

**PETRA DEVELOPMENT AND TOURISM REGION AUTHORITY  
(PDTRA)**



**سلطة إقليم البترا الترموي السياحي**

**REQUEST FOR PROPOSAL  
(PDTRA- Website Redesign)**

- تودع العروض في صندوق العطاءات / مبنى السلطة الرئيسي ، في موعد اقصاه الساعة الثانيه عشره من ظهر يوم الثلاثاء الموافق ٢٠١٨/٦/٢٦

**Date: 6 /6 /2018**

**RFP Ref. ٢٠١٨/٦ ع . س**

**Deadline:26 / 6 /2018**

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## **DISCLAIMER STATEMENT**

**This document is a request for proposals (RFP) and shall not be construed in whole or part as a direct or indirect order, or as a request or authorization to perform work or provide goods. The Petra Development and Tourism Region Authority is under no obligation to award a contract in response to this RFP's proposals.**

**The information in this RFP is intended to enable the recipient to formulate a proposal in response to the project requirements set forth. Although this RFP contains adequate information, bidders must conduct their own independent diligent assessments and investigations regarding the subject matter of this RFP.**

**The Petra Development and Tourism Region Authority does not guarantee the accuracy, reliability, correctness and/or completeness of the information contained within this RFP and any attached documents. The bidder shall be solely responsible for identifying and requesting any further information that may be required to prepare a complete proposal.**

**This RFP shall constitute part of the contract that will be signed between the Petra Development and Tourism Region Authority and the winning bidder.**

## **1.0 Introduction and Background**

### **1.1 Background**

**Petra Development Tourism Regional Authority** is an independent legal, financial and administrative Authority, founded in 2009, that aims to develop the region, economically, socially, culturally, and as a tourist destination, as well as contributes to local community development.

The Authority is managed by a Board of Commissioners that consists of five members including the President and Vice President and a member who is authorized to manage the Petra Reserve.

The members are appointed by the Prime Ministry and approved by His Majesty King Abdullah II.

#### **Main PDTRA objectives:**

- Administrate and supervise the Petra Region.
- Manage and develop the tourism industry in Petra and coordinate with national and international entities that are related to the economic sector.
- Provide a desirable investment environment to engage in various economic activities.
- Contribute to the development of comprehensive strategies for the protection, maintenance and restoration of archaeological sites, in coordination with the Department of Antiquities.
- Identify the areas and sites of heritage value in the region, which can be used for tourism purposes.
- Enhance the social status for the local committee and private institutions, and provide support to the traditional crafts projects and the tourism industry.
- Protect the environment in the region, including water resources, natural resources and biodiversity, by setting the standards, rules and regulations.
- Develop plans for human resource development.

## **1.2 RFP Purpose**

The Petra Development & Tourism Region Authority is seeking an individual/organization to lead and manage the redesign of our organizational website ([www.pdtra.gov.jo](http://www.pdtra.gov.jo)).

The primary purpose for initiating this redesign is to engage users in content within a streamlined, easy to navigate site (for both: **intranet & internet portals**).

We want users to quickly and effectively understand who we are, why we matter, and what we can offer to enhance quality of services provided by PDTRA.

We want our website to reflect our innovative and collaborative culture,

And to establish ourselves as a knowledgeable, reliable and approachable resource.

Increasing user access to research, news, events and resources, and driving subscriptions to our newsletter are key outcomes of the redesign.

Also, develop an intranet portal that satisfies the PDTRA's employees' needs.

## **1.3 Clarification Questions**

All inquiries in respect to this RFP are to be addressed to the Petra Development and Tourism Region Authority in writing by e-mail or fax with the subject "RFP Ref, "PDTRA-website Redesign ". Inquiries may be addressed only to:

n.erawadieh@pra.gov.jo or fax +962-3-2157091, by and may be received no later than first week after announced. Responses will be sent in writing no later than 10 days of announcing.

## 2.0 DESCRIPTION OF PROJECT

### 2.1 SCOPE OF WORK

PETRA DEVELOPMENT AND TOURISM REGION AUTHORITY is requesting quotes to lead and manage the redesign of our organizational website ([www.pdtra.gov.jo](http://www.pdtra.gov.jo)) using the latest technologies and standards in the market.

