CONSULTANCY: WEB DESIGN AND MAINTENANCE FOR THE YOUNG AND WISE AFRICA PLATFORM

Background

Ghana has for decades had a young demographic base, ranking highly across the African region. However, this favourable demographic dividend is defied by significant challenges in health, education, and socio-economic factors. In health particularly, according to the most recent Maternal Health Survey in Ghana (2017), teenage pregnancy accounts for 11.2% of all pregnancies, and unsafe abortion is most common among young people aged 20 and under (29.9%). Contraceptive use among sexually active women is lowest among young people (9.8%); teenage pregnancy represents 11.2% of all pregnancies. Additionally, there has been a sharp rise in the prevalence of HIV among young individuals.

In our ongoing efforts to provide Sexual and Reproductive Health and Rights (SRHR) education and information to the youth of Ghana, the Planned Parenthood Association of Ghana (PPAG) recognizes the pressing need for innovative and engaging communication methods. To this end, the Young and Wise Africa platform was conceptualized and developed as one of PPAGs powerful tool to effectively deliver SRHR information to young people across the nation. This visually engaging platform was designed to resonate with young people, enhancing their receptiveness to and participation in the educational content therein. It also seeks to provoke positive outcomes, including increased knowledge acquisition, improved decision-making, and positive behavioural changes, substantiating the efficacy of this approach.

Moreover, the digital health landscape continues to advance rapidly, and the Young and & Wise Africa platform must remain modern and relevant to its target audience. For instance, innovations such as self-care have emerged as a viable avenue for service delivery, and the platform must be adjusted with new features and functionality to enable it to support such. New features such as artificial intelligence and advanced analytics have been proven to be pivotal in enhancing service delivery and must also considered significantly.

Purpose of the Consultancy

The consultant or company will be contracted to enhance the existing Web-based platform and develop dynamic new features to ensure high quality delivery of digital health education and services to young people.

Scope
The selected consultant will be responsible for the following tasks:
- Conduct sensemaking sessions with PPAG to understand and conceptualise the current state of the Y&P and the requested additions and configurations

- Review the existing platform to understand its configuration, content, style, and delivery
- Conduct design workshops to collaboratively design the additions requested from PPAG
- Integrate new design requests and ideas into the existing Y&P platforms
  - New features could include AI-enabled chatbots
- Enhance the functionality of the existing features of the platform
  - Improving speed, UX/UI
- Designing and implementing a robust SEO strategy, towards increasing traffic
- Website maintenance for one (1) year
  - Content management
  - Performance monitoring and enhancement
  - Enhancing security for the web platform as well as its users
  - User support and feedback management
- Capacity building of internal teams to maintain website

Deliverables

- An inception report highlighting the agreed tasks and responsibilities.
  - The report should include an action plan on how tasks will be accomplished
- SEO plan/strategy
- A functioning website that includes all agreed features from the inception report. Including:
  - Improved design, speed, traffic
  - Enhanced security protocols
- Monthly performance update reports
  - Content updated and managed
  - User metrics
- Configuration documentation and guidelines which clearly state how to manage the website, details on hosting arrangement and its configuration

Duration and Timeline

Activity	Person Responsible	JULY – OCT 24 WEEKS			WEEKS												
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Recruit Consultant to enhance web platform	PPAG	■	■	■														
Participate in a conceptualization workshop to develop and enhance features of web platform	PPAG and Consultant				■													
Develop and submit inception report	Consultant				■	■												
A) Enhance the functionality of the existing features of the platform B) Development of new features/new plugins C) Content management and optimization	Consultant						■	■	■	■	■	■	■					
Testing and Piloting of New features of web platform	Consultant and PPAG											■	■					
Review and feedback	PPAG													■				

Task	Responsible															
Updates on feedbacks	PPAG											▓	▓			
Validation and finalization	Consultant and PPAG													▓		
Dissemination and rollout	PPAG													▓	▓	▓

*The consultant will be tasked to maintain the website for a one-year period. This should be factored in the costing/budget

Consultant's Qualifications and Requirements

The selected consultant must possess the following attributes

- **Technical Proficiency:** Proficiency in website software and programming language like HTML, CSS, JavaScript, etc.

- **Collaborative Skills:** Ability to work closely with PPAG's team to incorporate SRHR expertise and feedback into web platform.

- **Time Management:** Ability to prioritize tasks and manage projects effectively

- **Portfolio:** A portfolio showcasing previous website design work, highlighting creativity, and technical skills.

- **User Experience (UX) Principles:** Understanding of UX principles to create user-friendly and visually appealing designs

The consultant or firm should provide the following in their application:

- A technical proposal describing how the assignment will be implemented.
  - The proposal should include evidence of similar assignments conducted within the last 2-3 years, including links for evidence.
- A financial proposal describing costs and charges
- Well-crafted CVs of key personnel who will be involved in the Assignment.
- Tax Clearance Certificate from GRA and Company Registration documents (if applicable).

All the required information should be compiled in a single document, not more than 10 pages. Files should be shared in a PDF format.

Duration of Assignment: Fourteen (14) Weeks

Application submission and Deadline:

All applications should be sent to consultancy@ppag-gh.org. The deadline for submission is close of business 26th July, 2024