

Request for Proposals

Redesigning the Library Map of the World

Deliverables

IFLA, working with Stichting IFLA Global Libraries, is seeking a contractor to redesign the Library Map of the World website.

The current website was implemented seven years ago. Looking at the site now, we have determined that it is not as effective as it could be in supporting learning about and building understanding about the library field as well as supporting library advocacy.

We are therefore looking to redesign the Library Map and to preferably move it to WordPress to ensure compatibility with IFLA's main website or to an open-source platform that would be interoperable with the main IFLA website (<https://www.ifla.org/>). We are also looking to revise the information architecture and visual design in order to improve the usability of the website for key audiences and to strengthen usability of its contents in advocacy.

We believe that by implementing current web best practices and technologies, revising the information infrastructure to improve the user journey and content management, strengthening the content strategy, and revamping the visual design, we can provide our users with information in a more user-friendly fashion, motivate engagement, and communicate the nature, contribution and impact of the library field more effectively.

We are looking for a contractor to join us in crafting and implementing a new vision and look for the Library Map of the World website. We envision proceeding in several phases:

Phase 1: Exploration

- In-depth analysis of development needs and functionality gaps, resulting in detailed website redesign specification
- Validation of proposed software solution (WordPress or open source)
- Clear website migration and maintenance strategy

Phase 2: Design

- Design for an improved information architecture and modern and responsive visual design, including mobile design
- Effective content retrieval and search strategy
- Meaningful content visualization and display functionalities plan
- Design for an efficient content management system, including user accounts

Phase 3: Development

- Software implementation
- Front-end design and back-end set up
- Clear content migration strategy

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- Content migration
- Browser, device and usability testing

Purpose

- Develop the potential of the Library Map of the World as a means of building understanding of the library field
- Develop the visibility, potential and stronger use of the Library Map of the World as a tool for advocacy, highlighting the contribution of libraries in achieving the Sustainable Development Goals

Background

IFLA's Library Map of the World (<https://librarymap.ifla.org/>), a custom-built website, has been operating with the current visual design and architecture with only minor changes since 2017.

As the site has added content (currently, library data from almost 150 countries, more than 30 full country profiles, and almost 60 SDG stories), the architecture and navigation have become difficult for the user to navigate and retrieve information and content across the board. The current design is limited when it comes to search and information retrieval across different content types, data and information points, and it is complicated to build new pages or add content in the back end.

We look forward to an improved navigation path that makes it easier for users to find, use and re-use relevant content, with an updated architecture, modern and responsive visual design, including for mobile and tablets, greater social media integration, and improved content management functionalities.

In addition to improving the current functionalities there is also a need to expand and introduce new ones, among them:

- The possibility of adding new metrics and data points
- The possibility to look at historical data and trends
- The possibility of benchmarking and comparison
- The possibility to create a customised country report containing data and information from different content types
- The possibility of creating a customised report containing information on selected data points from different countries
- The possibility of displaying a selected number of SDG stories in an interactive way, for example, by creating curated virtual exhibitions
- The possibility of having different roles when it comes to content management, including an administrator with full access and reviewers/editors with limited access

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The site's content is currently curated and updated in collaboration with more than 200 content contributors from across the world; currently only IFLA's administrator can upload and add content to the website through a customised content management system.

Scope and requirements

The consultant will:

Phase 1: Exploration

- Engage with the Library Map of the World team to explore the development needs and assess the functionality gaps of the current Library Map of the World website.
- Produce a detailed website redesign specification, including website migration and maintenance strategy, including associated license and maintenance costs, if applicable.
- Hold a validation workshop with IFLA team on proposed software solution and website migration and maintenance strategy.

Phase 2: Design

- Produce a detailed redesign plan including information architecture and visual design, content retrieval, search, display and visualization functionalities, and content management.
- Hold a review workshop with IFLA team on proposed redesign solutions, including both for the front-end and back-end.

Phase 3: Development

- Implement selected software, including front-end design and back-end set up.
- Produce a clear content migration strategy and migrate the content.
- Facilitate testing of the redesigned website.
- Hold an acceptance workshop with IFLA team on redesigned website.

IFLA will:

Phase 1: Exploration

- Support the contractor through access to the Library Map of the World administrator experience and expertise
- Support the contractor through access to the current Library Map of the World website
- Provide access to the content management resources describing current functioning of the Library Map of the World that could be relevant

Phase 2: Design

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- Support the contractor through access to IFLA communications and branding resources that could be relevant in revamping the visual design of the Library Map of the World website

Phase 3: Development

Provide access to the content of the Library Map of the World to support the migration

Considerations

- We have an ambitious schedule aiming at being ready to launch in the first quarter of 2025.

Delivery Strategy

Provisional Timeframe

Milestones	Due	Responsible
Announcement of the Request for Proposals	12 August 2024	IFLA
Open Questions and Answers period (directed to kristine.paberza@ifla.org)	12-30 August 2024	Both
Deadline for Proposals	2 September 2024	Potential contractors
Project awarded and contract signed	9 September 2024	Both
Project initiation meeting	9 September 2024	Both
Beginning of Phase 1: Exploration	9 September 2024	Both
Validation workshop	w/c 23 September 2024	Both
Beginning of Phase 2: Design	30 September 2024	Contractor
Review workshop	w/c 28 October 2024	Both

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Milestones	Due	Responsible
Beginning of Phase 3: Development	4 November 2024	Contractor
Acceptance workshop	w/c 24 March 2025	Both
Delivery of final product	31 March 2025	Contractor

Proposal details

Proposal deadline

Proposals for undertaking this work are sought by **COB 2 September 2024**.

Proposal requirements

The contractor is invited to indicate the following:

- Suitability statement: A brief description outlining in a clear and organised manner how the proposed solution(s) meet the scope and needs of the project.
- Previous work: Examples of previous work that demonstrate ability to produce interactive websites.
- Expertise and experience: Description or relevant documents demonstrating knowledge and technical expertise and experience of staff involved in the project.
- Value and cost: Fee for provision of services which is based on the work to be performed in accordance with the scope of this project.
- Proposed solutions: A brief indication (up to 400 words) of the redesign vision and how they propose to carry out the work.

Budget

We welcome submissions of up to €55 000 at this time, of which we would anticipate €25 000 to be spent on consultancy and planning, and €30 000 on new platform development.

This work is made possible by the support of Stichting IFLA Global Libraries, and the contract will be signed with the Stichting.

Fee Submission

Where required the proposed fee should include:

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- Itemised breakdown for final delivery of requirements as outlined in this brief.
- Outline of a delivery plan, including milestone activities
- Information about any payment terms and conditions