru Teenage Information and Health Centre (NTIHC) was founded in 1994 under the umbrella of Kampala City Council (KCC). At that time, it was located at the Naguru Health Centre IV in Nakawa Division. In 2009, NTIHC shifted to Kiswa Health Centre in order to give way for the construction of a district hospital.

The primary target population for NTIHC is young people aged 10 to 24 years. For these young people, NTIHC provides sexual and reproductive health information and services at their base at the Kiswa health centre. The range of services provided by NTIHC has expanded over the years and a core package of adolescent sexual and reproductive health services has been developed and currently comprises HIV Counselling and Testing (HCT), Sexually Transmitted Infections (STI) management, pregnancy related services, condom distribution and other medical services relating to ASRH. The pregnancy related services include family planning, pregnancy testing, antenatal care (ANC), post-natal care (PNC) and post abortion care (PAC).

In addition, NTIHC supports 31 public health facilities in the Kampala and the districts surrounding Kampala, specifically Wakiso, Luweero, Nakaseke, Mukono, Kayunga, Mpigi, Butambala and Gomba. This work assists the health centres to provide quality youth friendly services. This strategy ensures that NTIHC expertise is shared more widely to promote quality ASRH services over a larger geographical area. It is also a key strategy to reduce the risk of NTIHC services at Kiswa being swamped by youth travelling to Kampala for services they cannot receive in their home areas. In the past, there was a concern that the quality of services provided at NTIHC at Kiswa was suffering due to sheer numbers of clients travelling from surrounding districts to use them.

Secondary targets for NTIHC are the stakeholders and gatekeepers that influence ASRH service delivery, including parents, policy makers, donors, teachers, health workers and community leaders. Thus, NTIHC also contributes technical expertise to working and technical groups and collaborates in media activities and advocacy efforts focused on ASRH.

In these NTIHC plays a key role in supporting the national health systems and its services are aimed at complimenting national efforts, filling gaps as well as enhancing the provision of quality ASRH services and information.

2. About the assignment

Currently, the BCC department employs a number of strategies aimed at reaching young people with information on how to live healthy lives and make better health decisions. Among them is the toll-free helpline established in 2008 aimed at provision of timely ASRH

information to young people who can't readily and easily access information due to a number of constraints such as lack of transport to a health centre, long distances to a health centre, health worker absenteeism, stigma etc. Much as the toll free has bridged some gaps, a few challenges still exist in enabling timely provision of a holistic package of ASRH information. Key among the gaps is the inability of the toll free to provide 24/7 ASRH information to the young people as a result of staff shortages to work overnight and the toll-free being a one-channel medium of only voice calls limiting access to information by the young people who now prefer texts to voice calls as a means of communication.

Therefore, NTIHC wishes to improve on the toll-free service, by integrating other channels through which young people can access timely ASRH information on a 24/7 basis. This document contains the Terms of Reference (ToR) for development of the Muvubuka.com platform, an interactive text-powered platform where young people will access SRH messages through various access channels as USSD code option, chatbox, quiz and a dynamic knowledge management webpage. It is envisaged that the work can begin on contract signature and all major aspects need to be completed within 10 working days from the time of signing the agreement.

3. Objectives of Muvubuka.com platform:

- ❖ Provide a platform for interaction and information sharing among all those interested (Clients -young people, Stakeholders, Donors etc.)
- ❖ Be an online resource on SRHR information
- ❖ Increase the use of online interaction among staff and the young people.
- ❖ Increase the profile of NTIHC at national and international level.

4. Description of Assignment

NTIHC requires a dynamic webpage that will act as an online platform for SRH information sharing mainly targeting the young people and providing information in a user-friendly interface. The webpage should have the capabilities to provide real time responses supported by Artificial Intelligence (AI) backbone.

5. Scope of Service

The Developer will design, develop and deploy the Muvubuka.com platform as a strategic information sharing, communication and knowledge management tool, ensuring its optimal interactivity, usability and content retrieval in the test/live phase, covering the following:

- ❖ Design and development of a dynamic Muvubuka.com web page
- ❖ Design and development of chatbox
- ❖ Establishment of USSD text prompt
- ❖ Host the Muvubuka.com SRH quiz.

6. Core Duties for deployment

6.1 Muvubuka.com web page:

The main activities will include:

- ❖ Secure a web page on the website.
- ❖ Designing a dynamic web page as an information sharing platform.
- ❖ Add social media functionality buttons.
- ❖ Add comprehensive search functionality to the web site.
- ❖ Add a donate button and payment capabilities.

6.2 Chatbox:

The main activities will include:

- ❖ Realtime chatbox and active on all pages of the website.
- ❖ Ability for staff to respond to issues on time.
- ❖ Ability for Artificial Intelligence to respond to issues on time.
- ❖ Ability to direct users to other options (USSD, web page, toll-free, quiz)

6.3 USSD text prompt

- ❖ Secure a USSD code for Muvubuka.com assigned to NTIHC.
- ❖ Populate the USSD platform with FAQs.
- ❖ Enable functionality/navigation use of the USSD code.
- ❖ Integrate USSD with chatbox and toll-free line.

