



Terms of Reference [ToRs]

Development of Android, IOS and Web-Based Mobile Application

Project Name: Safer Spaces for Women and Girls
(SSWAG) Project

Project Locations: Nairobi, Narok, Kisumu, Kitui and Turkana Counties.

Date of Call for Quotations: February 25, 2022

Date of Quotation Submission: March 3, 2022

Expected Date of Awarding: March 8, 2022

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About Advocates for Social Change Kenya (ADSOCK)

Advocates for Social Change Kenya (ADSOCK), is a legally registered national Non-Governmental Organization (NGO) domiciled in Nairobi, Kenya. The organisation was started in 2001 and has been working across Kenya on programs that engages with men and boys in promotion of human rights and social justice in diverse communities across Kenya. ADSOCK has four programmatic areas through which we implement our work. These are the Communication and Advocacy, Capacity building, Survivor Support and Research and Development. Our programmes are centrally coordinated for harmonious operation, with all programmatic and institutional operations within being guided by the principle of inclusion and non-discrimination, which is in congruence with the Leaving No One Behind (LNOB) principle. ADSOCK's work anchored within the already existing grassroots structures as well as institutions in efforts which are aimed towards addressing, preventing and responding to Sexual and Gender Based Violence (SGBV). Furthermore, ADSOCK's programs are critically centered on nurturing and promoting new concepts of masculinities and femininities through gender transformative approaches. Our expertise includes not only working with grassroots women and men but also entails engaging community gate keepers, cultural, religious and administrative leaders as allies, advocates and agents in efforts to promote gender justice and mitigate Sexual and Gender Based Violence (SGBV) and other forms of intractable social ills in the communities and in institutions.

Development of Android, IOS and Web-Based Mobile Application As A Digital Solution to Provides Reliable Information On SGBV Services

Our interaction with communities in the past has led to a wide range of lessons learnt, majority of which are applicable in with regards to Safer Spaces for Women and Girls (SSWAG) Project funded by the UN Women as well as in our future dispensations (programming). Most of these lessons point to the need for efforts to be channelled towards improving the rapid expansion of activities on sexual violence prevention, protection, response, care, treatment and as well as the rehabilitation of survivors. There is the need to empower survivors by amplifying their voices and give them the power to ensure accountability by the various stakeholders in ensuring that survivors access justice and reparation. Capacity building of the existing health service providers in order to ensure greater responsiveness to the health needs of survivors of sexual violence and improvement of the management of sexual violence complications like Post Traumatic Stress Disorders (PTSD), fistulas in terms of quality and coverage, ensuring the provision of equitable, accessible, comprehensive and quality health services is key.

ADSOCK seek to address the root causes of inequities and the conditions which affect especially women and children's risks of experiencing Sexual and Gender Based Violence within the communities where we work. Towards this end, there is increasing recognition by stakeholders that there has been insufficient focus on prevention and tackling root causes and risk factors in SGBV programming. We take cognizance that preventing SGBV in Kenya requires an understanding of the factors that give rise to its prevalence. These are diverse and impact at an individual, interpersonal, family, community and broader social levels. Whilst risk factors associated with SGBV have been established in Kenya, these have not been prioritized. Given diversity across and within different contexts, it is impossible to address the diverse and complex range of factors within the design of one intervention.

The arrival of the COVID-19 virus and the resulting pandemic has had adverse impact on nearly all sectors and aspects of life. There has been a myriad of health, social political, and economic challenges as the world continues to change more quickly than ever. The very structures and inequalities we are fighting against have certainly been worsened as the corona virus health crisis continues to spread across the country, disproportionately affecting women, men and children. Social norms have gradually been shifting and cultural foundations being shaken drastically with far-reaching implications. Mental health-related ailments are reportedly on the increase as individuals and families try to adjust to the new normal. Cases of domestic violence among them intimate partner violence, femicide, and child molestation are reportedly on the increase. The impact on livelihoods is great, considering that most institutions in country had closed down indefinitely, with a few others having resorted to working from home. These changes are happening with greater complexity and with a lot of uncertainty as there are compound challenges which require new solutions and alternatives to mitigate.

Strengthening the coordination of the different actors and enhancement of collaboration to avoid duplication of efforts in prevention, protection and response to SGBV including developing consensus on legal frameworks, policies, standard operating procedures and guidelines at the same time is important. Similarly, improvement of information management, through collection, harmonization, documentation and dissemination of data relating to SGBV including the integration of relevant monitoring indicators in a structured information management system is equally important. It is towards this end, that ADSOCK is seeking the services of Mobile Application Developers with an aim of coming up with a one stop platform for capturing critical data that will help in providing support to survivors of SGBV in a more coordinated and timely manner thus ensuring access to justice.

Rationale for the Mobile and Web-Based Application (MobWapp)

Many challenges have emerged during our community engagement activities some of which were heightened due to the COVID-19 pandemic outbreak in Kenya in the first quarter of 2020. The challenges and gaps are, especially those related to timely, high-quality and easy access to information to citizens, in the time of availability of many channels of dissemination of information and the increase of misleading information, myths and misconceptions in addition to the limited ability of citizens to express their opinion and evaluate the information or services provided in general, and the gaps related to the effectiveness of access to services.