### 2.2 Target Audiences, Goals and Outcomes:

TARGET AUDIENCES	GOALS
<ol style="list-style-type: none"><li>1. Community members (i.e., age 22 –65 )</li><li>2. Educators</li><li>3. Students</li><li>4. investors</li><li>5. PDTRA employees</li><li>6. tourisms</li><li>7. Private companies.</li><li>8. public institutions</li><li>9. Funders - Program updates, news &amp; events.</li></ol>	<ul style="list-style-type: none"><li>-Provide evidence based resources ( e.g: transactions forms)</li><li>-Raise awareness of PDTRA's innovative Activities</li><li>-Establish PDTRA as a go to for reliable information</li></ul>
	OUTCOMES
	<ul style="list-style-type: none"><li>•Increase traffic and page views</li><li>•Increase resource reach and use</li><li>•Increase newsletter subscribers</li></ul>

### **3.0 Functionality Requirements:**

- ✓ Simple, intuitive navigation
- ✓ Responsive design across browsers and devices
- ✓ Site meets Web Content Accessibility Guidelines (WCAG)
- ✓ Event registration platform
- ✓ Web integration with 3rd party services for employee E-mails , Employee`s corner ( including :vacations request , salary slip, employee's profile , vacations balance inquiries , employee's custody) & E-mail newsletters.
- ✓ Site is easily edited, so minimal reliance on external support
- ✓ User accounts with varying levels of access
- ✓ Automated archiving
- ✓ Ability to profile Multiple updates on the home page
- ✓ Search engine optimization
- ✓ Analytics (currently using Google Analytics)
- ✓ implement an intranet portal that covers all needs for PDTRA
- ✓ Website introduced in two languages ( Arabic & English ).
- ✓ The new website should be under the same domain of PDTRA current website.
- ✓ The website should be user-friendly and easy to use by citizens.
- ✓ Support high-resolution media (images and video).
- ✓ Fast-loading pages designed with a balance of text and graphics
- ✓ The website should display changing photographs on the homepage and other landing pages
- ✓ The website displays correctly in all new versions of browsers.

### **4.0 Scope of Work & Deliverables**

#### **4.1 Project Management**

- Develop and manage timeline and implementation plan
- Develop and manage budget
- Work in close collaboration with PDTRA team as work progresses to ensure needs are being met
- The bidder is totally responsible about PDTRA website content transfer (from old to new website)

## 4.2 Content Strategy and Development

- Review and assess current site in relation to project goals .
- Develop a content strategy in collaboration with PDTRA team.
- Support/advise PDTRA team in revising existing content and/or develop new content; PDTRA team will lead content development.

## 4.3 Information Infrastructure

- Propose options for Content Management Systems and provide a Recommendation that aligns with project goals

## 4.4 Quality Assurance

- Perform extensive testing and quality assurance before requesting PDTRA team review
- Address/fix all concerns to ensure the site is ready by launch date

## 4.5 Review Criteria

Proposals will be assessed in relation to **the following criteria:**

- Ability to work collaboratively with PDTRA team and partners.
- Ability to meet project goals in the proposed time frame.
- Demonstrated success in creating engaging and easy To navigate web design.
- Demonstrated success in developing intuitive web navigation and organizing extensive web content.

## 5.0 Technical proposal

### 5.1 Servers / Hosting/Third Party Sites:

- NITC :( national information technology center).(for Hosting)
- ArabiaCell company (for SMS ).



## **5.2 Style**

- The end user must be able to navigate the site and use an optimized search engine to obtain agency information and resources.
- The site must be mobile-friendly for smartphones, iPhones, iPads, and Androids .

## **5.3 Content Management**

- Day-to-day content management and updates such as uploading postings, news updates, career postings etc.
- Managing the daily website updates internally
- Log file reports are required
- Built by a Content Management System (CMS) that is easy to use by non-technical staff.
- The CMS must provide ability to create and manage user accounts with permission levels.
- The CMS must carry out a dedicated SEO Module.
- The CMS should support audit logging to provide entities' tracking.
- Provides capabilities to add new pages with ease.
- Supports File upload with no limitation on the file size Attachments
- Procedures and video training will be required to be provided for PDTRA team to continue with day-to-day update
- Web support and assistance with required updates will be required as necessary.

