



**Global  
Partnership**  
for Sustainable  
Development Data

Request for Proposals

**Making inclusive data the norm: Data-driven usability and accessibility improvements in web applications provider - Colombia.**

Consultancy

Deadline: August 23, 2024

Global Partnership for Sustainable Development Data

**To** : Offerors  
**From** : Global Partnership for Sustainable Development Data /  
United Nations Foundation  
**Subject** : Making inclusive data the norm: Data-driven usability and  
accessibility improvements in web applications provider -  
Colombia  
**RFP Issue Date** : August 7, 2024  
**RFP Closing Date** : August 23, 2024  
**RFP Closing Time** : 17:00 hours U.S. Eastern Time  
**Performance Period** : Approximately September to November 2024

The Global Partnership for Sustainable Development Data (Global Partnership) is seeking the services of an individual or organization to provide a scoping assessment of user experience (UX) standards in Colombia and co-create a roadmap with DANE for the effective implementation of a UX approach in the development of modular web/mobile/hybrid applications that would be used for data collection processes. This includes assessing skills to develop training sessions, creating a virtual repository of relevant documentation for transferring knowledge, and co-creating a roadmap to guarantee optimal levels of usability, ease of use, and accessibility of applications that aim to collect data from citizens. The Global Partnership invites qualified academic institutions, research institutions, firms, and organizations (“Offerors”) to submit a proposal for the requested services. The Contract resulting from this award will be a Services Agreement.

Offerors are encouraged to read this RFP in its entirety, paying specific attention to the scope of services, instructions, and requirements. Issuance of this solicitation does not, in any way, obligate the United Nations Foundation (UNF) to award a contract, nor will UNF pay for any costs incurred in the preparation and submission of a proposal. The agreement resulting from this RFP will be provided to the most responsive Offeror whose offer will be the most advantageous to the Global Partnership/UNF in terms of cost, functionality, and other factors as specified in this RFP.

The Global Partnership is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees and consultants.

## **Section 1: Background and purpose**

### **Background: United Nations Foundation**

The United Nations Foundation links the UN’s work with others around the world, mobilizing the energy and expertise of business and non-governmental organizations to help the UN tackle issues including climate change, data, global health, peace and security, women's empowerment, poverty eradication, energy access, and U.S.-UN relations. The United Nations Foundation hosts and provides administrative, financial and contractual services for the Global Partnership. For more information, visit [www.unfoundation.org](http://www.unfoundation.org).

### **Background: Global Partnership for Sustainable Development Data**

The Global Partnership for Sustainable Development Data (Global Partnership) is a dynamic global network of governments, UN agencies, private companies and civil society organizations. The Global Partnership convenes, connects and catalyzes action to address the problems of poor data use, access, quality and production, and to work with stakeholders to fully harness the new opportunities of the data revolution in the service of sustainable development. For more information, visit [www.data4sdgs.org](http://www.data4sdgs.org).

### **Background: Make Inclusive Data the Norm**

Inclusive data remains central to the Leave No One Behind (LNOB) agenda and has become more of a priority in recent years. For governments to truly achieve the leave no one behind commitment people who are marginalized or underrepresented must be safely included and represented in the data and data processes that are used to design and monitor development policies. This is relevant for both policy makers and citizens building on the idea that better data can enable more effective advocacy processes in different areas.

We urgently need to have data that reflects the realities of all people's lives - especially those who are poor, marginalized, vulnerable or underrepresented- and does so with their consent and participation. Three specific opportunities present themselves for governments to champion the LNOB agenda:

1. **Prioritization of data disaggregation & intersectionality:** Governments need sufficient disaggregated data to understand the situation of different population groups and target policies and resources towards those most in need. Moreover, governments need to increase their know-how on the implementation of intersectional approaches, allowing them to better understand how the people's different situations intersect to further marginalize them.
2. **Increased participation in data processes:** There are increasing opportunities to use citizen-generated data (CGD) - data that people, or their organizations produce to directly monitor and drive change on issues that affect them – to supplement or complement official data sources and help to shape policies that are responsive to community needs.
3. **Advocacy for data and inclusive policy:** Collecting and processing data must not be an extractive one-sided process. Where a government agency manages to produce highly disaggregated data, efforts should be made to enable different stakeholders (citizens, NGOs, enterprises) to use this data to advocate for their interests, enabling an informed agency process. This process should also motivate inclusive policy making that represents a diverse range of experiences and perspectives.

