



Pan African Health Informatics Association

1. Introduction:

The Pan Africa Health Informatics Association (HELINA), hereafter referred to as the "Client," cordially invites qualified web services providers to submit proposals for comprehensive web management services for a term contract. This Request for Proposal (RFP) aims to identify and collaborate with proficient services providers capable of efficiently managing and coordinating turn-key solutions to our web services and online presence.

2. Scope of Work:

The successful vendor will be tasked with a multifaceted scope of work, encompassing various aspects of web management to enhance HELINA's digital presence:

Website Development and Design:

- The chosen vendor will redesign and revitalize the HELINA website, ensuring the new design aligns with contemporary aesthetics and user experience expectations.
- The goal is to create a visually captivating, responsive, intuitive website that effectively conveys HELINA's core mission, programs, and impactful initiatives.
- The vendor will be expected to incorporate a user-friendly content management system (CMS) that empowers HELINA's staff to update and expand website content as needed efficiently.

Content Creation and Management:

- The vendor will play a pivotal role in assessing the content for the website. This includes selecting and optimizing images, creating informative videos, and developing impactful infographics.
- Regular content updates are imperative to ensure the website remains current, informative, and engaging. The vendor will be responsible for disseminating news, event announcements, blog posts, and other pertinent content that resonates with HELINA's audience.
- Furthermore, the vendor will be expected to employ search engine optimization (SEO) strategies to optimize content for better visibility and accessibility through search engines.

Technical Maintenance:

- The selected vendor will be entrusted with the ongoing technical maintenance of the website. This encompasses regular website software updates, security patches, and overall performance optimization.
 - The vendor must provide a responsive and efficient technical support system to promptly address any technical issues, thus ensuring minimal website functionality disruption.
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Integration of Online Tools:

The vendor will integrate various online tools into the website's framework seamlessly. These tools may include online donation platforms, event registration systems, and other relevant functionalities that enhance user experience and engagement.

Analytics and Reporting:

- The vendor will implement robust website analytics tools in line with data-driven decision-making. These tools will enable the monitoring of user engagement metrics, traffic sources, and other key performance indicators.
- The vendor will generate regular reports detailing website performance and user behavior insights for review and strategic planning by the HELINA team.

3. Proposal Submission:

Prospective vendors are requested to prepare and submit a comprehensive proposal that encompasses the following components:

Company Overview:

An introduction to the vendor, including background information, relevant experience, and a portfolio showcasing previous projects and clientele within the web development and management sphere.

Technical Approach:

- A detailed exposition of the vendor's strategic approach to website development, design, content creation, and ongoing technical maintenance.
- Clear elucidation of the proposed content management system (CMS) platform and a compelling rationale justifying its suitability for addressing HELINA's specific needs.

Project Timeline:

A comprehensive project timeline outlining the stages of review and evaluation of the existing website, enhancement, testing, and updating. This timeline should be reasonable and considerate of the intricacies involved.

Team Composition:

A clear and concise presentation of the vendor's team members who will be actively involved in executing the project. This should include an overview of their roles, expertise, and relevant qualifications.

Financial Proposal:

An itemized breakdown of all associated costs, from website review, management, content creation, ongoing maintenance, and any potential ancillary charges.



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4. Evaluation Criteria:

All submitted proposals will be rigorously evaluated based on the following predefined criteria:

Experience and Expertise: Evaluation of the vendor's track record, industry experience, and past projects that align with the scope of work.

Technical Approach: Scrutiny of the proposed technical solution in terms of its alignment with HELINA's requirements and its capacity to address the organization's digital needs.

Creativity and Design: Examination of the proposed design concepts and user experience enhancements that contribute to an aesthetically pleasing and user-friendly website.

Timeline: Assessment of the feasibility and reasonability of the proposed project timeline, considering the complexity of the tasks.

Cost: An analysis of the cost proposal for competitiveness and transparency, ensuring that it resonates with the value and quality of services offered.

5. Submission Deadline:

All prospective vendors must submit their proposals electronically by 15th September 2023 at 17: GMT to secretariat@helina.africa. Submissions must be made on or before the stipulated deadline, as late requests will regrettably not be entertained.

6. Contact Information:

For any inquiries, clarifications, or further information related to this RFP, please do not hesitate to contact the secretariat at secretariat@helina.africa