# ALIVE & THRIVE (A&T)

**Request for Proposal (RFP)**

**Date of publication: August 10, 2022**

**Scope of Work: Consultant/Firm Needed for Alive & Thrive Website Usability**

**Testing.**

**Anticipated Period of performance: September 15, 2022 - October 31, 2022**.

# Deadline for proposals submission: August 30, 2022

**Introduction:**

Alive & Thrive (A&T) is a global nutrition initiative to save lives, prevent illness, and ensure healthy growth of mothers and children. From 2009–2014, A&T demonstrated that rapid improvements in infant and young child feeding (IYCF) are possible in settings as diverse as Ethiopia, Bangladesh, and Viet Nam. In 2014, A&T began working in Burkina Faso, India, Nigeria, and throughout the Southeast Asia region, expanding its scope to include maternal and adolescent nutrition, and using agriculture and social protection programs as delivery mechanisms for maternal, infant, and young child nutrition (MIYCN). Currently, A&T is leveraging its robust network and knowledge base to strengthen systems and build capacity in these and other countries across Africa and Asia, and disseminate innovations, tools, and lessons worldwide. The Alive & Thrive initiative, managed by FHI Solutions, is funded by the Bill & Melinda Gates Foundation, Irish Aid, and other donors.

# Background:

Alive & Thrive’s primary means of disseminating its variety of knowledge products and project information is its website, aliveandthrive.org. The website was redesigned in 2019, including a transfer to Drupal CMS, to resolve issues affecting its library functions. The design led to a significant increase in traffic to the site, but the bounce rate is still high (about 60%). The site is linked to Google Analytics, which generates a rich stream of data that has not been exploited for further insights.

A&T needs a consultant or firm to analyze the data generated by Google Analytics and conduct further information-collection activities that will clarify the user experience and provide actionable recommendations on how to improve the user experience.

# Purpose:

To conduct an analysis of data generated by Google Analytics complemented by user experience insight activities to provide A&T with actionable recommendations to improve the user experience.

**Tasks and Activities:**

1. Develop a plan for usability testing.
2. Modify the plan based on feedback and discussion with A&T communications team.
3. Implement the usability testing activities.
4. Compose a report that clearly presents key insights from the usability testing and actionable recommendations to improve the user experience.
5. Deliver the report as both a narrative and a PowerPoint presentation.

The firm or consultant will:

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| --- | --- | --- |
| SN | Anticipated Deliverables | Due Date |
| 1 | Develop a plan for usability testing based on discussion with A&T communications | September 25, 2022 |
| 2 | Revise the plan based on feedback | September 30, 2022 |
| 3 | Implement the plan | October 20, 2022 |
| 4 | Present a written report and PowerPoint presentation of the key insights and actionable recommendations | October 25, 2022 |

The writer will provide A&T with an invoice at the end of each month based on number of hours worked.

**Submission Requirements:**

To be considered, bidders should provide the following (**not to exceed a total of 1 page,** not including CV, examples of past work and cost proposal):

1. A description of the bidder’s experience in usability testing.
2. Three references for past performance, including contact information for each.
3. Proposed calendar of activities
4. Cost proposal (see below)
5. An updated CV(s)
6. Email address to allow Alive & Thrive to confirm receipt of the submission.

**Cost Proposal:** The agreement will be issued to the responsive offer that is selected as the highest scorer on a best value basis. Certified invoices will be submitted on a routine basis and payments will be contingent on timely submission and approval of deliverables.

**For individual consultants:**

A completed and signed biodata form, CV and a proposed daily rate (biodata form posted with this RFP).

**For Companies:**

Please provide a budget that reflects costs (including unit cost) for the type of activity, and a brief explanation that describes and justifies the cost assumptions for each category and line item in the budget spreadsheet. Please provide corporate rate card if available. To the extent that indirect costs are applicable, they are subject to the following limits:

* 0% for government agencies, other private foundations, and for-profit organizations
* up to 10% for U.S. universities and other academic institutions
* up to 15% for non-U.S. academic institutions and all private voluntary and non-government organizations, regardless of location.

