

Safe Ireland Website Upgrade

Design and Development Specification

Bio

Safe Ireland is a national development and coordination body with responsibility for Domestic Violence (DV). We have four distinct functions: investigating the causes and effects of coercion and violence based on sex, gender and sexuality, particularly against women and against children; delivering frontline refuge, support and outreach services; developing best practice guidelines for skilled community-led domestic violence response; influencing civil society and national strategic policy. This is achieved through our network of affiliated independent frontline DV services as well as working directly with local communities; professionals; public bodies; academic institutions; philanthropists; and corporate partners

There are thirty-nine DV services across Ireland affiliated as members to Safe Ireland. Each deliver various combinations of services to women and children including crisis helpline support, information and advocacy, Garda and court accompaniment, counselling and welfare advice; along with emergency provisions such as food and clothing. Twenty-one of these services also operate staffed refuges.

Our core strategic focus is to change culture, transform responses to sex, gender, and sexuality-based coercion and violence in communities across Ireland, and to progress towards creating a free and Safe Ireland for women, for young people, and for children.

The Brief

Safe Ireland is embarking on the overhaul and upgrade of its current website www.safeireland.ie. The objective is to create an aesthetically pleasing, user-friendly website that will be discoverable by a wide range of search engines; engages a variety of different audiences; is accessible from a range of devices and facilitates users to support the work of Safe Ireland. This will require improvements to both front-end design and back-end development.

The four key elements of the assignment include:

1. Functionality
2. Navigation
3. Appearance
4. Integrity

The goal of the upgrade is to communicate the credibility and competence of the organisation as a leading expert in the national response to Domestic Violence; and a trusted beneficiary of public grants and private donations. It is estimated that the redesign lead time will be no longer than fourteen weeks.

Assignment Specifications

As a national NGO our work is weighted evenly towards Business-to-Business and Business-to-Consumer audiences. The website must offer a user-experience for both categories of consumer which is intuitive and easy to navigate. Our audiences may be generally segmented as follows:

- a. Women seeking information on nationwide supports for Domestic Violence
- b. Public Policy makers and legislators seeking information on advocacy issues
- c. Safe Ireland Member organisations keeping up-to-date on sectoral issues
- d. Strategic partners and donors following the progression of projects
- e. Public funders and regulators monitoring governance and compliance
- f. For-Profit and Non-Profit organisations purchasing and participating in training events
- g. General public seeking to make micro-donations
- h. Journalists researching news stories
- i. Students undertaking research

The website must therefore serve as a

- Signpost to safety-supports for women experiencing domestic abuse
- Primary repository of information for all audience segments
- Workspace for members to convene, plan and exchange information
- Location for the sale of training and education products
- Showcase for novel projects
- Mechanism for the collection of micro-donations
- Primary point of publication for news items and statements
- Signpost to offsite social media platforms

This will require both the retention of some existing spaces and the creation of new ones. Redundant content must be identified and suitable archival options considered and recommended. It is envisaged that these changes will involve a process of co-design between Safe Ireland and the contractor which balances creativity, utilitarianism and functionality.

The following is a list of considerations and key technical specifications, identified in-house, which must be addressed in the re-design of the website.

1. Functionality & Navigation

General

Information pages with details on how to get support for domestic abuse must be readily discoverable on the homepage. A recent analysis of site traffic revealed that most of our users are coming to the site organically and then bouncing to the *Get help page*. It is therefore imperative that the new website makes this journey a seamless transition and contains a sitemap to assist users with content location. The general site layout should encourage users to share content across all social media platforms and enhance further interaction with Safe Ireland. (Specific issues regarding layout and readability will be addressed in the next section under *Appearance*).

As our member-services are increasingly extending their own individual digital presence, it is increasingly important that the Safe Ireland site can provide direct links to member-service websites. A review of current access must be undertaken and recommendations made as to the best mechanism for easy signposting going-forward. Safe Ireland also proposes to provide a dedicated *Members Only Space* and seeks recommendations as to the best plugin solutions for this function.

