Submitted to:
Leonardo Lemes
The World Bank Group
llemes@worldbank.org

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PROPOSAL

gLOCAL Evaluation Week Website Enhancement

November 19, 2019

Submitted by:

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November 19, 2019

To: Leonardo Lemes
        The World Bank Group

Dear Leonardo,

Subject: gLOCAL Evaluation Week Website Enhancement

ASSYST is excited to submit our proposal to design and development of gLOCAL Evaluation Week Website Enhancement. ASSYST's unique experience in user experience design and development will ensure that that the Event Platform and Web Pages will not just appeal to the Hosts and participants, but also engage them to submit information utilizing interactive forms. We have solid knowledge on World Bank's digital standards and style guide, OIS compliance requirements, DevOps, as well as localization needs and globally spread user expectations.

We will provide a solution that help gLOCAL Evaluation Week Website audience easy to find, search, explore and disseminate 2020 Week event information along with other event organizers with enhanced user experience. Our platform will provide seamless user experience for registered and prospective attendees.

We look forward to develop the gLOCAL Evaluation Week Website and Web Pages, improving the user experience through captivating design, ease of use by providing effective methods for sharing information, and by implementing ways to encourage engagement and meaningful connections. ASSYST is confident that you will find this proposal acceptable, and look forward to working with you.

Yours truly,

Ali Kalamchi

ASSYST, Inc.

Vendor Number 3285

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About ASSYST

Advanced Software Systems Inc. (ASSYST) is a global IT services provider and product company, established in 1993. Headquartered in the Washington metro area with wholly owned subsidiaries in India, ASSYST is a debt-free, financially stable company with a strong cash flow. ASSYST offers User Experience research, branding development, design, development, implementation, upgrade readiness assessment, content migration, platform upgrades, module updates/upgrades, infrastructure management and modernization services for websites and online collaboration and knowledge management platforms. Our web development services portfolio includes:

- *User Research*

- *Content Strategy and Management*

- *Web Development*

- *User Experience design*

- *Responsive Web Design*

- *Web Hosting and Maintenance*

ASSYST combines business domain knowledge with technology competence and proven methodologies to deliver high-quality, cost effective products, solutions and services that helps maximize clients' competitive advantage and credibility. We specialize in interactive, responsive, elegant, and easy to use web page designs. ASSYST works with modern technologies and languages to create highly usable and responsive web page designs. We apply the latest, design trends and technologies in Fixed, Fluid, Adaptive, and responsive web design. ASSYST uses a mix of standard libraries and purpose built libraries to build innovative, responsive and highly usable web designs.

ASSYST is a partner of choice for international development, multilateral and nonprofit organizations such as the World Bank, IFC, IADB, UNDP, UN Foundation, USAID/Making Cents, Palladium and NEPAD. We continue to design, develop, operate and maintain Websites, Knowledge Management portals, Data Visualization platforms as well as enterprise systems for these organizations.

We have been partner with World Bank Group's Drupal implementation services program since 2009. During the past nine years, ASSYST has created numerous Drupal sites covering various topics, practice areas including support for trust funds and multiple partnerships. Many of these customers have retained ASSYST to provide enhancements, upgrade and steady state website maintenance services. ASSYST is well aware of the World Bank Group's Web Governance guidelines and Office of Information Security (OIS) policies.

Project Approach

Understanding of the Requirements

We understand that the gLOCAL Evaluation Week is organizing and launching a new knowledge-sharing and networking event to promote evaluation. Deliverables of the proposed project will extend the functionality of gLOCAL Evaluation Week Website and implement the event pages to support this new initiative utilizing Drupal content management system.

Based on the ToR, we understand that the initial version of the proposed Events Platform will have the following features and functionalities:

- *Custom designed interactive multilingual, dynamic mobile responsive Events Platform*
- *Single level navigation Top Panel Event Main Page and Landing Pages*
- *Feature to submit details through Drupal web forms*
- *Email alerts and Updates*
- *Advanced event search feature*
- *Web page sharing links for Social media channels*
- *Display social media streaming content*

Proposed Solution

ASSYST will use Drupal's best of breed contributed modules and will not modify core modules in any manner and as far as possible. Custom modules will be developed only when the existing core and contributed module options do not satisfy the requirements. ASSYST will use an intuitive user interface and process flow to ensure easy navigation. We will provide a rich client side for a smooth and enhanced user experience. We will follow industry standards in terms of structure and navigation, and the forms will display cleanly irrespective of the browser that the users may use. We rely on proven methodologies and adhere to clearly defined ground rules while designing user interfaces. The main features of our proposed solution will include:

Home Page (Main Page)
The gLOCAL Evaluation Week 2020 Home page will consist of Headers, Menu, Descriptions, Static blocks data, Dynamic blocks data, images and other details based on the new design. There will a login and register option in order to submit the Event proposals for the Event Organizers.

