



**Seafood Alliance for Legality & Traceability
Request for Proposals - WordPress Developer & Graphic Designer**

I. Summary

The goal of this Request for Proposals (RFP) is to identify a consultant(s) or firm to provide WordPress development and graphic design assistance to FishWise’s Seafood Alliance for Legality and Traceability (SALT) initiative.

II. Background

FishWise’s mission is to sustain ocean ecosystems and the people who depend on them by transforming global seafood supply chains.

SALT is a global alliance for collaboration and learning to promote legal and sustainable fisheries through improved transparency in seafood supply chains. SALT brings together the seafood industry, governments, and nongovernmental organizations to accelerate learning and support collaboration on innovative solutions for legal and sustainable seafood, with a particular focus on traceability – the ability to track the movement of seafood through supply chains. SALT is a public-private partnership between USAID and the Packard, Moore, and Walton Family Foundations, and implemented by FishWise, a sustainable seafood consultancy.

SALT is creating an interactive tuna supply chain graphic to be featured on its existing website, <https://www.saltraceability.org/> to show the track of tuna caught at sea and the questions and risks that accompany that journey.

III. Purpose

SALT is seeking a Wordpress developer or firm’s assistance to develop an interactive webpage on SALT’s existing website to house our tuna supply chain graphic. We anticipate a limited amount of graphic design work may be required to complete this project.

IV. Submission Process

SALT invites qualified Offerors to submit proposals by the following deadlines:

Date of Issuance: **July 7, 2021**

Proposal Submission Deadline: ~~July 15, 2021 by 5:00 PM PST~~ **July 20th, 2021 by 5:00 PM PST**

Interested bidders should submit their responses by email by the date listed above. Responses should be directed to SALT@fishwise.org.

V. Period of Performance

~~July 23, 2021~~ **July 29, 2021** – September 25, 2021

VI. Location of Work

Remote, but the ability to attend remote meetings during business hours (9 a.m. to 5 p.m.) Pacific Standard Time is essential.

VII. Contract Mechanism & Terms of Payment

FishWise anticipates awarding a fixed price, deliverables-based subcontract.

VIII. Scope of Work

SALT may award all or part of the following work:

The WordPress developer shall work collaboratively and iteratively with SALT, including leading discussions with SALT/FishWise staff members to ensure SALT provides timely input and necessary information/materials, and that SALT's previously designed tuna supply chain graphic page meets the requirements to convert to an interactive and animated graphic for the website. The graphic has been designed with integration into WordPress in mind, and, thus, includes several types of image files, all the text and font for the pop up boxes. The consultant(s) or firm shall provide a graphic designer should the developer find something that needs slight modifications, though the bulk of the work will be to develop this graphic into an interactive experience on the website. At a minimum, the new page(s) will incorporate the following features:

- Cutting edge, responsive design
- Minimal animations and user interactivity
- 508 compliance
- Google Analytics integration
- Compatibility with popular desktop browsers including Chrome, Safari and Mozilla Firefox
- Explanations on how the mobile device will display, with suggestions of how to alter the design in the future

Phase I: Planning

The consultant(s)/firm shall:

- Participate in a meet and greet where SALT will elaborate on vision for displaying and animating the interactive supply chain graphic.
- Review [SALT's graphic design](#), [wireframe draft](#), and similar, exemplary sites including:
 - Vertical scrolling example sites:
 - <http://interactive.columnfivemedia.com/lucidworks/dark-data/>
 - <https://agency.futurelondonacademy.co.uk/>
 - <https://ellwee.com/>
 - <https://banorama.banenor.no/>
 - <https://areyallgreen.com/>
 - Some simple animation examples:
 - <https://tympanus.net/Development/ClickEffects/>
 - <https://www.superside.com/blog/10-great-examples-of-animation-on-websites> (#5- the pulse/radiating circle)
- Provide feedback on animation and layout possibilities and associated time and costs; create additional graphics/elements if needed.
- Create a mockup of the layout, or other visualization of the webpage to share animations and other details with SALT.
- Finalize graphic and animations along with the page layout to include short, explanatory blocks of text for the webpage where the graphic will live.

SALT will provide the consultant(s)/firm with the completed design files (.svg, .png, and .ai files), font files, development notes, and text for all pop up boxes to guide the development of the interactive supply chain graphic. Discussions will revolve around what animations are possible to give an interactive feel, but avoid an overly busy graphic as the animation needs are minimal and mostly involve pop ups.