If the organization has lower indirect rates, the lower rates should be used.

Offerors will submit with their proposals a proposed budget with sufficient detail to allow evaluation of elements of costs proposed. **All quotes must be in US Dollars.** Cost effectiveness is considered critical. The budget format posted with this RFP.

NOTE: Applications that do not include all of the above materials will NOT be considered.

**CRITERIA FOR EVALUATION**

**Bids will be evaluated and ranked by a committee on a best value basis according to the criteria below. Offerors able to provide all of requirements listed above may be considered.**

**Selection shall be based on the following weighted categories:**

1. Examples of Relevant Past Work and Experience of usability testing: 60%
2. Cost Proposal: 20%
3. References: 20%

*NOTE: FHI Solutions will not compensate the individual for its preparation of response to this RFP nor is the issuing of this RFP a guarantee that FHI Solutions will award a contract.*

**Instructions and Deadline**

Responses to this RFP should be submitted by email to the A&T office to Joe Lamport at email: [jlamport@fhi360.org](mailto:jlamport@fhi360.org) with copy to Tika Jaishi Neupane at email: [tjaishi-neupane@fhi360.org](mailto:tjaishi-neupane@fhi360.org) no later than **August 30, 2022 at 5 p.m. EDT.**

Any explanation desired by a prospective offeror regarding the meaning or interpretation of this solicitation must be requested in writing and submitted to Joe Lamport at email: [jlamport@fhi360.org](mailto:jlamport@fhi360.org) with copy to Tika Jaishi Neupane at email: [tjaishi-neupane@fhi360.org](mailto:tjaishi-neupane@fhi360.org) **by August 19 at 5 p.m. EST.**

Please follow the instructions carefully. Proposals which do not follow these instructions may not be reviewed. Offers received after this date and time may not be accepted for consideration. FHI Solutions will acknowledge receipt of your proposal by email. Proposals must be submitted in electronic format using Microsoft Office compatible software.

**Anticipated Contractual Mechanism:**

FHI Solutions anticipates issuing a Daily/Hourly Rate/contract to the offeror(s) whose proposal is most advantageous. The agreement will be issued to the responsive offer that is selected as the highest scorer on a best value basis. Payments will be based on actual hours worked on approved activities. Certified invoices will be submitted on a routine basis and payments will be contingent on timely submission and approval of deliverables.

**Withdrawal of Proposals**

Proposals may be withdrawn by written notice, email or facsimile received at any time before award.

**False Statements in Offer**

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

Proposals become property of FHI SOLUTIONS.

**DISCLAIMERS AND FHI SOLUTIONS PROTECTION CLAUSES**

* FHI SOLUTIONS may cancel the solicitation and not make an award
* FHI SOLUTIONS may reject any or all responses received
* Issuance of a solicitation does not constitute an award commitment by FHI Solutions
* FHI SOLUTIONS reserves the right to disqualify any offer based on offeror failure to follow solicitation instructions
* FHI SOLUTIONS will not compensate offers for response to solicitation
* FHI SOLUTIONS reserves the right to issue an award based on initial evaluation of offers without further discussion
* FHI SOLUTIONS may choose to award only part of the activities in the solicitation, or

issue multiple awards based on the solicitation activities

* FHI SOLUTIONS may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed scope of work that is based on a general scope of work in the original RFP.
* FHI SOLUTIONS has the right to rescind an RFP or rescind an award prior to the signing of a subcontract due to any unforeseen changes in the direction of FHI SOLUTIONS’s client, be it funding or programmatic.
* FHI SOLUTIONS reserves the right to waive minor proposal deficiencies that can be

corrected prior to award determination to promote competition

* FHI SOLUTIONS will be contacting offerors to confirm contact person, address and that bid was submitted for this solicitation.

**END OF RFP\*\*\*\*\*\***