Governments across the world have made great strides in utilizing the opportunities of the LNOB agenda to strengthen their data systems to be more inclusive. However, governments continue to face similar challenges in strengthening their data systems. Different countries have lots of lessons and experiences to share with each other.

### **About the project**

Over 2024 and 2025, The Global Partnership in partnership, with the Agencia Presidencial de Cooperación Internacional de Colombia (Presidential Agency for International Cooperation of Colombia) (APC-Colombia), will be working with government and civil society actors in Colombia, Ghana and Kenya led by the National Statistical Offices (NSOs).

*Make Inclusive Data the Norm: a South-to-South learning project between Colombia, Ghana and Kenya* aims to enable the three countries to learn from each other's experiences and challenges in advancing inclusive data, which is essential for achieving the LNOB agenda and the Sustainable Development Goals (SDGs). This project will enable the three countries to add to their knowledge resources and toolkits on inclusive data systems and increase the effectiveness of the development and implementation of urgent development policies.

The Colombian National Statistical Office, Departamento Administrativo Nacional de Estadística (DANE), is a champion of the Inclusive Data Charter (IDC) and has developed guidelines for taking intersectional and differential approaches to data within the national statistical system. Colombia is searching to promote and to transfer its experience to other NSOs about implementation of good practices for the measurement of the differential and intersectional approach. In addition, they are interested in learning about CGD and expand their leadership beyond their existing work in IDC to all-inclusive data practices.

The Kenya National Bureau of Statistics (KNBS) has been strengthening disability data as a champion of the IDC but has also developed criteria for the institutionalization of CGD. Kenya seeks to create coherence between their gender and disability data work including through deepening their intersectional approach. The country also wants to remain ahead in championing CGD.

The Ghana Statistical Service (GSS) has made good progress in establishing a framework for CGD and practically using a technological approach to addressing the data gaps that exist in monitoring the progress in achieving the SDGs. Examples include leading specific initiatives on gender-based violence (GBV), waste management, marine litter data, and public service satisfaction surveys using mobile technologies. GSS has also championed advocacy for statistics through various approaches in various sectors of the country.

All three countries have also contributed their knowledge and experience over the years to the [Copenhagen Framework for Citizen Data](#)- a framework that can help conceptualize and agree on the different ways that citizens can play a role in data; and support formulating action points for the community to move forward. The Copenhagen framework is led by the UN Statistics Division under the [Collaborative on Citizen Data](#).

## **Section 2: Scope of services**

Towards the goal of this project, the Global Partnership would like to hire the services of an individual or organization to provide a scoping assessment of UX standards in Colombia and co-create a roadmap with DANE for the effective implementation of a UX approach in the development of modular web/mobile/hybrid applications that would be used for data collection processes. The main purposes of this consultancy are to:

- 1) Evaluate strategies to guarantee the usability of a multi-modular web/mobile/hybrid application, considering the particularities, capabilities, strategic objectives, available resources, advantages and disadvantages in DANE's environment, to establish appropriate, clear and substantiated recommendations to improve its accessibility.

- 2) Compile and document the functional requirements of the multi-modular application that allows for the defining the characteristics and criteria necessary to guarantee optimal levels of usability, ease of use, and accessibility of applications.
- 3) Establish a roadmap with specific recommendations for the development and implementation of the application usability, clearly establishing the step by step to achieve clarity and a user-friendly interaction process with the application.

The successful applicant will work under the supervision of the Program Manager and will work with the Senior Program Managers and the Inclusive Data Charter Technical Advisor as needed.