The Ministry of Health (MoH) reported a that there was a spike in case of Sexual and Gender Based Violence (SGBV) in Kenya since the first case of COVID-19 was reported in Kenya on 13th March 2020. In the same context, COVID-19 crisis has shown that there are no digital tools dedicated to confronting emergency situations, which help citizens dynamically access up-to-date information. This need has prompted ADSOCK to work on developing a digital communication tool (Smart phone application) as a two-way central communication tool to and from citizens that provides all information and updates related to SGBV including in emergency situations and is allocated at this stage to face updates related SGBV prevention and response in Kenya.

This MobWapp is expected to provide the citizens alerts, procedures, updates and awareness materials related to the SGBV in an organized, accurate and comprehensive manner, in addition to allowing citizens to evaluate the information provided and share their impressions regarding the basic services provided in different facilities including during crisis and pandemics such as the COVID-19. This intervention is based on the analysis of the various roles and efforts (*both state & non-state*), at the formal and informal local level, analyzing the current positives and gaps, in addition to measuring the public's attitudes and preferences regarding access to information and its analysis.

Objectives of the Mobile and Web-Based App (MobWapp)

The MobWapp is expected to achieve the following set of objectives:

1. Facilitate access accurate information related to raising awareness on SGBV prevention and response services including how to confronting COVID-19 virus;
2. Enhance access to access accurate information about SGBV services in different contexts;
3. Simplify reporting mechanisms and thus ensure support services and access to justice.

Required Service

ADSOCK seeks to develop a comprehensive and centralized user friendly easy to use Android, IOS and Web-Based mobile application for. This is premised within the framework of the efforts exerted to ensure safe and free access to accurate information about SGBV prevention and response services along with the high trend to investing digital platforms in providing solutions for the challenging issues.

The task of the service provider i.e., the MobWapp Developer, will be to design, develop and launch of a multi-platform Mobile and Web-Based Application, following by testing of the application and a one-year technical support. The MobWapp will focus on presenting information about SGBV and potentially extended to be used for other crises in the Kenya on a need basis. For example: Update about prevalence, reports from survivors, providing timely alerts about an SGBV case in a given local and procedures, health services, safety and security, information about access to services during emergency cases, receiving feedback from users, etc.

Solution Scope:

The intended solution consists of two main modules:

1. The Mobile Application: Accessible and user friendly;
2. The Web-Based control panel: which will be used to administer the mobile application through a Content Management System (CMS).

Service Scope:

Using the Agile Project Manager (APM) model, the service that is expected from the software services provider will include:

1. Requirements and system analysis with the various stakeholders and the production of the needed documentations including Software Requirements Specifications (SRS), solution overview, etc;
2. Conceptualization of the MobWapp in the form of a Minimum Viable Product (MVP) and prototype;
3. Development of the solution from end-to-end in accordance to the business requirements and solution outline provided within this document;
4. User acceptance testing and full testing of functional and non-functional requirements;
5. Submission of the application into the Apple App Store and the Google Play Store.
6. Post launch technical service support provision of a preliminary period of 1 year, with real time response and resolution to any bug, glitch or performance issues.

General and Non-Functional Requirements:

1. **Accessibility:** Adherence to international accessibility standards of Persons With Disabilities (PWDs) across all the modules of the solution;
2. **Data Security:** Adherence to the data rights, security and privacy regulations;
3. **Integration:** Possibility of integration with external solutions for data and content provision as well as external complaining systems;
4. **UX/UI:** Interfaces of the entirety of the solution modules and components must be designed with accordance to the highest standards of user experience ensuring friendliness and seamlessness;
5. **Availability:** 24/7 availability of the system and all its functionalities;
6. **Insights:** Access to analytics tool to show how the users interact within the MobWapp – log all events by users, with elaborate reports and charts dashboard providing statistics about the MobWapp usage;
7. **Testing and Quality Assurance:** Leverage highest standards of software quality assurance and software development best practices e.g. usability testing, stress testing and performance testing;
8. **Non-functional Requirements:** Ensure solution’s reliability, interoperability, upgradability, scalability, maintainability and sustainability.

In general, the following basic requirements for the MobWapp have been identified:

1. The Web-Based Mobile Application should be available for both Android and IOS and users;
2. A Content Management System (CMS) to enable Software Development Framework (SDF) team to upload, update and tag new content;
3. Display multimedia content e.g. interactive maps, infographics, interactive content, graphics, video, audio, both live and offline streaming;
4. The applications interface will be designed for English but possibility of being expanded to other languages (mainly Swahili);
5. The mobile platform should enable users from interacting with the content and to give their feedback (comments, sharing of content, impressions etc.) and should include features such as notification system;
6. Advanced reporting capabilities using data analytics to filter and dig in the interaction and feedbacks made by the users;
7. The MobWapp should provide the most seamless and pleasant user journey throughout it, through the application of the highest and state-of-the-art User experience/User interface (UX/UI) techniques;
8. The MobWapp should be accessible for people with disability and easy to use by different community groups and should enable users to access it offline.

