

## WEBSITE DESIGN SCOPE OF WORK

### Project: Redesign and Updating of The Corporate Council on Africa Website with inclusion of USABC Directory

Monday, January 03, 2011

#### I. BACKGROUND

- **A brief background of the company**

The Corporate Council on Africa (CCA) is a not-for-profit, trade association focused on increasing investment and trade between the U.S. and the African continent. CCA works with governments, multilateral groups and businesses to raise Africa's profile in the U.S. business community. CCA is characterized by a fee-based membership of approximately 180 organizations, by a full-time staff of 20, and a flat organizational structure. Members are classified by yearly revenue with small businesses (25%) having \$6 million or less, medium businesses (42%) having between \$6 and \$500 million, and large businesses (33%) above \$500 million.

- **A brief description of the project**

As a not-for-profit organization, technology is a key element of low-cost and efficient management systems. It is expected that web design Best Practices, including the ability to customize the content and presentation of the website such as changing the font size of the website, adding images and captions, and the ability to easily update text and links will be the benchmark for the addressing each of the design requirements.

The principal goals of the CCA website are:

- CCA Brand re-establishing and strengthening
  - USABC brand establishing
  - Increase membership and distribution list
  - User-friendly content updating ability
  - Public Outreach
  - CCA events, product and information promotion
  - Information access and distribution to CCA members and partners
  - Visitor engaging
  - Housing one directory with different permission levels based on log in
- Please refer to the attached sitemap*

<p><b><u>The principal goals of the CCA database are:</u></b></p>	<p><b><u>The principal goals of the USABC database are:</u></b></p>
<ul style="list-style-type: none"> <li>- Host growing list of contact information</li> <li>- User-friendly query/sort feature to target specific audiences</li> <li>- Generate e-newsletter to be distributed to CCA audience</li> <li>- Generate email and other e-marketing tools to promote CCA, products, information and events</li> </ul>	<ul style="list-style-type: none"> <li>- Host growing list of contact information</li> <li>- User-friendly query/sort feature to target country, region, sector, product or service, revenue, number of employees, and other</li> <li>- Generate e-newsletter to be distributed to USABC and CCA audience</li> <li>- Generate email and other e-marketing tools to promote USABC products, information and events</li> </ul>

- **Budget**  
N/A
- **Time frame — Project deadlines**  
The current website is operational, so the implementation will have to be done in stages. The USABC database is the main priority. This database has to be implemented and integrated into current website by June 2011.

## II. TARGET AUDIENCE

- **User demographics — The main users of the site?**  
All
- **User comfort level with technology**  
Both sophisticated user familiar and unsophisticated users unfamiliar with the Web.
- **Will users have high-speed connections, or will many be on modems?**  
The system should be usable by both high-speed end users and users using low-speed connections such as modems and dial-up.
- **Audience base — how large do we expect our user base to be?**  
The website should be viewable by all via the Internet. Cross-browser support a must. In addition, rapid growth of mobile telephones in Africa means that the website should be technically capable of being accessed via a mobile telephone.

## III. DESIGN REQUIREMENTS

- **Are there any color palette and font treatment and/or image requirements or preferences?**  
Website administrators should have the ability to change the font size of the website, add images and captions, and to easily update text and links will be the benchmark for the addressing each of the design requirements.
- **Do we have corporate identity guidelines that must be followed?**  
The contractors will have to abide by CCA's corporate identity guidelines for the main parts of the website, however, on the pages involving USABC, both CCA's and USAID's corporate identity guidelines will have to be adhered to.
- **Will there be any animated elements (i.e. Flash animations)? How many? How are they going to be used?**  
A few for aesthetics such as the past events pictures, Save-The-Date postcards for upcoming events.

## IV. TECHNICAL AND INFRASTRUCTURE REQUIREMENTS

- **ISP/hosting considerations**

CCA will host the website on servers housed in a climate controlled facility with around-the-clock security, and backup services to ensure full time accessibility of the CCA website and the safety of all CCA data. The current website and database were developed several years ago in order to give CCA a presence on the World Wide Web. The website and database structures have not been updated since the launch. Although the website configuration has sustained CCA, the increased importance of the website for marketing, outreach, and content sharing and the tremendously reduced size of the CCA staff, makes it pivotal to overhaul the CCA website to dramatically improve user-friendliness, usability of the database, and a content management system structured to receive content from several sources

- **Browser/platform considerations**

Application should be supported by all Browser types (Mozilla, Internet Explorer, Safari, Chrome, etc...) and available on all platforms.

- **Active page delivery systems**

CCA is open to using ASP.NET, PHP, ColdFusion, JSP, Flex, and Silverlight

## V. FUNCTIONALITY/PROGRAMMING REQUIREMENTS

- **Will there be forms on the site?**

We expect a few forms to allow users to register/apply for CCA membership. Users should also be able to add themselves onto the mailing list.

- **Will the site require tools to manage content/information?**

Staff should be able to add content such as press releases, quarterly reports and other. Users should be able to edit and manage content.

- **If possible, list what the website should include:**

Please refer to the sitemap but the website should at least include:

Organization overview

List of member companies

CCA Staff

List of Board of Directors

Password-protected “members only” section

A “Sign-up to receive CCA e-newsletter” or “to be on distribution list” section

Space for event promotion

Space for event reporting

Space for publication promotion and sales

Other necessary design and content eliminates to reach goals listed above

- **Are there any other interactive features the site should have? What are they, and how do you envision them to work?**

Users should be able to (1) sign-in as CCA members (2) view lexis-nexis news feed (3) make comments on the blog page (4) view and sign-up for CCA/USABC calendar events and (5) send feedback. CCA administrators should be able to manage the CCA/USABC member directory via a clean web interface.

## **VI. ONGOING SITE MAINTENANCE PLANS**

- **How often will the site be updated?**

The site will be updated on a daily basis to include new members on directories, new research reports, success stories, new tenders, and other.

- **Will you be self-maintaining or will you be outsourcing maintenance services?**

We require the contractor(s) to train several key CCA staff members on how to manage the website. The website will be hosted on CCA's server and it will be managed by CCA staff.

## **VII. NEXT STEPS**

After reviewing this scope of work document and performing an informal audit on the current CCA website ([www.africacncl.org](http://www.africacncl.org)), CCA and the prospective vendor will meet to discuss project in further detail. Following the meeting, prospective vendor is to submit a proposal to Sonia Mfasoni at the following email address: [smfasoni@africacncl.org](mailto:smfasoni@africacncl.org). The proposal deadline for this project is January 31, 2011.