Page Titles and Heading Tags

A full review of all page titles and heading tags must be undertaken to ensure that they are suitable for the work of the organisation going forward. It is envisaged that this will be a process of co-design between the contractor and Safe Ireland however, as a starting point, the following changes have been identified as necessary:

<u>Current</u>	<u>Action</u>
Home Page	<ul style="list-style-type: none">• Upgrade and Redesign.• Clear option to 'return to homepage' and 'exit site'• Contact Information, especially telephone numbers, should be clearly visible on Home Page and Get Help page
Get Help	Retain and Redesign with active links to members websites
Get Involved	To Be Decided
About	Update: Replace header Image; New images for each sub menu. Reconcile content to ensure consistency (eg Transparency)
Summit	Rename to 'Events'

New Additions

Action

Training	<ul style="list-style-type: none">• New dedicated menu with various pages for types of training• Moodle Plugin
Publications	Dedicated menu tag in header
Vacancies & Tenders	New
Blog	Must be visible with function to opt-in to a newsletter subscription.
Social Media	Highly visible links on all pages
Fintech	Clear and distinct options for donations including: <ul style="list-style-type: none">• Visible Active link directly to 'donate now' option using Card or Paypal• Separate Instructions for Text Donation• Separate Instructions for Revolut Donations
Podcast	Include functionality for podcasting which may be developed later
Members Login	New portal

Publications

The publications section is an important reference archive which must be easily accessible from the home-page. The following considerations must be considered in the upgrade:

- Discontinue FlipBook format or demote it to a secondary rather than primary format
- All existing publications primarily available in PDF format which can open without necessity to download
- Downloads will be executed via a simple 'Download PDF' button.
- All future documents will be uploaded in PDF as the primary format.
- Title tags will include the name of the document

Membership Plugin

The website upgrade will include an added feature for membership/associate management which is designed to streamline how Safe Ireland connects with members, as well as providing a mechanism for members to interact with each other. Key considerations will include:

- A login-based plugin which is compatible with our existing Wordpress theme and other plugins
- Analysis and costing of a range of features from basic functionality to interactive experience
- Ease of Use

As a non-profit, cost and sustainability of the members site will be an influential factor both for Safe Ireland and its members, therefore all options including tiered subscriptions, and none, should be explored. This new feature will be developed in close consultation with Safe Ireland staff.

Training & Education

The website will include a new section to support Safe Ireland's increased Training and Education activity. Our current offerings include grant funded training for Safe Ireland Members; In-service training for commercial corporations; and CPD training for professional practitioners. This location will require:

- A point-of-sale for future training events
- Testimonials from previous clients
- A Moodle plugin to manage participants and training materials

Donor Management

The contractor will review a range of options for donations and donor management, which considers a variety of payment options to accommodate all types of legal and charity-approved financial technology (including cryptocurrency). Safe Ireland is one of four national charities chosen by Revolut for in-app donations and this must be maximised going forward.

The contractor will present a range of WordPress plugin options, with comparative pricing, which accommodate a range of donation and management features including:

- Support for a variety of payment gateways
- Flexible donation options including pre-set; custom; once-off; and recurring
- Creation of Donation Forms and campaigns
- Back-end donation management and report generation
- Fee Relief
- Integration with e-mail marketing eg. Mailchimp

Subject to cost, this functionality may be commissioned during the contract period or alternatively, deployment may be deferred until the start of the next financial-reporting year.

Broken Links and Shorter Loading Times

The website must be functional in the literal sense therefore loading issues and broken links must be identified and rectified. At present, the average load time for a Safe Ireland webpage is 4.49 seconds. This is well below the recommended speed of 1 to 2 seconds (0.5 seconds for Google) and is likely contributing to a higher bounce rate for the homepage and loss of traffic.

Responsivity/Adaptability

A recent analysis of our website traffic reveals that 54% of our website users came to the site via mobile operating systems (Android being the majority followed by Apple); 45% via desktop and 1.4% via tablet. It is important therefore that the website is responsive and accessible from multiple browsers, across a range of devices. In addition to ensuring its compatibility with new major browsers, the site must also load properly on older versions. In general, the current mobile-version is significantly more navigable, legible and user friendly than the web version. All changes may need to be reviewed across an array of devices to determine performance and accessibility.

