

TERMS OF REFERENCE AND TECHNICAL SPECIFICATIONS

I. General information

Assignment name	UI/UX Expert for the Civil Service Board
Beneficiary	Expertise France Lebanon
Country	Lebanon
Expected delivery	7 th of October, 2024

II. Context and justification of the need

Expertise France (EF) is a public agency created on the 1st of January 2015, and it has joined AFD Group as of January 1, 2022. EF offers programme engineering and technical assistance by developing and implementing international cooperation actions worldwide. Expertise France is the French public agency for international technical assistance.

Project: Supporting progress in key areas of public administration reform in Lebanon

Since 2019, Lebanon has been facing one of the worst economic crisis globally since the mid-nineteenth century according to the World Bank, with 2 major events intensifying its impact, the COVID-19 pandemic and the Beirut port explosion in 2020. As the financial and economic situation unfolds, the downfall can be seen in all of the country's aspects, from the availability of state services to the functioning of public administrations. Understanding the extent of this downfall requires an overview of several key facts that could represent Lebanon's new reality.

Lebanon has also been facing political and economic crises for several years. The country has a complex political system that is based on power-sharing arrangements among its religious sects. However, this system has led to political gridlock, corruption, and a lack of accountability, which has resulted in a deteriorating economic situation and social unrest. The political deadlock in Lebanon refers to the ongoing inability of the country's political leaders to form a functioning government. This deadlock has been repetitive and has always persisted for multiple months and sometimes years.

The country's worsening context has severe consequences on all sectors, with Lebanese public administrations being the most affected due to the reduction of available public funds. This has affected the core of public services and the basic functioning of administrations.

Needs justification

Albeit the financial crisis, almost all Lebanese governmental entities have suffered from budget cuts that affected negatively on their IT infrastructure and IT systems spending. The complications have multiplied with the financial crisis and political gridlock in the country, leaving most public administrations in dire need of support.

The project aims to support the IT and Capacity building needs of several public entities through crafting seamless digital experience for the public procurement portal.

III. Objectives and desired results

1) General objective

The objective of the assignment is enhancing the usability, accessibility, and overall user satisfaction of [Civil Service Board \(CSB\) Portal](#). The UI/UX expert will play a pivotal role in optimizing the design and functionality of the CSB's portal.

2) Specific objectives

- a. Improve the user experience across the CSB portal.
- b. Increased Users' engagement, retention, and conversion rate.
- c. Develop a modern design portal that aligns with CSB mission and vision.

IV. Deliverables

1) Scope of Work

- Creating user personas, user journeys, and empathy maps to better understand the needs and motivations of the CSB target audience.
- Collaborating with CSB team to define project requirements and goals.
- Developing wireframes, prototypes, and design mockups that demonstrate intuitive navigation, information architecture, and visual hierarchy.
- Iteratively testing and refining design solutions based on user feedback, usability best practices, and industry standards.
- Ensuring compliance with accessibility standards (e.g., WCAG) and responsive design principles to optimize usability across different devices and screen sizes.
- Providing design specifications, style guides, and documentation to support implementation by the development team.
- Conducting regular design reviews, presentations, and stakeholder meetings to solicit feedback and communicate project progress.

2) Assignment deliverables

- **User Flows:** Visual representations of the steps users take to accomplish tasks within a product or website.

- **Wireframes:** Low-fidelity representations of the layout and functionality of the portal focusing on structure and content hierarchy.
- **Mockups:** High-fidelity static representations of the portal user interface, including visual design elements such as colors, typography, and imagery.
- **Prototypes:** functional templates in HTML, CSS and JS formats of the portal features, allowing stakeholders to experience and test the user interface before development and later to be used by the portal development team.
- **Style Guides:** Documents detailing design guidelines, including typography, color schemes, iconography, and other visual elements to ensure consistency across the product.
- **UI Assets:** Exported design files including icons, graphics, and other visual elements necessary for development.
- **Design Specifications:** Detailed documentation outlining design decisions, interactions, and technical requirements for developers to implement the UI/UX design accurately.
- **Accessibility Guidelines:** Recommendations and considerations to ensure the digital product is accessible to users with disabilities, including guidelines for screen readers, keyboard navigation, and color contrast.

3) Duration and Engagement

The engagement of the UI/UX expert will be for a period of 1 month, with the possibility of extension based on project requirements and performance evaluations. The expert will work in hybrid mode remotely/onsite and collaborate with Expertise France and the CSB team on a part-time basis.

4) Performance Metrics

The sign off will be conducted based on the following metrics:

- Quality and impact of design solutions on user experience metrics (e.g., usability, engagement, conversion rates).
- Timeliness and effectiveness in delivering design deliverables according to project milestones and deadlines.
- Collaboration and communication skills demonstrated in interactions with CSB Team
- Adherence to project requirements, design specifications, and organizational standards.

V. Place, duration, and terms of performance

- 1) **Hybrid and onsite at Civil Service Board (CSB)– Beirut**
- 2) **Start date: 07/09/2024**
- 3) **Working Days: 10 Days.**
- 4) **Delivery date: 07/10/2024**

VI. Qualifications and Expertise

The ideal candidate for the UI/UX expert position should possess the following qualifications and expertise:

- Proven experience (5+ years) in UI/UX design for web and mobile applications, with a strong portfolio showcasing successful projects and innovative design solutions. Preference will be given to candidates with a portfolio in delivering similar services for public entities.
- Proficiency in design tools such as Adobe XD, Sketch, Figma, or equivalent software for creating wireframes, prototypes, and visual designs.
- Solid understanding of user-centered design principles, usability heuristics, and interaction design patterns.
- Proficient in front-end development technologies (HTML, CSS, JavaScript) and their implications on design implementation.
- Familiarity with user research methodologies, including usability testing, user interviews, card sorting, and heatmapping.
- Excellent communication skills, with the ability to articulate design decisions, present ideas effectively, and collaborate with cross-functional teams.
- Awareness of current design trends, emerging technologies, and best practices in UI/UX design.
- Experience working in agile or iterative development environments is preferred.

VII. How to apply

The application should include:

- Links to the candidate portfolio, namely portals developed of possible similar business line
- 2 previous clients contacts to be approached by Expertise France for reference checking.
- Financial proposal encompassing the assignment.
- Filled and signed copy of the application form
- Copy of the candidate Ministry of Finance registration.

Please send your proposal by email to the following address:

Lebanon.procurement@expertisefrance.fr To add the subject "UI/UX Expert".

Submission deadline

All proposals must be submitted no later than 31st of August 2024, 5 PM.

VIII. Application evaluation:

Comparison of bids for selection of the most economically beneficial bid

Bids will be assessed separately in accordance with the following criteria by awarding a score up to the maximum number of points per criterion as set out below:

Criterion 1: price of the services

The **financial score (FS out of a maximum of 35 points)** will cover the comparison of the financial offers of all candidates having submitted a conforming bid.

Criterion 2: Technical offer

Sub-criteria for assessing the technical quality	Maximum number of points
Expert Profile	25
Demonstrated experience in government-related projects	20
Comprehensive portfolio showcasing similar work	20
TOTAL	65

Each technical offer, deemed to be technically conforming, will be attributed a **technical score (TS out of a maximum of 65 points)** by adding up the weighted scores obtained for each sub-criterion.