## **5.4 Associated Databases / Catalogs / Accounting / Membership Software**

1. PDTRA E-mail.
2. Manages newsletter subscriptions
3. Intranet :Employee`s corner ( including :vacations request , salary slip, employee's profile , vacations balance inquiries , employee's custody)

4. Citizens transactions inquiries E- service : ( خدمة الأستعلام عن معاملة وذلك )  
من خلال الربط مع نظام الديوان الموجود في السلطة )
5. Tenders module.

## 5.5 Required Elements

- ✓ Internal Search
- ✓ Social media integration - Facebook, Twitter & LinkedIn
- ✓ Newsletter subscriptions
- ✓ Secure Board Members portal - Unique User access & passwords
- ✓ Embedded web forms such as client applications(web forms application generator) and the ability to export data as XLS or DB)
- ✓ Viewing in all new versions of popular browsers -IE, Chrome, Firefox, Safari etc.
- ✓ Mobile friendly -iPad, iPhone, Android,
- ✓ The website must have but not limited to the following components:
  - News Center.
  - News Ticker.
  - Media Gallery (Images and Videos).
  - Data Center Module.
  - Banner Management Module.
  - Site Search Module.
  - Event Calendar.
  - Tender Module
  - Announcements Module
  - In addition to all modules currently available in the website.

## 5.6 Traffic Reporting

- We will require setting up goals & reports to track user interactions, behavior and other recommended reports

## 5.7 Information Security

The activities mentioned below to ensure internet and intranet portal security:

- Appropriately assess, implement, test and deploy information security controls and measures to secure the System.

- Develop Disaster Recovery plan.
- Design and build secure connections between clients, the portal, and back-end systems.
- Ensure that Portlets are protected against web application threats, such as dangerous URL and attacks such as uploading file, cross-site scripting, Session Hijacking...etc. The solution should ensure that it is not vulnerable to OWASP Top 10 (2013) vulnerabilities listed below, (an assessment report should be submitted in this regard):
  - Injection
  - Broken Authentication and Session Management
  - Cross-Site Scripting (XSS)
  - Insecure Direct Object References
  - Security Misconfiguration
  - Sensitive Data Exposure
  - Missing Function Level Access Control
  - Cross-Site Request Forgery (CSRF)
  - Using Components with Known Vulnerabilities
  - Invalidated Redirects and Forwards

## 5.8 The intranet portal

- ✓ The intranet portal must be accessible through the internet
- ✓ The look and feel of the new intranet should be clean and modern, and associable with the existing visual identity of PDTRA.
- ✓ The website should be user-friendly and easy to use by employees.
- ✓ The intranet portal must be managed by authentication.
- ✓ The intranet portal must be usable, flexible and available.
- ✓ The intranet portal must provide workflow automations for vacation and leaves requests submitting.
- ✓ The intranet portal must integrate E-Services for vacations request , salary slip, employee's profile , vacations balance inquiries , employee's custody)
  
- ✓ The intranet portal must have but not limited to the following components that are seen by authorized employees:
  - News Center.
  - Update Ticker.
  - Media Gallery (Images and Videos).
  - Internal information Module.
  - Important alert Module.

- Calendar event Module.
- Event Calendar.
- Library Module.
- Weather Module.
- Survey Module.

## **6.0 Proposal Instructions**

- Please address the following:
  1. Sample Project Plan
  2. Project Budget
  3. Your approach to website design
  4. Details regarding your website project management process
  5. A summary of website development experience
  6. A listing of existing client references
  7. Identify who will be involved on your project team, including their relevant experience and credentials (Assign a Project Manager please)
  8. Provide three types of probability design samples (known that PDTRA has the right NOT to accept any of them).

