
Chamber Association Websites

Terms of Reference (ToR) for the Design,
Development, and Deployment of Websites
for Seven Chamber Associations.

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1. Background

The Chamber Association Websites Revamp project is an initiative by the Rwanda Chamber of Tourism (RCOT) to modernize and redesign the websites of its seven chamber associations. Currently, these websites are outdated, non-responsive, and lack key interactive features, which negatively impact user experience and operational efficiency. This revamp will focus on making the websites more intuitive, mobile-optimized, and visually appealing, while ensuring that non-technical staff can manage content effectively.

By implementing a Content Management System (CMS) and enhancing user interaction through features like event calendars and member directories, this project aims to improve the overall functionality and accessibility of the websites for both staff and end-users.

In alignment with The Value-Added Initiative to Boost Employment (VIBE), a five-year programme aiming to increase dignified and fulfilling employment for youth, particularly women, refugees, and persons with disabilities in Rwanda. VIBE responds to the Mastercard Foundation's 10-year Young Africa Works (YAW) strategy, launched in Rwanda in 2018, to provide opportunities for young people in Africa to secure dignified and fulfilling work.

The programme targets systemic change, through working directly with MSMEs by providing firm-level support, collaborating with the private sector federation and member organizations for business advocacy, and with government ministries, departments, and agencies to address systemic barriers to trade to ensure the sustainability of the programme. Also, through various workstreams, VIBE targets to support 22,450 MSMEs through interventions that will address structural and business level constraints and consequently create an estimated 42,930 jobs for the youth (70% young women) over the five years of the programme, from 2023 to 2028.

Trademark Africa aims to partner with the Rwanda Chamber of Tourism in the implementation of digital solutions to improve market access in the tourism and hospitality sector which will employ parallel initiatives.

The digital intervention aims to increase the capacity of Rwandan MSMEs in tourism and hospitality value chains as constituted by its member associations; Rwanda Safari Guides Association (RSGA), Rwanda Hospitality Association (RHA), Rwanda Tour and Travel Agencies Association (RTTA), Rwanda Association of Tour Agencies (RATA), and Rwanda Tourism and Hospitality Educators Association (RTHEA) and the Rwanda Community Tourism Association, and so empowering the COT with digital systems will improve market access both local, regional, and international markets while creating jobs for women and youth.

2. Objectives

Objective 1: Modernization of Websites

Redesign the seven chamber association websites with modern, user-friendly, and visually appealing designs that meet current web standards.

Objective 2: CMS Integration

Implement a powerful CMS that allows non-technical staff to easily manage, update, and publish content.

Objective 3: Mobile Optimization

Ensure all websites are fully responsive, delivering an optimal user experience on smartphones, tablets, and desktops.

Objective 4: Interactive Features and User Engagement

Introduce features like event calendars, member directories, and discussion forums to enhance user interaction.

Objective 5: SEO and Analytics

- Integrate SEO tools to improve search engine rankings and analytics to monitor website traffic and user behavior.

Objective 6: Training and Support

- Provide comprehensive training for staff to manage content via the CMS and offer ongoing technical support post-launch.

3. Scope

The scope of work for this project includes:

- **Website Modernization:** Redesign all seven websites under RCOT to be visually appealing, user-friendly, and aligned with current web design standards.

- **CMS Integration:** Deploy a CMS that simplifies content management, enabling non-technical staff to manage updates.
- **Mobile Optimization:** Ensure websites are fully optimized for mobile devices, maintaining a consistent user experience across all platforms.
- **Interactive Features:**
 - Event calendars and online event registration.
 - Member directories for users to search and connect with other members.
 - Contact forms and feedback systems for user inquiries.
- **SEO Optimization:** Implement SEO tools and strategies to improve visibility on search engines.
- **Reporting:** Develop analytics features to provide insights into user engagement, website traffic, and system performance.
- **Security and Compliance:** Integrate security features such as SSL encryption, role-based access control, and compliance with GDPR and other relevant regulations.

4. Methodology

The project will follow an Agile Development Methodology to ensure a flexible and iterative process, promoting continuous feedback from stakeholders and allowing for quick adaptations as needed. The approach includes:

- **Stakeholder Engagement:** Collaborate closely with RCOT and the seven chamber associations to gather input during the design and development phases.
- **Iterative Development:** Develop the websites in phases, allowing for testing and stakeholder feedback at every stage.
- **User Acceptance Testing (UAT):** Conduct UAT to ensure all functionalities meet user expectations before the websites are fully deployed.
- **Training and Documentation:** Provide thorough training sessions for association staff to manage content post-launch, supported by detailed user guides and documentation.
- **Weekly Progress Reporting:** Provide weekly progress reports and hold regular project review meetings with stakeholders to track the project's progress.

5. Deliverables

The following key deliverables are expected from this project:

1. **Revamped Websites:** Fully redesigned and modernized websites for all seven chamber associations under RCOT.
2. **Content Management System (CMS):** A fully functional CMS integrated into all websites, allowing for easy content management by non-technical staff.
3. **Mobile-Optimized Websites:** Responsive websites optimized for mobile, tablet, and desktop devices.
4. **Interactive Features:** Functional event calendars, member directories, and contact forms are integrated into each website.
5. **SEO and Analytics Tools:** Built-in SEO tools for search engine optimization and analytics tracking for traffic monitoring.
6. **Training Sessions and Documentation:** Comprehensive training for staff on CMS usage, along with detailed user guides.
7. **Security Features:** Role-based access control, SSL encryption, and compliance with GDPR and other data privacy regulations.

7. Qualifications and Experience

The selected contractor must have a proven track record in the design and development of similar e-commerce platforms or digital marketplace solutions. The key personnel required for this project include:

Role	Minimum Qualifications	Experience
Project Manager	Bachelor's in IT or related field	7+ years of experience in web development project management
Web Developers	Bachelor's in IT, Computer Science, or related field	5+ years of experience in web development and CMS

		integration
UX/UI Designer	Bachelor's in IT, Design, or related field	5+ years of experience in user interface and experience design, with proficiency in tools like Adobe XD, Sketch, and Figma.
SEO Experts	Certification in SEO/SEM	5+ years of experience in SEO strategy and implementation
Tester (QA)	Bachelor's in IT or related field	5+ years of experience in system testing, test automation, and user acceptance testing (UAT).
Security Expert	Certification in security (CISM, CISSP, or equivalent)	5+ years of experience in IT security.

8. Timeframe

The expected duration of this project is **3 months**, starting from the date of the contract signature. Key milestones will be:

- **2 Weeks:** Inception Report & Workplan
- **2 Weeks:** Initial Website Design & Prototypes
- **2 Months:** Development of Core Modules
- **1 Month:** User Acceptance Testing (UAT)
- **8 Months:** Full deployment and maintenance start

9. Reporting and Coordination

The selected service provider will report to the Project Manager at RCOT. Regular updates and deliverable approvals will be reviewed by RCOT and TradeMark Africa (TMA), the key stakeholders in this initiative.