



Request for Proposals

MERL Tech and MERL Center Websites Development

GitHub, Inc. in partnership with MERL Tech / Kurante

Original call: Wednesday, 29 July 2020

Deadline to submit clarifying questions: None (please send as needed)

Deadline to submit proposal: Sunday, 13 September 2020

Please send any clarifying questions and applications to:

Mala Kumar, malakumar85@github.com

Linda Raftree, lindaraftree@gmail.com

Request for Proposals – MERL Center Public Website Development

About the GitHub Social Impact team

The GitHub Social Impact Team connects the social sector to the GitHub community and GitHub employees as they shape the future of technology. Its Tech for Social Good program was expanded from Open Source for Good in July 2020, and ensures GitHub’s people, product and platform makes the world a better place through research, guides & tools, community building and sponsorship. For more information, [click here](#).

About Kurante / MERL Tech

Kurante is a boutique consulting firm that specializes in tech for international development (ICT4D) services. Kurante is the owner of the monitoring, evaluation, research and learning (MERL) Tech organization and conference. [MERL Tech](#) conferences have been held in Washington DC, London and Johannesburg, South Africa. The MERL Tech organization also runs several research projects and owns the MERL Center, below.

About the MERL Center

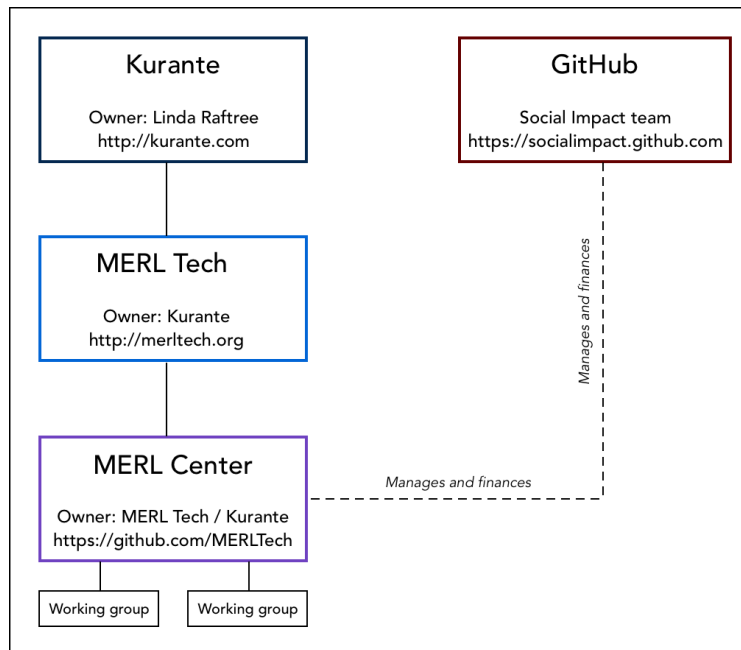
The MERL Center was conceptualized and created by the GitHub Social Impact, Tech for Social Good¹ program in September 2019 at the MERL Tech conference in Washington DC. Its aim is to create resources for the [monitoring, evaluation, research and learning](#) (MERL) community to effectively engage open source software, tools and data into their work. The MERL Center has two active working groups made of mostly volunteers that are creating case studies and beginner’s guides. Many working group members also contribute to the governance of the MERL Center. All final content contributions – text, graphics, data, project management tools - are hosted on the [MERL Tech GitHub account](#). The GitHub Tech for Social Good program finances and manages the MERL Center.

[Click here to learn more about the MERL Center concept.](#)

¹ The GitHub Social Impact Open Source for Good program became the Tech for Social Good program in July 2020.

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Organizational Hierarchy



Statement of Purpose

This request for proposals is for the development of two public-facing websites - one that will display the content of the MERL Center and one that will be a design refresh for MERL Tech. The websites will be developed in collaboration with the GitHub Tech for Social Good Senior Program Manager, MERL Tech / Kurante and MERL Center working group members. See above for the organizational hierarchy. It is envisioned the two sites will have the same branding and therefore, many of the same code and graphic assets.

Deliverables

(Refresh) MERL Tech website – <http://merltech.org>

- Full brand refresh, including
 - Custom, responsive WordPress theme, including for homepage, blog posts and static pages
 - New information architecture
 - New MERL Tech logo and favicon
 - Intuitive UX design
 - New UI design
- Integrations
 - With MERL Center site
 - With MERL Tech conference software (e.g., Sched)

The MERL Tech website must be built in WordPress.

(New) MERL Center website – <https://merltech.github.io/MERL-Center-public/> (Custom domain forthcoming)

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- Custom, responsive template for GitHub Pages site, including homepage, dynamic content and static pages
- Information architecture and taxonomy/tags
- New MERL Center logo and favicon
- Intuitive UX design that allows readers to easily search and access case studies, beginner's guides and frameworks the MERL Center creates
- Intuitive code structure that allows MERL Center working group members to easily make edits to the website
- UI design appropriate for global audiences
- Integration with MERL Tech site

The MERL Center website must be built using [GitHub Pages](#).

Budget

The maximum project budget is USD 20,000. For both sites, this budget covers:

- Software development labor
- 10-12 custom graphics, icons, logos
- Project management
- Bug triage and troubleshooting
- Websites content migration (if needed)
- UX and UI design (with support from GitHub)
- Any software licenses the awardee chooses to complete the above
- Websites launches

The awardee will NOT be responsible for covering the following costs:

- Domain registration
- Hosting
- Security and encryption software licenses for the websites
- Websites copy
- Websites content creation, editing, curation and formatting

Eligibility and Requirements

Required

- Strong track record of creating beautiful, reliable, intuitive and sustainable websites in WordPress
- Strong track record in project management
- Strong communication skills, ability to manage a multi-stakeholder project
- Strong track record with code development and management on GitHub
- Main project manager / point of contact must have a professional proficiency in English
- References

Preferred

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- Demonstrable experience with static site generator-based development, such as GitHub Pages and Jekyll
- Familiarity with MERL disciplines
- Experience in at least one social sector industry, such as international development, public health, advocacy or human rights
- Understanding of how diversity affects tech for social good

Organizations and individuals are encouraged to apply. Non-profit and for-profit organizations are eligible. There is no geographic requirement. The awardee may sub-contract at their discretion.

Proposed Timeline of Deliverables

Phase 1: Discussion and Planning (September 2020)

1. Calls with major stakeholders – GitHub Tech for Social Good, Kurante
2. Requirements gathering for both sites
3. Technical options – development languages and frameworks
4. Detailed project plan

Phase 2: Websites Development (September - October 2020)

1. UX and UI research and design (with GitHub support)
2. Low / medium / high-fidelity prototypes as needed or requested
3. Code creation and customization – CSS stylesheets, HTML pages, Ruby / JavaScript / other language files
4. 7-8 custom graphics, logos, icons, including a favicon and logo for the MERL Center website
5. 3-4 custom graphics, logos, icons, including a favicon and logo for the MERL Tech website

Phase 3: Websites Launch and Maintenance (October – November 2020)

1. Websites launched, all blocker bugs triaged and resolved
2. Content migrated (GitHub will create, edit, curate and format website copy and content for the MERL Center website. Kurante / MERL Tech will do the same for the MERL Tech website)
3. Basic documentation
4. Terms for follow-on maintenance (if any) contract finalized

The awardee is expected to provide ongoing project management support and communication throughout the project.

Proposal Requirements

1. High-level workplan, including approach
2. Previous examples of work in alignment with deliverables
3. At least two references
4. A budget

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