Integration with Social Media

Integration with social media is becoming increasingly important for engagement with both our B2B and B2C consumers. From time-to-time social media platforms may be the primary venue in which audiences can promote our services, engage with content, and stay up-to-date with the latest news relevant to the DV sector. Our written and visual content, including branded images and video, is primarily distributed on Facebook, Twitter and Instagram therefore social icons and sharing buttons must be included on all pages of the new site. The upgrade will optimise easy access to all of these platforms from any location on the site.

Active Blog

Safe Ireland's on-site blog keeps our users informed about the latest developments in the organisation and the sector. This should be continued as it is our primary point of publication for press-releases; media statements; news and events and also serves as a referral point for engagement with our social media accounts. The blog must continue to provide readers with fresh, informative and engaging content and reinforce Safe Ireland's reputation as a trusted resource and authority within the sector. The contractor will advise on best contemporary practices and also identify options for auto-generation of blog content into digital newsletter format.

Virtual Reality Capability Assessment

As Virtual and Augmented Reality experiences are poised to become increasingly significant in website user engagement, the contractor will assess the options for VR and 3D WordPress integration tools which users can access from web and mobile browsers both with and without VR headsets. At this point Safe Ireland wants to ensure that the website upgrade factors in capability for stepping out both contemporary and emerging 3D and VR formats over the coming years.

2. Appearance

The website requires a design upgrade which is clean, attractive and easy to read with intuitive navigation. Previous content was heavily text-based which has given rise to a dense site that is difficult to navigate and often obscures both the brand and the content. Whilst text will remain of significant importance on some pages, the upgrade must accommodate a transition to more visual content beyond the placement of images, including infographics and video content. The contractor will advise on mechanisms for converting or reformatting existing text-based content to more visual formats.

Layout and Legibility

The layout and legibility of the existing website requires immediate reformatting. The current central column of text and small font size must be replaced with a more aesthetically pleasing and accessible layout. An observation of the existing layout and text positioning on the homepage suggests that the normal 'Z' reading pattern (from top left to bottom right) is not well accommodated and could thus potentially cause new users to exit the site at the landing page. A re-design will allow for a variety of media formats and consideration must also be given to accessibility issues such as font size and alt-text for images.

Usability

The following are particular priorities:

- A clean header toolbar with easy to read page titles
- All contact information especially telephone numbers should be displayed clearly.
- Site layout should encourage users to share content across all social media platforms and enhance further interaction with Safe Ireland
- Visible point of exit from the site

Effective Colour Scheme

As Safe Ireland is not currently undertaking a full re-branding, the existing logo and colours will remain but must be complemented by an entirely new website colour palette. The current 'pink' overload no longer fits with the image of the organisation nor the emotional responses it invokes in users. The colour palette will reflect the tone of the organisation's work and will be appealing to its different target audiences and niche users. Sections may be colour differentiated to complement its purpose or function and where appropriate should be guided by Colour Theory.

Accessibility & Accommodation

The redesigned website must function for all users regardless of their hardware, software, language, location or ability. Safe Ireland is mindful of its internet information access obligations under the United Nations Convention on the Rights of Persons with Disabilities therefore, the new website should be accessible to all users and prudence should be given at design stage to the following design elements: contrast; colour; headings and spacing for grouped content; clear, consistent navigation; labels to assist with input; image and media alternatives and controls for automated content.

Where the use of CAPTCHA tests on forms for completion by users is recommended, to differentiate humans from robots and eliminate spam, there must be cognisance in terms of accessibility for persons with disabilities. If CAPTCHAs are to be included, they must be easy to understand, and there must be alternatives provided for users with disabilities which have more than two solutions.

Safe Ireland also seeks guidance on any other recommended assistive tools or plugins which may increase its reach to marginalised users including those with intellectual disabilities.

Original Content & Assets

The new website should have high quality, original content that is relevant to Safe Ireland, our Members and the sector. Safe Ireland currently has a paid subscription to Shutterstock to access high quality stock photographs, and we are also using the sites Unsplash and Pixlr to access copyright-free images. The contractor in association with Safe Ireland staff will curate a selection of images that reflect both the work that we do, and the diversity of potential users. The contractor will also advise on quality standards for self-created content; optimum file formats and protocols for storing assets.