Event Organizer Registration/ Login
The Event organizer will need to register for submitting Event Proposal. The inputs like username, password, email, Organization Title, Type, Description, Website, Contact Name, Phone, and Event Co-Organizers etc. need to be entered. Once registered, the user will get an email to confirm/approval of the registration in order to check valid Event Organizer. Once the registration is competed, the Event Organizer can login to the application to submit proposal.

Event Proposals Submissions
Our proposed Event Platform will present constituents with a new, enhanced format for submitting an Event Proposal. The Event organizers can login to the application to submit Event Proposals. The Event proposal form will be comprised of all the details of the Event such as Event Title, Description, Start and End date, Country,

State, Location and Speaker, Presenter, or Instructor details etc. The Event organizers can submit multiple Events. They can modify the proposal contents before send for the review. Once the Events are submitted, the Event organizer will receive an email with Event ID for the conformation of event submission. Another email will be send for the Regional approver for event for review to approve/reject.

Manage Event Proposals Submissions

All the submitted Event proposal will be listed in this section. The reviewers can log into to the back end of the application and access the Dashboard to Manage Events submissions. In submissions listing page, the user can filter Events based on Event ID, Region, Language, Status and year. The reviewer from each region can filter the events submission based on the region and review/approve/reject the Event. For an Approved /Reject Event, an email will be notified to Event Organizer. All approved events will be published in the Events Listing page of the gLOCAL Evaluation week platform.

Events Calendar

All the approved events will be listed in the gLOCAL Evaluation week platform. The visitors can filter based on various criteria such as Region, Language, Date, and Track and events type. The users can view Events details by clicking on the title.

Events Details Page

Events details page has all the details of the particular events including Event organization details Events description, location and Venue. The key presenter and speakers details will also be available. The user can share the events to the various social media like Facebook, Twitter, and Linked in and email the link. There will be an option "Add to Calendar" in which the visitor can add them to events of his/her calendar.

Event Participants

For all events there will be an option to the users to "Register" to participate in that event by register for that event. The Participants need to fill the registration form by entering details like First Name, Last Name and Email. Upon registration, email automatically sent to organizer and participant to confirm registration. A user can participate in multiple events.

Participants Submit feedback

The participants can submit feedback after completion of each event. A link will sent to all participants as an email to post the feedback as a survey, add testimonial and upload the pictures of the event.

Survey management

The Event's organizers can manage post event survey Review feedback from participants. From the back end dashboard, there will be the option to view all the feedback.

Event Proceedings Submissions Form

This functionality is to capture the events proceeding summary from the event organizers on the approved events. When an event is completed, the organizers will get an email with a link for the submitting the events proceeding details. The link will lead to a form in the gLOCAL website having the field's summary, upload event pictures, and add videos (YouTube link) and documents (pdf, pptx, docx). The event organizer need to login to the application to submit proceedings details. Once the submission is approved by the reviewer the details will be published in to the particular event details. Email communications will be send to the user on publishing the details.

Event Proceedings Listing and Detail page

The Events proceedings page will appear when all proceedings are verified and approved by the approver from various regions. The user can filter the events proceeding on various criteria provided in the page. Click on the Proceedings title in the same event page to view details such as sessions, images, videos and document added by the user from Event summary submission form.

The uploaded event pictures will be shown in the Gallery. All the videos added will also be shown in this page. There will also be a section namely Resources to showcase the event documents such as pdf, pptx, docx uploaded by the event organizers from the summary submission form. The logo of the organization and details will be shown in this page. The visitors can export this page into PDF format for further reference.

Manage Events Proceedings Submissions (Back end)

The reviewer will be able to view all the event proceedings submission and provide approval for publishing the details. All the submission can be filtered from the back-end list view.

