

Terms of Reference Web Site Design & Build WEnergy Global, WE iSolutions and WE Crowdfunding

Singapore, February 2015

Introduction

WEnergy Global requires a vendor who has demonstrated experience in managing web site projects and expertise with best practices regarding successful web site design, development and deployment. The assignment includes the enhancement of the existing portal of WEnergy Global and adding WE Crowdfunding and WE iSolutions.

The design theme concept across the 3 web sites should be consistent and align with our branding. Our primary objective is to continue to build brand identity, awareness, and interest in the organisation and the services it provides.

The portals will be updated using the Content Management System (CMS). The user interface and navigation must be user-friendly and logically consistent across different sections of the portal, in order to be efficiently perceived by users. Design elements must not require installation of additional software or browser plug-ins on users' workstations, except a standard web browser. Current web sites is centrally hosted by Vodien.

Target Audience

WEnergy Global (Renewable Energy & Energy Efficiency)

- Sector: Commercial, building owners, energy focused professional
- Country: Worldwide focusing on ASEAN (Singapore and Philippines)

WE Crowdfunding (Crowdfunding Platform for WEnergy Global)

- Sector: Commercial, professional individuals, energy focused professional
- Country: Worldwide
- Require feature for online payment transaction

WE iSolution (Energy Efficiency)

- Sector: Commercial, building owners, building manager
- Country: Worldwide focusing on ASEAN (Singapore and Philippines)
- Login info display will based on real-time database data

Scope

1. Conceptualise and propose at least three (3) significantly different web site layout options.
2. Propose technical design and development of functionalities on the web sites (hierarchical tree structure).
3. Create a content management system that will permit non-technical staff to instantly update web site content on specific pages.
4. Propose a liquid design composition, optimally viewable under several resolutions, avoiding the need for horizontal scrolling on screens with smaller resolutions.
5. Features:
 - Corporate Collaterals: leaflets, posters, videos, demos
 - News/Articles
 - Videos
 - Podcasts

- Blogs
 - Social Media Interfaces: allow integration of feeds from the social websites such as facebook, twitter to allow for maximum interaction on the websites' blogs/blog pages
 - RSS feeds: websites should have functioning RSS feeds for users to be able to subscribe and get updates on new information
 - Analysis Integration, traffic reporting (of popular Analytical Sites like Google Analytics)
 - Web 3.0 tools: allow for integration of Web 2.0 and Web 3.0 tools (mobile apps, foursquare, google maps)
 - Database management with real-time feed-in info
 - Data security, privacy and confidentially management of info
 - A mobile version and print-friendly of the website
 - An average Google Page Load Speed of 80% or better.
6. All pages must a have a unique Search Engine Optimisation (SEO) target with matching title and unique meta descriptions.
 7. Build web sites.
 8. Testing and commissioning of web sites, provide handover manual indicating web structure.
 9. Web hosting provider/server (quote separately).
 10. Web site maintenance (quote separately).

Submission

Proposal on web site design and setup, with quotation and implementation plan. Please also provide a summary regarding your web site development experience and listing of existing client references.