Proposed Tasks and Indicative Timeframe:

Tasks	Description	Due Date
Task 1: System Analysis	In consultation with the various stakeholders the service provider should develop and produce a solution overview, and business analysis/Software Requirement Specifications document which will be the reference for the development of the application.	8 March 2022
Task 2: Development of the application’s prototype and minimum viable product MVP	2.1 Presenting the application prototype and MVP iteratively to the stakeholders with the proven user acceptance rates of the prototype; 2.2 The Prototype of the content management system and control panel.	11 March 2022

Task 3: Development of the application	Upon approval of the prototype, the application is developed and iteratively presented to stakeholders for comments and feedback.	15 March 2022
Task 4: Capacity building for relevant company staff	4.1 Provide a training plan/curriculum. 4.2 Provide a training to relevant SDF staff.	18 March 2022
Task 5: User acceptance testing and piloting of the product	5.1 Conduct the user acceptance testing for the application 5.2 Conduct the needed testing of both the functional and non-functional requirements	21 March 2022
Task 6: Finalization of the mobile application	6.1 Development of the mobile application that will meet the system specifications provided by ADSOCK; 6.2 Upon completion, handover of the software source code and documentation (<i>both user and technical</i>).	25 March 2022
Task 7: Continuous support	Provide a 1 year warranty on the software developed.	1 March 2023

Consultant's Duties and Responsibilities

- Submit a financial offer, with a break-down of the costs;
Submit a technical concept note explaining description of mobile application tool, the work methodology, and tools that will be used;
- Submit the expected timeline for the completion of each step of the App;
- Submit CV's of the team and a proof of the service provider' past experience in implementing similar services;
- Submit a technical report on the implementation of the requested service;
- Details of marketing and distribution plan for the mobile phone application post the launch in 30 March 2022;
- Service provider have to ensure security of the mobile app and guarantee intellectual property.

Assessment Criteria

Offers will be assessed as follows: 70% for the technical offer and 30% for the financial offer and according to the following criteria:

	Criteria	Marks
1.	Clarity of technical offer and proposed work plan	30
2.	Effectiveness and clarity of the used methodology	20
3.	Past experience of service provider	20
4.	Financial offer and cost advantage	30
Total		100

Implementation Duration

The required service of development of Android, IOS Web-Based mobile application will take place over one (1) month. The service provider is expected to start no later the 8th March 2022.

Financial Obligations

Payment will be made in Kenya Shillings after completing the service and submitting reports and approval by the ADSOCK staff. Payment will be made through a bank transfer or cheque within a maximum of one month from the date of service completion.

General Conditions

- This offer is for consulting firms who are specialized in this field;

- All papers of the quotation and any other attachments shall be signed and stamped;
- The price is presented in Kenya Shillings and ADSOCK is not responsible for taxes or fees associated with the implementation of the service;
- An official invoice is submitted by the implementing firm along with the source discount certificate;
- The price shall be provided only in this tender form and fax and photocopying are not accepted;
- The price quotation shall be void in the event of writing off, scraping or using the correction pen or pencil;
- The price shall be made in Kenya Shillings and ADSOCK is not responsible for currency fluctuation during the service implementation period;
- Applicants should submit resume that details their experience in the related fields;
- Applicants should submit a technical proposal developed for the ADSOCK to specifically show how the required service will be implemented;
- ADSOCK is not obliged to accept the lowest price quotation;
- ADSOCK has the right to cancel all price quotations and call for quotations again without giving reasons, and the tenderers shall have no right to claim any compensation;
- The price quotation is valid for 60 days from the date determined to open the envelopes;
- The deadline for receiving the technical and financial offer is on Thursday 4th March 2022 at 14:00 hours by the ADSOCK Finance Department at the address shown below;
- Awarding will be made to the offer that meets the required standards in terms of technical and financial implementation capacity;
- As stated above, the technical offer weighs **70%** and the financial one is **30%**;
- The technical and financial offer and other documents shall be duly signed and put in a sealed envelope.

Contact

You can contact the ADSOCK to inquire about the service through: P.O. Box 29556-00100, Nairobi, **Tel:** +254 (20) 520 83 23, **Email:** phil@adsock.org /info@adsock.org, **Website:** www.adsock.org

Applicant’s Details

Company's Name:
Registration Number:
Contact Person:
Address:
Telephone/Mobile:
Email:
Contact Person:

Cost

Item	Unit	Unit Cost (Kes)	Total Cost (Kes)
Developing and implementing a mobile application.	Lump Sum	1	
Total in Figures			
Total in Words			

I, the undersigned, certify to provide the required services according to the above-mentioned standards and conditions. I also acknowledge understanding and accepting the mentioned terms and conditions.

Applicant’s Signature: _____

Date: _____