6.4 Muvubuka.com SRH quiz:

- ❖ Design a section on the web page with SRH quiz activity and links to other options.

6.5 Search Engine Optimization and site analysis

The developer will ensure the search engine optimization (SEO).

The SEO work will include:

- ❖ Keyword research & analysis
- ❖ Site analysis
- ❖ Competitive analysis
- ❖ Site content optimization
- ❖ HTML code optimization
- ❖ Search Engine submission (free search engines)
- ❖ Link exchange
- ❖ Web ranking report

The developer will provide quarterly detailed reports analysing progress, trends and areas to be improved. The reports should also include comprehensive and cumulative figures for downloads; as well as a competitor analysis.

7. Desired Website Behaviours Expected

The developer will be required to create a web platform ensuring the completion of following tasks within the timeline:

- ❖ Interactive and appealing web design: Web Designs are very subjective; we expect the developer to show-case their best elements in delivering a best suited internet design option.
- ❖ Secured & Authenticated Web Access: Web page should be secured through SSL Certificate.
- ❖ Access to Website to be authenticated: The website should be accessed from all over the world.
- ❖ Document Management System (DMS): Document upload (any file format) with Description –Who uploaded -Date of upload - File Format etc., creation of new relevant page (if required), Mouse Over description on File Name (compatible to major OS and Browser) image uploaded should be uploaded with mandatory keywords/ tags / fields for internal Search Indexing.
- ❖ Photo & Video Bank:
 - Generating auto thumbnail for quick view in the photo gallery;
 - With features such as caption, Date uploaded, copyrighting for video and audio;
 - Download large size / medium / Small size of photographs as option for user;
 - Create Folders and Sub Folder;
 - Share / send via email link and photograph(optional);
 - Give Star Ratings & Comments on Photograph & Video;
- ❖ Blog: Webpage should be capable of having Blog(s), with different themes / designs (At-least 3 themes / designs to choose from).
- ❖ Discussion Forum: Website should be capable of hosting a quick and basic level of discussion with and w/o moderation of comments.
- ❖ Level of Access Rights
 - Users with Read permission;
 - Users with Read and Write permission;
 - Users with Read, Write and Delete permission;
 - Administrator;
- ❖ Search: Basic and Advance Search
- ❖ Donate button with functionality for VISA and Mobile money transfer.
- ❖ Analysis: Website Usage analysis monthly report.

Who accessed it; what document is uploaded; Frequency of Website visits, pages accessed; (With other standard Usage Analysis features)

- ❖ Alerts: Email alerts for members (fortnightly, monthly, customized based on their preference of info / frequency)

8. IT Acceptance Criteria

The developer is expected to fulfil the below IT acceptance criteria:

- ❖ All the web design, development and deployment will be done by developer in consultation with NTIHC Team. The deployment includes the setting up of environment and installation of the software to be done by the developer on the NTIHC approved/provided server (including configure SSL)
- ❖ The developer will provide Configuration Documentation and Installation Guide/Standard Operating Procedures (SOP) which should clearly state how to manage the webpage, details of the database, environment and its configuration
- ❖ The services would be considered to have been delivered when:
 - The application source code is given by the developer to the NTIHC Office in a flash disk/DVD or any secondary device, as advised by the NTIHC.
 - The application is installed and all requirements and conditions are met as stated in the IT acceptance criteria and TOR
 - The platform with all its features listed as per this TOR is up and running and available on the web.
 - The End User training is complete and all the possible users of the Website can access the system, and the Systems Analyst's overall acceptance of the Website.
 - The webpage design has to follow an interactive development process with the involvement of NTIHC Team and changes have to be accommodated as the website concept and design evolves.

9. Deliverables

The Assignment will be considered complete on:

- ❖ Training of NTIHC team on CMS on approved webpage;
- ❖ Installation of the final webpage application which fulfils the IT acceptance criteria;
- ❖ Complete handover of installation to NTIHC;
- ❖ Transfer of all user rights to NTIHC;
- ❖ Submission of required documentation is complete, approved and signed along with the complete source code
- ❖ Successful functioning of the application for 90 days (3 months warranty) with no functionality and data issues reported;

- ❖ The developer to run the completed website through a Website Security Auditor Company for security check.

10. Project Timeline and Warranty

Proposed timeline: The developer is expected to complete this work in a period of 10 calendar days from signing of contract.

Warranty: Provide 3 months as warranty / handholding support, after development of website

11. Training, Maintenance / Support Period

- ❖ The developer will provide one year maintenance (after 3 months warranty) and technical support for the website, as per the details below:
During the one-year following is expected:
 - Trouble shooting: In case site is down, any link is broken, any functionality not working properly etc.
 - Technical Assistance: In case Website needs to be moved from one server to another, any patch up-gradation on Open-Source CMS and server etc.
 - Remote support for assistance in changing/editing/modifying modules, webpage via call or emails (if at all required).
 - Bug fixes for any existing functionality
- ❖ Training for User and Administrator, on using the CMS and Website with specific Manuals for 3 to 4 Users and '1 to 2 Administrators' in at-least 3 sessions
- ❖ Technical training will be provided with a technical Administrator manual (with screenshots) which will include detailed Data Table Structure as well.