



Terms of Reference (TOR)

for the Development of the IOS and Android based app

Project Title: Wujood Application for Jerusalem city.

Implemented by Taawon and Grassroots Al-Quds, funded by the Arab Fund for Economic and Social Development

Task Requirement

Build and design and maintain app for the district of Jerusalem and handing all the source code and data used.

Short description

This application will serve the visitor of Jerusalem in navigating through the city while learning about the various places in it. Moreover, it will be a helpful tool for the researcher and the curious individual to explore the information about the city from anywhere.

Project Description

Wujood application will reflect the otherwise overlooked political and social reality of Jerusalem especially in the marginalized communities. Most attention usually is given to the old city and its surrounding communities, however, Jerusalem has much more to offer. The Jerusalem district possesses many stories and much nature and knowledge worth seeing and learning about, beyond its religious and historical sites. First, the application will put emphasis on showing this diversity to encourage the expansion of the scope of touristic movement both local and international to reach the villages around Jerusalem and the neighborhoods cut off by the expansion and annexation wall and the checkpoints. This is essential for the economy of these communities since Jerusalem's main industry is still tourism. Second, the application would be a source of information for a variety of audiences such researchers, journalists, organizations, activists and investors. The application will tell the reality of these places in social sectoral division covering education, housing and infrastructure, economy, health, etc. Moreover, it will illustrate the political reality and cover restrictions of movement, displacement, settlements, land confiscation etc. The application will have various interfaces where users can navigate the information and location on an open source map while walking the city, or through information tabs that are categorized through localities or themes. The stories will be enhanced by documents such as old photos of the places, old maps, videos, articles, statistical



information and fact sheets. Palestinian stories that will be retrieved from the Israeli archives will include stories of buildings, families, characters and events, and will be sorted to each community on the application. The application will also tell about the people who are active in these communities, what are their initiatives and how one can support their work. Last, the application will be built in a way that it can keep growing, and people from the city can add more information all the time, where Grassroots will keep monitoring the information to make sure it is correct and enhance it with more resources as previously described. This will ensure the application keeps being relevant with time.

App Development:

In a quest to implement the above stated project activities Grassroots Jerusalem (GJ) in partnership with The Welfare Association (Al Taawon) is planning to develop city navigation and exploring application. We require the services of a competent and professional IT firm/technology house to design and develop an android and IOS based application.

Objective:

Following are the main objectives to develop the app;

GJ in partnership with Al Taawon look to expand its work and make its informative products more accessible to new audiences. We already map and document the stories of the whole of the Jerusalem District and make them available in *English and Arabic*, for activists, other organizations, tourists, researchers, journalists and most importantly for the people in general. This includes the stories of the neighborhoods, villages, landmarks and the people active in whatever way for Jerusalem.

The idea is to increase the scope of information to include the Palestinian heritage and identity of the city illustrated in popular stories and their visual dimension with an application. This is most important at this time because this information is dynamic and needs an efficient way to keep being as up to date with the reality as possible.

Trust building: Accessibility to information, accountability and transparency are core values for creating development partnerships that are based on trust. Through this app all aforesaid good governance elements will be ensured and trust of citizens will improve on public departments.



Features:

The app, Wujood, will provide multiple interfaced user experiences: navigation through spaces of the city where information about the various locations are shown intuitively and second where information are the goal and exploring them is also intuitive and intriguing from ones comfortable couch.

In the first option, the user will be able to travel (walk, drive, use public transport) the city using map layers that GJ creates. While doing so, the application will provide the users with information about the location they are in and its different landmarks, suggestions of what is there to do and see. Moreover, it will allow the user to learn about routes in the city and even create ones according to different themes. The application will include a navigation tool, that will help the user navigate walking, driving or using public transportation. The landmarks and attractions would include for example: Historical Buildings, Hikes, Cultural Centers, local organizations, restaurants, accommodation etc...

In the second option, a user who is sitting at home or who is not in Jerusalem, would be able to navigate and explore all the information according to their interest. The application would allow search for specific information or themes, as well as surfing through the labels and tabs in multi entrance/angle to the information, for example one can see what is there in a neighborhood, or another could look at all the cultural centers across the city and so on.

The application would allow a feature of feedback from the users both on the experience of using the application as well as the content.

The application would be constructed in a manner that allows growth and modification of information constantly in the future after programming is complete.

Design of the application needs to be in line with local culture in addition to being appealing for the user and the experience of using.

Responsibilities of the chosen bidder:

Other than the data handling features mentioned above following features are also required must in the app;

- 1) **Simplicity for the user.** Convenient user interface/ user friendly interface. Must adhere to platform specific UI standards provided by Apple and Google respectively.
- 2) **Multi Operating Systems:** Native apps for iOS and Android platforms are required.