It is anticipated that the re-design will allow Safe Ireland to increase its production of native content but this contract *does not* specify for original photography or video production. The contractor will consider suitable plagiarism-checker plugins to assist Safe Ireland in the avoidance of copyright breaches on the website and protocols for protecting Safe Ireland original content.

3. Under the Hood

Review of Domains and Hosting Packages

Safe Ireland has an established domain for its core work. As media moves increasingly towards visual content, Safe Ireland anticipates an increase in the use of media-rich content including photographs, videos, and presentations and in this regard needs to review hosting package options to ensure capacity for future needs. Our site traffic fluctuates frequently, depending on various news events or media campaigns, therefore the hosting company must be able to provide Safe Ireland with scalable solutions to include backup and security.

In addition to its core corporate work, Safe Ireland is now also exploring how best to support its member organisations through a member login area and seeks guidance as to whether this should be hosted on the existing site or should be re-directed to a separate site. In 2021 Safe Ireland bought a number of domain names in preparedness for such possible need.

Backend Services & Security

The primary backend consideration is ease of management. The upgraded site must be easy to navigate, use and update. A strong customisable backend service is essential and retention of the existing WordPress is preferable if all new proposed functionality can be achieved, in order to minimise the requirement for additional staff training.

As Safe Ireland is gradually improving its own in-house Communications capability it is anticipated that increasingly regular updating will be undertaken by one or more members of staff. In this regard, the contractor will be required to specify file formats, naming and tagging protocols for various types of content and provide same in a simple to use instruction guide.

Reliable security for the new site will be a key element in its redesign and the site must continue to be able to accommodate donations in a secure manner as well as protect user information obtained for newsletter subscriptions or member login. The contractor will advise on whether or not SSL Certificates are enough to offer full encryption of new content which may be held into the future.

Provision must be made for regular security checks especially in the early days of the site going live and include a comprehensive analysis of all DNS records, SSL certificates, user access, web server configuration, application updates and file integrity.

Comprehensive Sitemap

Safe Ireland's existing website currently uses a sitemap and the upgraded website should similarly include same, to provide visitors and search engines with the information they require to navigate the site easily and discover content. The sitemap should be reviewed periodically to include new pages as they are added.

Offsite Reviews

In light of changes to Google's search algorithm and greater priority being placed on local searches Safe Ireland seeks guidance on the importance of *Third-Party Review Services* in generating meaningful leads for our work and the benefit, if any, of third-party sites or seals. The contractor will advise on the benefit of claiming Safe Ireland on such sites and the creation of a call to action on the new website to prompt users to write such reviews. Safe Ireland currently has a Google Business Account which links our page to our website and appears in the SERPs.

Clean Code

The new site must contain clean, SEO-friendly code to assist spiders in finding content. Ideally, we would like to continue to use WordPress as our CMS Service with plug-ins designed to simplify the process of cleaning up code and increase search engine rankings. The contractor will advise on other useful plugins to ensure that a wide range of media can be incorporated into the new website including publications, tables, photographs, infographics and videos.

Tracking & Analytics

The new website must facilitate mechanisms like Google Analytics, Google Webmaster Tools and Bing Webmaster Tools, to monitor traffic and measure both engagement and conversion rates. Safe Ireland currently uses Google Analytics to monitor the performance of various content and site traffic to the existing site. This data is being recorded monthly and is used to inform our future digital marketing strategy. The valuable insights gained provide us with useful information on why users are coming to and returning to the Safe Ireland site and assists our Team in perfecting strategies and adjusting content to maximise engagement results. It is essential therefore that the outcomes measurement process is simplified by using Google Analytics along with Google and Bing's Webmaster Tools.

Testing & Modification

Adequate provision will be made for testing the upgraded website and resolution of issues ahead of launch. Minimally this will include pinpointing loading-time issues along with a review of titles, headings and alt text to ensure that search engines will understand site content, catalogue it appropriately and index it correctly. Provision must be made for a periodic evaluation of the site's loading times to be undertaken after the launch and appropriate action undertaken to resolve underperforming pages.