Automation Emails

ASSYST's proposed solution will provide confirmation email to all events organizer on submitting an event proposals. Also an email will be sent to the reviewers of the event in the region. When an event proposal is approved or rejected, an email will be sent to the event organizer. When an Event is over an email will be sent to all participants requesting them to participate in the survey on the attended event. All the emails will be sent by the application automatically.

Content Management

ASSYST will develop user-friendly back-end interface for **gLOCAL Evaluation Week** content administrators. We will also implement a simple and intuitive content management workflow and WYSIWYG editor that will allow administrators to easily add and update content.

Administrators will be able to create new custom permission profiles (within areas where their permissions apply) and assign users to them. Assignment to any user permission and profile can be done on the basis of individual user accounts or groups of users, who share certain characteristics. Administrators can remove user accounts either from the entire platform or from a specific permission profile. All permissions will be hierarchical in our proposed solution. ASSYST's proposed solution will allow authorized users to attach and upload documents including publications, case studies (PDFs, Microsoft Word, and Excel, PPT or any other formats) and other related multimedia files to the document repository.

To integrate designs with the back-end systems, we will build 'themes and sub-themes' for the platform using efficient Drupal modules and frameworks. HTML code and CSS files are separated to improve manageability and customization aspects of the interfaces and templates. This will enable designated staff to create, make changes, upload and publish content like images, text, media files and documents in various formats such as PDF and Microsoft Word without any technical assistance.

Multi language capability

Our proposed solution will make use of the multilingual features of Drupal, and will support five languages. The page translation and taxonomy translation interface, will make it possible for Content Managers to enter all the languages content side by side. A translation may also be entered later, which will not be shown if the language is not available.

Project Timeline

Tasks	Start Date	End Date
gLOCAL Evaluation Week Website Enhancement	12/02/2019	01/29/2020
Project Management Services	12/02/2019	01/29/2020
Sprint 1: Requirement gathering & Design	12/02/2019	12/11/2019
Identify Improvements for gLocalEvalweek 2020 Events	12/02/2019	12/04/2019
Mockup designs for gLOCALEvalweek 2020 (Home Page)	12/05/2019	12/11/2019
Sprint 2: Events Organizer Management	12/12/2019	12/18/2019
Event's Organizer Register	12/12/2019	12/13/2019
Manage Events Organizers	12/16/2019	12/18/2019
Multimedia/ UI	12/17/2019	12/18/2019
Unit and Integration Testing	12/16/2019	12/18/2019
Sprint 3: Events Proposal Management	12/19/2019	01/01/2020
Create Proposals	12/19/2019	12/25/2019
Manage Proposals	12/26/2019	01/01/2020
Multimedia/ UI	12/31/2019	01/01/2020
Unit and Integration Testing	12/30/2019	01/01/2020
Sprint 4: Event Proceedings	12/19/2019	01/06/2020
Automation of Events Proceedings to Organizers	12/19/2019	12/25/2019
Events Proceedings Submission	12/26/2019	01/01/2020
Manage Event Proceedings	01/02/2020	01/06/2020
Multimedia/ UI	12/31/2019	01/06/2020
Unit and Integration Testing	12/31/2019	01/06/2020
Sprint 5: Survey management	01/02/2020	01/10/2020
Request/Review feedback from participants	01/02/2020	01/03/2020
Automate Survey to Participant	01/06/2020	01/10/2020
Multimedia/ UI	01/09/2020	01/10/2020
Unit and Integration Testing	01/08/2020	01/10/2020
Sprint 6: Participant	01/13/2020	01/17/2020
Register for an event	01/13/2020	01/14/2020
Submit feedback post- event	01/15/2020	01/17/2020
Multimedia/ UI	01/16/2020	01/17/2020

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Tasks	Start Date	End Date
Unit and Integration Testing	01/15/2020	01/17/2020
Sprint 7: Event management	01/07/2020	01/20/2020
Manage Events	01/07/2020	01/13/2020
Events Listing & Details Page modification	01/14/2020	01/20/2020
Multimedia/ UI	01/14/2020	01/20/2020
Unit and Integration Testing	01/14/2020	01/20/2020
User Acceptance Testing	01/21/2020	01/27/2020
User Acceptance Testing	01/21/2020	01/27/2020
Feedback implementation	01/22/2020	01/27/2020
Deployment	01/28/2020	01/29/2020
Release to Production	01/28/2020	01/29/2020

Project Team Members

Bijumon T A | Sr. Web Developer

Bijumon is a highly motivated, technology savvy and creative web developer with more than ten years of experience in developing and testing of simple to complex corporate websites, online platforms and data visualization projects for various clients. Comprehensive understanding of website project concepts and best practices, and a verifiable track record for creating and maintaining vibrant, highly-accessible sites that generate interest and enthusiasm from prospective customers. He has experience working in an agile environment with multidisciplinary teams, and proven competency in developing, customizing, reviewing and optimizing code. He has considerable experience working on various third-party tools and libraries for implementing maps, graphs, and charts.