The key activities and deliverables of the consultancy are outlined below. These will be further extended during onboarding phase:

- 1) Conduct an exhaustive analysis of usability tools and strategies, including an assessment of advanced User-Centered Design (UCD) tools that facilitate responsive and adaptive design features, ensuring the web application is accessible on various devices and screen sizes, as well as assessing accessibility audits and compliance checks with international standards such as Web Content Accessibility Guidelines (WCAG) to ensure the application is fully accessible to users with disabilities.
- 2) Conduct user research, such as interviews, surveys, and workshops, to obtain valuable information about the needs, preferences, and feedback of application users.
- 3) Draft a user-centered design analysis report, highlighting key findings, recommendations, tools, strategies and methodologies applicable to the web application.
- 4) Work closely with the evaluation consultant to incorporate the UX approach in the strategy for developing and implementing the web application from the early stages of its design development.
- 5) Propose methods for implementing iterative prototyping based on user feedback sessions to continually refine the user interface and experience, ensuring the feedback sessions are conducted across various stages of the application development.
- 6) Propose methods for implementing A/B testing during the prototyping phase to compare different design approaches and directly measure their impact on user experience, facilitating data-driven decisions that enhance usability.
- 7) Develop a roadmap with recommendations and good practices to consider regarding usability and accessibility for the full design process, ensuring that the application is user-friendly, intuitive and accessible.
- 8) Identify and make recommendations for appropriate usability tests that can be performed iteratively throughout the application's development and piloting to proactively identify and resolve usability issues.
- 9) Draft a usability testing plan that defines the specific objectives of each identified usability test and detailed procedures for conducting the tests.
- 10) Identify opportunities for improvement in the pilot design of the application through usability research techniques such as user testing, observation in context, and heuristic analysis.
- 11) Determine appropriate criteria to ensure that the use of the application is optimized for different devices, including desktop computers, laptops, tablets and smartphones, such as Centered Design (UCD) tools that facilitate responsive and responsive design.

- 12) Establish a usability monitoring system that allows for the collection of data on how users interact with the application during its pilot development.
- 13) Bearing in mind some of the inherent but manageable risks and challenges, develop a simple risk management strategy or plan that captures potential risks that can impact quality and timeliness of the work and relevant mitigating measures.

Expected deliverables:

- Relevant documentation for transferring knowledge, including the relevant material for the training sessions, final reports and documents used to build these reports.
- Report on recommendations on incorporating the UX approach into the strategy for developing and implementing the application.
- User-centered design analysis report
- Detailed usability and accessibility roadmap that incorporates all required elements to ensure optimal level of usability and accessibility into the design process of an application.
- Usability testing plan

### **Required Qualifications**

The Global Partnership is looking for the following qualifications. If applying as an organization, the team should consist of at least 3 team members that are likely to be significantly engaged in the work.

*Minimum qualifications of the organization, if the applicant is an organization:*

- Accumulated experience of 5-7 years, and at least 2 similar projects in the application of User-Centered Design methodologies in the development of complex web applications.
- Technical knowledge in IT project management.
- Experience conducting user research to understand user needs, expectations, and behaviors.
- A strong track record of delivering training similar to the requirements for this assignment.
- Experience in IT project management, generation of roadmaps, work plans and diagnostics to improve the usability of complex web applications.
- Extensive ability to manage IT projects efficiently and effectively.
- Experience conducting iterative usability testing to quickly identify and resolve issues.
- Skills in presenting executive reports to decision makers in clear and concise language for multilingual audiences (specifically English and Spanish).
- At least one person in the core training team should be fluent in Spanish.

*Minimum qualifications for an individual offeror or, if applying as an organization, for the Team Leader of the organization:*

- At least a master's degree in systems engineering, software development, IT development or similar disciplines.

- At least 7 to 10 years of demonstrable experience in the application of UCD methodologies in the development of complex web applications.
- Knowledge of agile development methodologies.
- Solid knowledge of programming languages, relevant web technologies and new web development techniques at a national and international level with a focus on usability.
- Demonstrable experience in tools and techniques used in user research, interface design and usability testing.
- Experience with consultative and participatory approaches in developing guidelines, strategies and training.
- Excellent writing, interpersonal, communication and problem-solving skills, and with the ability to think innovatively and strategically.
- Excellent command of Microsoft Office software.
- Reliable, with excellent time management and communication skills.
- Fluency in English and Spanish.