- 3) **Administration Panel:** A web admin panel with options to manage the Apps data must be developed using latest combination of technologies.
- 4) **Good performance/Loading Speed.** Speed of loading mustn't keep users waiting.
- 5) **Offline Access.** Once data of any district downloaded/checked from this app must be available to the user offline afterwards.
- 6) **Feedback.** It must open to everyone and engage users into mutual communication. Users should be able to leave suggestions, rates, and reviews.
- 7) **Search.** It must have a system of search and filters.
- 8) **Connectivity** with other websites.
- 9) Application must provide all features and content in **Arabic and English equally** in terms of quality and user experience. (translation is not required and information would be provided by GJ in both languages)
- 10) **Technologies:** Bidder must provide details of tools and technologies to be used and why the chosen combination is best suited for the said project. The bidder must consider platform, security and usability while proposing a solution.
- 11) **Execution Plan & Deliverables:** The bidder must provide a detailed execution plan with deliverables list and strict timeline.
- 12) **Support:** The bidder must provide support for minimum twelve months after the launch of the mobile apps on both PlayStore and AppStore. long term support periods are a plus in evaluation process.
- 13) Application in store apps will not mention the developer name, it will be published under Taawon and Grassroots Al-Quds.
- 14) **Intellectual property:** All information and assets related to the mobile apps will be property of Grassroots Al-Quds and Taawon. The bidder must submit all source code and documentation to them upon successful launch and expiry of three months testing period.
- 15) **Proposals:** The bidder must submit both technical and financial proposals for the project. The technical proposal must cover all important aspects of the solution and the financial proposal should cover development and support cost.



- 16) **Licensing:** Grassroots Al-Quds would prefer using open source technologies to avoid any licensing cost where possible.
- 17) All licenses needed for the app to run must be included
- 18) The application must include **Notification Features.**
- 19) **Team of the project**, the submitted staff will be the responsible for performing all the tasks in the project.
- 20) A separate **designer** name should be stated with work portfolio included in the bid.
- 21) Fees of publishing the App, and developer map should be included in the bid.
- 22) **Security** features of highest standard for the application and its users should be included.
- 23) **Taxes**, price offer should be tax included.
- 24) **Data acquisition and arrangement**, ability to deal with information from various file types in order to arrange the database, familiarity of map GIS files (.shp , .json .kml etc) is a must.
- 25) Analytics, App Should be connected to google analytics service or any other agreed one.

These details can further be refined modified and amended when the developer and Grassroots Al-Quds discuss the technical and financial aspects of the app development. The bidder must submit both technical and financial proposal in a single document.

Interested firms/individuals can send their questions for further information to Grassroots Al-Quds within a 7 days after the call for proposals, the FAQ will be published for public.



Bid Contents

Required information from the bidder.

		Notes
Technical proposal	Must	Action plan with strict deadlines and stages should be clarified.
Financial proposal	Must	Comprehensive financial proposal with stages/tasks breakdown. *
Staff of the project	Must	Bios of the assigned staff and their responsibilities.
Portfolio	Must	Portfolio of previous works and projects that was done, with specifying the contribution of the bidder
Concept design	Must	Bidder should deliver a concept design for the project, including the vision and the method of statement.
Similar project implemented	Adv	
Extended support/maintenance periods	Adv	Offers for future maintenance and development are considered as an advantage
Longtime experience	Adv	More experience in similar domain and projects is an advantage

*chosen proposals will not necessarily be the cheapest, where the

Conditions of eligible candidates

1. firms and individuals able to provide tax invoice.
2. Ability to communicate conveniently and continuously with implementing party.
3. Implementing party has the right to choose the best bids after examining the technical and financial proposals, and doesn't have to choose the lowest price bid. Moreover, it also has the right to reject some or all the proposals without providing any justification, without any financial or legal consequences.
4. Implementing party has the right to cancel the bid or republishing it, in the same format or after modification, no third party has the right to object.
5. Bids should be submitted in USD including any taxes, logistics, expenses.
6. The awarded bidder will be committed to submit a performance bond guarantee (10% of the contract value).
7. 30% of evaluation points will be on the financial proposal, other 70% will be for the technical



Proposal Submission

The whole proposal including the required and supporting documents should be submitted in a separate two sealed envelopes (financial and technical) within two weeks from publication date to the following addresses :

1. Harun Al-Rashid st.9, 3rd floor Jerusalem
2. Khalil abu Rayya st. 5C, 3rd floor, Al-Masyonn Ramallah. (near Al-Mahroom Sweets)

Questions for information can be sent to the Email info@grassrootsalquds.org within one week from publication.

Publication Date: 4/10/2019

Last date for submission of Proposal: 18/10/2019

Last days for Submission of questions and information requests : 11/10/2019