# *Annex 3:* TECHNICAL OFFER

**Public Call for Offers for Design and development of the website with a visual identity solution for the project SMART Balkans – Civil Society for Shared Society in the Western Balkans**

**Reference number NO 001 03/2022**

**Columns 1-2 are filled in by the contractor**

**Columns 3-4 are filled in by the offeror**

**Column 5 is filled in by the offer evaluator**

Offerors should fill in the form on the next page(s).

Instructions for filling in:

• Column 2 is filled in by the contractor. It shows the required specification. The offeror is prohibited from changing the data from this column.

• Column 3 is filled in by the offeror who must describe in detail what they are offering.

• Column 4 allows the offeror to add their comments on the offered procurement / goods and to refer to any documentation.

Any documentation must clearly indicate the models and options offered that are included, if any, so that evaluators can see the correct configuration. Offers that do not clearly indicate the model and specifications may be rejected by the evaluation committee.

The offer must be clear enough to allow the evaluators to easily compare the required specification with the offered specification.

When submitting an offer, include this page, which will be the front page of the technical bid.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Number** | 1. **The required specification** | 1. **The offered specification** | 1. **Notes, comments, references to documentation** | 1. **Evaluators’ notes on the offers** |
| 1 | **Website development**  A multilingual website – with a homepage in English language with subpages in Bosnian/Serbian/Croatian/Montenegrin, Albanian and Macedonian languages  Website code following W3C standard  WordPress CMS platform  Website is compatible with web browsers using W3C (Google Chrome, Mozilla Firefox, Internet Explorer 10.0 and newer, Opera, Safari, etc.)  Website is available on all mobile devices, tablets, and smartphones using WC3 and should be optimized (readable, all functions available and visible regardless of the device)  Additional functionalities (SEO integrated tools, social sharing, etc.)  Website must be printer-friendly  Website must have image, audio and video file upload and streaming features  Website must have “smart search” enabled via built-in search tool  Website must have search-by-name functionality and content of the documents must be searchable  Website administration via web browser must be enabled from any location and should not be very complex to operate and be simple enough to be updated by the average user  Each published article must contain name, date, amount of introduction text to be published on the main page, documents in attachment, images, etc.  Each article has an individual page with full information  Access granted to several administrator accounts with various access levels  Facebook Pixel integrated  Website should contain the following, inter alia, features:   * Space for online banners (dynamic and static), i.e. advertising space * Navigation bars, easy option to add categories and subcategories, and other content on the page * Monitoring and analysis of website traffic and readability of individual information on the website * A library / database of documents on the website * Online surveys (which the administrator can create and edit independently) * Calendar of events * Connecting the website with social networks * User registration for email alerts   The offeror should develop instructions for website management and conduct website management training for the CPCD team  The offeror is expected to provide suggestions what the website should contain  Security standards must include the following:   * Brute Force protection; * File integrity monitoring (FIM); * 404 blocking; * Audit logs; * IP address blocking; * Malware scanning; * Security tracking |  |  |  |
| 2 | **Website design**  Proposal of the website mood board  Proposal of the website design  Proposal of the user interface |  |  |  |
| 3 | **Website maintenance**  Offer the price and arrangement of hosting and maintenance on an annual basis  Indicate the duration of the probationary period before the official launch of the website  Ability to provide technical support for at least one month after the official launch of the website |  |  |  |
| 4 | **Visual identity solution – graphic design services**  Creation of Book of Graphic Standards with the following features:   * Design of a unique, memorable, and creative project logo adaptable for different display positions * Attractive color palette – proposals for primary and secondary color palette using at least 2 colors * Professional typography – selection of visually pleasing and readable font(s) with at least 2-3 typefaces (e.g. a combination of a serif, a sans serif and a script) * Upon agreement on abovementioned graphic elements, the selected vendor should provide design services of the supporting graphic elements (e.g. icons, shapes, patterns, textures and lines that can be used to complement the project’s visual identity — to pull out pertinent information, break up text and add additional dimensions to the designs).   Professional support in finalization of the project’s Communication Strategy (e.g. development of specific communication message, etc.)  Design services on a needs basis of the following materials:   * Social media visuals * Short animations/gifs * Viber stickers * Project’s roll-up banner/backdrop * Static/animated video intro/outro * PowerPoint Template |  |  |  |