## **7.0 Proposal Requirements**

Please include the following in your proposal:

1. Project timeline including key deliverables.
2. Detailed project budget.
3. Examples of completed projects.

## **8.0 Maintenance & IT support**

Maintenance and technical support part should be for three years.  
(SLA)

## **9.0 Training:**

1. Offers should include a session of training for PDTRAIT specialists; Training for Administrators and Editors (highest-level users), Onsite training.
2. It should ensure that all types of users and administrators are prepared to operate e-Service ,and to take over future enhancements or support of the e-Service developed applications
3. Training manuals and user guides are required.
4. Offers should include a training course for two of PDTRAIT specialists achieving the followings:
  - ✓ The training course should be for a minimum period 20 hours.
  - ✓ The training course should be in ASAP.net topic.
  - ✓ The training course should include attendance certificate.

## **10.0 Evaluation criteria**

The evaluation of the successful proposal shall be based on the highest level of receptiveness to the PDTRA's requirements and shall not be solely restricted to the lowest cost proposed.

A proposal to be considered unsuitable shall be rejected if it does not respond to important aspects of the Terms of Reference or if it fails to achieve the minimum technical score indicated in the Data Sheet.

The evaluation of the proposals received will be based on a combination of the technical proposal evaluation, the financial proposal evaluation, and the time

### **Evaluation of Technical Proposals (50 points)**

- The technical proposal will be rated according to the following criteria:
- Qualifications and competence of personnel ; 5 pts
- Adequacy of approach and methodology ; 5 pts
- Responsiveness to the Project requirements ; 5 pts
- Providing three (at least) suggested design samples, (known that PDTRA has the right NOT to accept any of them). 25 pts

- Profile of the bidding firm and relevant experience ; 5 pts
- The total time frame for implementing the complete project (maximum permissible duration is 2months) ; 5 pts

### **Evaluation of Financial Proposals (50 points)**

If the technical proposal achieves the minimum of (75 % \* 50), the financial evaluation will be taken into account in accordance to these guidelines:

The total amount of points for the cost component is 50. The maximum number of points shall be allotted to the lowest fees proposed by the qualified bidders the points for the other proposals are computed by dividing the lowest proposal by each subsequent proposal, and multiplying the result by the total points allocated

ملحق عرض المناقصة

Appendix to Tender

المشروع: اعادة تصميم موقع السلطه الالكتروني العطاء رقم: س . ع ٢٠١٨/٦

التحديدات	رقم المادة	البيان
اسم صاحب العمل: عنوانه:	٢/٢/١/١ و ٣/١	سلطة اقليم البترا التنموي السياحي البترا - الاردن ص ب ( ٢٨ )
اسم المهندس : عنوانه:	٤/٢/١/١	
اسم المقاول: عنوانه:	٣/٢/١/١ و ٣/١	
كفالة المناقصة	التعليمات	( — % ) من قيمة دخول العطاء
كفالة اصلاح العيوب	التعليمات	( ٥ % ) من قيمة العقد
مدة الإنجاز للأشغال	٣/٣/١/١	( ٦٠ ) يوما تقويميا من تاريخ أمر المباشرة
فترة الإشعار بإصلاح العيوب	٧/٣/١/١	( ١٠٩٥ ) يوما تقويميا
القانون الذي يحكم العقد	٤/١	القوانين الأردنية السارية المفعول
اللغة المعتمدة في العقد	٤/١	اللغة العربية
لغة الاتصال	٤/١	اللغة العربية
المدة التي سيمنح فيها المقاول حق الدخول إلى الموقع	١/٢	(٧) أيام تقويمية من تاريخ أمر المباشرة .
قيمة ضمان الأداء قيمة ضمان الأداء خلال فترة الإشعار بإصلاح العيوب (ضمان اصلاح العيوب)	٢/٤	(١٠% ) من قيمة العقد المقبولة" (- % ) من قيمة العقد
نظام توكيد الجودة	٩/٤	مطلوب
أوقات العمل المعتادة	٥/٦	
الفترة المحددة لمباشرة العمل بعد التاريخ المحدد للمباشرة	١/٨	(١٥) يوما، وتعتبر هذه الفترة مشمولة ضمن مدة الإنجاز
قيمة تعويضات التأخير	٧/٨	( ٣٠ ) دينار عن كل يوم تأخير