

SCOPE OF SERVICES FOR THE DESIGN AND DEVELOPMENT OF THE JHMC WEBSITE

I. BACKGROUND

The John Hay Management Corporation (JHMC), a Government Owned and Controlled Corporation (GOCC), is the estate manager, regulatory body and implementing arm of the Bases Conversion and Development Authority (BCDA) in Camp John Hay, Baguio City.

JHMC has its existing website (www.jhmc.com.ph) developed in 2014. To keep on trends in web design and development, the Information and Communications Technology Division (ICTD) proposed to improve/enhance the existing JHMC website.

With this, the JHMC intends to procure the services of an expert for the redesigning and improvement of the JHMC Website with an Approved Budget of the Contract (ABC) of Eighty Thousand Pesos (Php 80,000.00) **inclusive of all applicable taxes.**

II. OBJECTIVE

To further improve public service and provide a more reliable, credible and professional website that is easily accessible to the public and JHMC's stakeholders.

The enhancement and/or inclusion of the following functionalities shall be considered:

1. Search engine optimization, well-organized content, user-friendly site, effective calls to action, increase conversion rate.
2. Providing quality content on website, regularly adding new information, establishing trust, marketing site on other websites and social media.
3. E-mail marketing lists, online support (live chat), webinars, and content designed to give your visitor a reason to come back.
4. Active social media program, promotions, reputation management.

III. SCOPE OF WORK

1. Site Evaluation Services
 - Review of existing JHMC website and its components
 - Recommendation of appropriate site components/sections relevant to JHMC's marketing and communication requirements.



- Assess the current JHMC website structure and contents for ease of accessibility, quality of contents, user-friendliness, ease of maintenance/update, information retrieval, etc.
2. Creative Design Service
 - Submission of three (3) creative design concepts (visual and descriptive) which are relevant to JHMC's requirements and with the following characteristics: corporate, appealing, innovative, organized, easy to navigate with graphics and resources loading within a reasonable time, and able to generate meaningful engagement.
 - Design, layout and manipulation of the following pages: Home, About Us, Investment Opportunities, Corporate Social Responsibility (CSR), Gender and Development (GAD), Procurement, Tourism, Forest Preservation, Careers, Transparency Seal, FAQs, Downloads, Links, News and Archives, Gallery, Feedback, among other pages.
 3. Marketing Services
 - On-line bookings or reservation plugin.
 - Real-time availability. Viewing of available date and time of the venue from the calendar.
 - Enhancement of the feedback mechanism/reply
 - Notification Services. Automatic sending of email notification to concerned personnel for bookings or reservations.
 - Create wider search engine marketing/search engine optimization to improve volume and quality of site traffic and improvement site promotion
 - Installation of ChatBox with ChatBot Plugin.
 4. Monitoring Services
 - Installation and generation of web analytics to determine the level of interactivity of visitors and analysis of their needs.
 5. Content Management System
 - Preparation of a content management system for dynamic pages – JHMC News and Archive, Gender and Development (GAD), Corporate Social Responsibilities (CSR), Careers and Procurement that has enormous functionality, user-friendly and allows for easy management of articles, banner and gallery images.
 - Prevent unauthorized downloading of graphic files and other content.
 6. Responsive and Mobile Friendly
 - Allow website to adapt to the size of screen it's being viewed on.



7. Technology Transfer Services
 - Turnover to JHMC of a Graphic Workstation with the list and specification of software used for web design and maintenance.
8. Ensure compliance with JHMC web policies and AO No. 39 of 2013.
9. Assure compatibility of the output with existing information systems of the ICTD.
10. Back up Management
 - The Service Provider shall make recommendations for back / restore plan.
11. Social Media Integration
 - The Service Provider shall include social media links and buttons to connect with JHMC existing Social Media Accounts.

IV. RESPONSIBILITIES OF THE SERVICE PROVIDER

- The Service Provider shall perform and deliver all the works required as stated in item no. III above.
- Shoulder all costs related to its assigned staff, including his/her salary, allowance, field accommodation, travel, meals, transport and logistical support throughout the period of the contract.
- Provide training to JHMC concerned Staff on the website maintenance, back-up management, tracking and monitoring of **Google Analytics** and content update.

V. DELIVERABLES, SCHEDULE and PAYMENT

| DELIVERABLE | DESCRIPTION | TIME (From Contract Signing) | PAYMENT % |
|---------------------------------|--|------------------------------|-------------|
| Project Requirements and Design | Submission and approval of the final website design. | 15 calendar days | 30% |
| Website development | Approval of the final website files. | 30 calendar days | 25% |
| Deployment | Successful JHMC website Go-Live. | 5 calendar days | 25% |
| Final Report | JHMC Acceptance Report | 10 calendar days | 20% |
| DURATION OF THE PROJECT | | 60 calendar days | 100% |

VI. EVALUATION CRITERIA

The Service Providers will be evaluated according to the following criteria:

| EVALUATION CRITERIA | WEIGHT |
|--|---------------|
| Company's Track Record | 25 % |
| Quality of Work (Based on Completed Works) | 25 % |
| Creative Proposal | 50 % |
| TOTAL | 100 % |

VII. REPORTING AND OWNERSHIP

JHMC will be the absolute owner of the website and have the copyright ownership thereof. The Service Provider shall not replicate or reproduce or use datasets used for this project without the consent of JHMC.

VIII. TERMS AND EFFECTIVITY

This Contract shall remain in force and in effect for a period of three (3) months subject to extension until the full delivery of the requirements and acceptance by the JHMC.

The project shall commence within seven (7) days upon the signing of Job Order (JO).

IX. EXTENSION OF CONTRACT

This Contract may be extended upon the determination of JHMC and under such terms and conditions that are mutually acceptable to and agreed upon by the parties in writing.

X. WARRANTY

The Service Provider shall warrant the project in conformity with JHMC's specifications. Service Provider shall, without additional charge to JHMC, make such modifications to the website as may be necessary to correct any defects reported to the Service Provider by JHMC for a period of one (1) year after the acceptance date.