Tech Support

Currently, Safe Ireland does not have in-house I.T. staff and is reliant on the outsourcing of backend management to a third party. The contractor will assume full responsibility for oversight and management of all phases of the design, development and launch and will provide 7 days post-launch support over a period of three months to resolve any malfunction or design glitches.

Staff Training

As Safe Ireland is endeavouring to improve its in-house capability for site content management, the contractor will provide 5 days training to a small number of staff - two of which may take place during the course of development and the remainder subsequent to successful launch.

Co-Design

The contractor will be required to engage and collaborate with key personnel in Safe Ireland during the Discovery and Design phases to ensure that specific needs and functions can be achieved within the budget and technical capability available. Contractors will give reasonable notice and allow reasonable time for sign-off of decisions and Safe Ireland will undertake to keep collaborations as tight as possible to avoid delays or over-runs of the project timeline.

On-Going Maintenance

This contract *does not call* for the provision of a maintenance contract but the developer will be eligible to quote competitively for an annual maintenance contract when the current contract expires.

Duration of the Project

The project lead-time will be no longer than 14 weeks commencing in June of 2022 and shall be completed no later than 30th September 2022. The successful contractor will commence within 7 days of award of contract and an approximate allocation of lead-time for each element has been estimated as follows:

1. Discovery: 2 weeks
2. Design: 6 weeks
3. Development: 4 weeks
4. Modification: 2 weeks

An additional period of 7 days is anticipated for post-launch monitoring and periodic security checks which would be undertaken between October 1st and Dec 31st 2022.

Tender Submission

With due regard to all of the foregoing requirements and considerations, tenders are invited from experienced website developers which will include the following:

- Professional qualifications of applicant and key personnel who will be working on the project
- Contact information (including work location) of applicant and key personnel
- Outline workplan with demonstrable understanding of the requirements of this project and ability to deliver to include:
 - Needs Assessment Consultation with Safe Ireland
 - Research & Site Goals Review
 - Analytics Review
 - User Persona Creation
 - Sitemap Redesign
 - Flow and Process Diagrams
 - Functionality Assessment
 - Design
 - Initial Development
 - Modification
 - Launch
 - Post Launch Monitoring and Security Check
 - Safe Ireland Staff Training
- Outline of work on similar projects and links to same including where applicable, experience of previous work with NGOs/charitable organisations
- Breakdown of total cost in Euro, inclusive of VAT showing a breakdown of contractor hours required to deliver the project, plus all other costs associated with the work. VAT and associated rates should be shown separately
- Confirmation that the quotation holds good for 90 days, after the closing date for receipt of quotations.
- Contact details of two recent professional referees with permission to contact same
- Details of professional indemnity insurance

Proposals by email to: info@safeireland.ie

Closing date: Wed 1st June 2022 at 5:00pm

Late submissions cannot be accepted. Safe Ireland may contact referees throughout the assessment process; and applicants may be contacted for further clarifications on their submission. Safe Ireland shall not accept any responsibility for any expenses or loss, which may be incurred in the preparation of a Tender.

Projected Lead Times and Deadlines

1. Closing date for tenders: Wed 1st June 2022 (5:00pm)
2. Tender Selection: Fri 3rd June 2022
3. Contract Award: Tues 7th June 2022
4. Project Commencement: Fri 17th June 2022 (within 10 days of signing)
5. Discovery Completion: Fri 1st July 2022 (2 weeks)
6. Design Completion: Fri 12th August 2022 (6 weeks)
7. Development Completion: Fri 9th September 2022 (4 weeks)
8. Modification Completion: Fri 23rd September (2 weeks)
9. Launch: Fri 30th September
10. Post-Launch Monitoring and Security Checks: Oct 1st to Dec 31st
11. Staff Training: July 2022 to Dec 31st 2022

Criteria and Assessment:

Each tender application will be assessed on the following criteria:

1. Interpretation of the brief and proposed methodology (300)
2. Proven capability and experience in website development (300)
3. Capacity to complete the work within the stated timeframe (200)
4. Cost (200)



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