He is adept at transforming ideas, strategies and high-level business requirements into innovative web and visualization solutions. Experienced in all stages of Web and software development life cycle, from concept and development through quality assurance (QA) and tuning. Good object oriented design skills; designed and developed various applications using frameworks like Java Struts, MVC architectural design patterns. Extensive experience building websites with Drupal and developing custom Modules. He has developed and maintained professional data-driven web applications for multiple, concurrent users and has a proven ability to make recommendations on the use of new and emerging technologies. Santhosh has extensive experience in HTML5, JavaScript, CSS, jQuery, JSON, XML, responsive design and interactive visualization.

Francis D'Cruz | UI Designer / Developer

Francis is an experienced design professional with over 12 years of concept creation, brand strategy, information architecture, interaction design, user interface design and usability engineering. Francis is adept at architecting, designing, and developing the overall user experience and user interfaces for progressive,

responsive web and mobile applications that drive revenue and target market growth for clients. He has extensive experience with redesign of websites and development of new brand identity to facilitate intuitive interaction and improve presentation of information.

He brings design competencies and techniques such as analyze UI performance, gaps, and opportunities for reduce click counts while ensuring that the visual design works well in multiple environments and across an integrated Website rendering form factors. He creates wireframes, mind maps, storyboards, site maps, interactive demos, and page prototypes as needed. He is experienced in building advanced UI frameworks for web applications, and established design patterns for rapid prototyping of websites. He has knowledge of Drupal and WordPress. Adept with Adobe Designer tools, HTML5, CSS3, AJAX jQuery/ JavaScript, UI libraries, Various UI Frameworks including mobile application development frameworks, User Centered Design methodologies, 508 Compliance, W3C standard compliance for web and Accessibility guidelines.

Rajiv Rajendran | Test Engineer

Rajiv is an accomplished IT professional with 16 years of experience in the industry. He has comprehensive knowledge of software testing life cycle. He is specialized in testing of websites, online platforms and content management systems. He has strong focus specially for product quality, starting from reviewing requirements, creating test plans, test cases and test scripts to perform different types of testing and validation.

His experience in software testing enables him to quickly comprehend client's business requirements, workflow, prepare appropriate test cases. He is skilled in, conducting different types of manual and automated testing, and prepare detailed Bug Reports based on the testing results. He has performed GUI, Usability testing, Security Testing, Functionality testing, browser (IE, Firefox, Chrome, Safari, Opera) and platform (Windows 8/7/10, Android, and Mac/iOS) compatibility testing using virtual machine environment. He has worked extensively in environments that include GitHub, Jenkins, JIRA and Selenium Test NG. Rajiv conducts different types of manual and automated tests, track the Bug Reports, and prepares final checklists and release notes for getting approval from clients. He has outstanding analytical and problem solving capabilities and excellent verbal and written communication skills.

Cost Proposal

Labor Category	Hourly Rate (USD)	Effort (Hours)	Cost (USD)
Sr. Web Developer	27	560	15,120
UI Designer / Developer	27	184	4,968
Test Engineer	24	176	4,224
Infrastructure Engineer	24	16	384
Total		936	24,696

Assumptions

- *gLOCAL Evaluation Week will share all available artifacts, documentation related to the project.*

- *gLOCAL Evaluation Week will provide timely feedback for interim and final deliverables presented.*

- *Services will be delivered remotely from ASSYST's international location.*

- *All project related artifacts will be shared via ASSYST Project Management System (PMS) and Concept Board.*

- *The proposed cost is based on our initial understanding of the requirements and our experience in doing similar projects.*

- *gLOCAL Evaluation Week will grant additional budgets for any additional work and change order requests or enhancements identified later.*

- *gLOCAL Evaluation Week will extend the date of completion if there is any delay in the project start date.*