Phase 2: Development

The consultant(s) or firm will translate the design to display on WordPress page(s) in [SALT's existing website](#) with regular text blocks to add explainer text. The consultant(s)/firm will also:

- Ensure the final WordPress page(s) are 508 compliant
- Ensure page displays properly on various browsers
- Explain how to make future adjustments/tweaks to text and/or elements

Compliance and Accessibility: SALT is committed to creating pages that are accessible for all users, including those that rely on assistive technologies. Given SALT’s audience and stakeholders who span the globe and potentially face a range of technological constraints, the consultant(s)/firm will take into account low bandwidth users throughout the design and development.

The pages will be developed for and tested on leading popular desktop browsers including Chrome, Safari and Mozilla Firefox. The consultant(s)/firm will optimize the site for use on a variety of mobile devices and operating systems, though the original graphic was not designed with mobile devices in mind.

IX. Deliverables

All deliverables shall be submitted in electronic format by the consultant to the designated FishWise contact person by the anticipated due dates. SALT will provide input to all drafts and sign off on the final approved deliverables for payment.

Deliverables	Anticipated Due Date	Anticipated Level of Effort
I. Initial meeting for Planning <ul style="list-style-type: none"> a. Participate in a planning meeting b. Mockup page or detailed wireframe developed and approved by SALT (includes up to 3 feedback process) c. Create additional graphics as needed 	On/about August 10, 2021	2 Days Developer 3 days Graphic Designer (if changes are needed)
2. Interactive tuna supply chain graphic developed, tested, and approved by SALT	Within 2 weeks after mocked up layout is approved by SALT On/about August 31st, 2021	5 Days

Skills & Experience

The WordPress developer must possess:

- Proficiency in WordPress

- Experience with implementing designs in Wordpress
- Experience designing for accessible websites (508 compliant)
- Proficiency in:
 - WordPress
 - Customizations
 - Plugins
 - CSS

X. General Instructions

“Offeror” and/or “Bidder” means a firm or individual proposing the work under this RFP.

“Offer” and/or “Proposal” means the package of documents the firm submits to propose the work.

XI. Submission Requirements

Offerors wishing to respond to this RFP must submit proposals, in English, in accordance with the RFP that provide full, accurate, and complete information as required by this solicitation.

Incomplete proposals will not be considered. All offers must abide by the standard provisions in Annex B.

Interested Offeror’s must provide the following to be considered:

1) Cover letter (Not-to-exceed one page)

Summarize in your cover letter your background and indicate your availability to perform the work during the anticipated period of performance. If you possess both skills (development and graphic design)- please provide background on how your capabilities relate to the work described above. If additional personnel needed to support (i.e. graphic design), please explain your relationship. Include links to three sites that show examples of WordPress sites you have built.

2) CV of Developer(s) (and Graphic Designer if separate)

The CV(s) should include at least three references that can verify past work.

3) Cost

Provide the hourly rate for each WordPress developer/designer, and estimates for each deliverable, and complete and sign I420s for all key personnel, see Annex A: I420 Form.

XII. Criteria for Evaluation

Submissions will be evaluated and ranked according to the conditions described in the evaluation criteria below, with a total overall maximum point value of 100. The selection will be based on the best value/trade-off (weighing price against technical factors) as follows:

<p>Capabilities (40 Points)</p>	<ul style="list-style-type: none"> ● Ability to design dynamic, potentially responsive, and on-brand materials ● Create engaging materials ● 508 compliance knowledge ● WordPress template design ● Plugins
<p>Past Experience (40 Points)</p>	<ul style="list-style-type: none"> ● Similar projects completed to the ones outlined above (developing interactive webpages for WordPress) ● 5 years of WordPress experience ● Experience with implementing designs in WordPress ● Experience with iterative design and working closely with clients to adjust materials
<p>Cost (20 Points)</p>	<ul style="list-style-type: none"> ● Provide your/your firm’s rate for the work that is proposed.

NOTE

- FishWise will not compensate individuals or firms for preparation of their response to this Solicitation.
- Issuing this Solicitation is not a guarantee that FishWise will award a contract. SALT may award all or part of the work.
- FishWise reserves the right to issue a contract based on the initial evaluation of offers without discussion.
- FishWise may choose to award a contract for part of the activities in the Solicitation.
- FishWise may choose to award contracts to more than one offeror for specific parts of the activities in the Solicitation.
- FishWise may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed scope of work that is based on a general scope of work in the original Solicitation.
- FishWise has the right to rescind the solicitation, or rescind an award prior to the signing of a contract due to any unforeseen changes, be it funding or programmatic.

- FishWise reserves the right to waive any deviations by offerors from the requirements of this solicitation that in FishWise's opinion are considered not to be material defects requiring rejection or disqualification; or where such a waiver will promote increased competition.
- Any products or data produced by this belongs to FishWise and/or USAID, which places them into the public domain. Any distribution of products or data must first have written authorization from FishWise or its designated representative.