For additional team members, the above qualifications would be desirable with a minimum of 5 years of experience.

### **Section 3: Proposal Preparation Instructions**

Proposals are expected to be comprehensive and include the information set forth below. Elaborate or unnecessarily voluminous proposals are not desired. The font used should be easy to read and generally no smaller than 11 points. (Smaller font can be used for short footnotes.) Proposals must be submitted in **English**.

#### **1. Technical Proposal, between 4-5 pages maximum, to include:**

- a. The primary contact person for the Offeror: the individual's name, address, phone number and email address.
- b. A summary of the Offeror's understanding of the scope of services and proposed approach of work, along with a positive commitment to perform the work in a timely manner.
- c. A brief description of the Offeror's experience and expertise in the field that illustrates overall qualifications and capabilities to meet the terms of the RFP, and years of relevant experience.
- d. A statement confirming the Offeror does not have a conflict of interest with this RFP, real or perceived.
- e. Two (2) summaries of samples of work designed and delivered on the aforementioned subject matter. In instances where samples cannot be shared, references/ testimonials of the previous work should be provided.

#### **2. Resume(s) or CV(s) and brief Bio(s) of the Key Personnel. Each Resume/CV should be a maximum of two (2) pages.**

#### **3. List of References**

The Offeror must include a list of three references, including phone number, e-mail address and a short description of work done for each referee.

#### **4. Cost Requirements**

The Offeror should include a detailed budget for the services described above. All prices must be quoted in **U.S. dollars. Applications submitted without a fee/rate will not be considered.**

- The fees should be inclusive of all costs that are expected to be incurred such as travel or subsistence. Applicants should also quote the travel plans for potential in-person training/working sessions and events in Bogota, Colombia within their budgets.

**Proposal submission:** Proposals, including any attachments (limited to 6MB), should be sent electronically in PDF format to: proposals@data4sdgs.org. Be sure to include in the subject line: **Making inclusive data the norm: Incorporating usability and accessibility standards in applications to collect data provider - Colombia.** UNF will not accept proposals received by fax or mail.

All proposals are due by the date and time stated above. Any proposal received after the required time and date specified for receipt shall be considered late and non-responsive. Late proposals will not be evaluated.

#### **Section 4: Selection**

We will review candidates with the goal of selecting consultant(s) from a diverse range of geographies most advantageous to the Global Partnership, based on the qualifications listed above, as demonstrated by the resume or CV, cover letter, and additional material, if applicable. The Global Partnership will consider the Offeror's capability to deliver the scope of services, and the feasibility of the approach. The Global Partnership will also consider the overall costs to ensure that they are reasonable to deliver the services. The Global Partnership may meet with one or more Offerors prior to selection.

#### **Section 5: RFP Terms and Conditions**

UNF reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Offeror or other party.
- Accept other than the lowest price offered.
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.
- Award more than one contract.

Nothing in this RFP is, or should be relied on by Offeror as, a promise or representation by UNF. UNF does not make any representation or warranty as to the completeness of this RFP or have any liability for any representations (express or implied) contained in, or omissions from, this RFP. This RFP and any replies to any written notifications are transmitted to the Offeror solely for the purposes of the Offeror preparing and submitting a Proposal. Each Offeror shall keep the RFP and its contents confidential.



Any information or materials submitted in response to this RFP and/or as a proposal (whether successful or unsuccessful) shall become the property of UNF and will not be returned. In submitting a proposal, the Offeror must agree that the offer shall remain firm for a period of no less than **120** days from the RFP closing date. Failure to follow the specifications and requirements provided in this RFP may result in disqualification.

### **Section 6: Terms of payment**

Payment terms for the award shall be on a deliverable basis and will be made following the submission of each deliverable. Payment is dependent upon receipt of valid invoice, and contingent upon successful completion of deliverables, at the sole discretion of UNF. Payment shall be made in U.S. dollars by UNF via check or bank wire. The final payment terms in the contract will control, not this RFP. No advance payments will be provided.