



**Global
Partnership**
for Sustainable
Development Data

Request for Proposals

Data-Driven Usability and Accessibility Improvements in Web Applications

Consultancy

Deadline: February 21, 2025

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 Consultancy

RFP Issue Date : January 30, 2025

RFP Closing Date : February 21, 2025

RFP Closing Time : 17:00 hours U.S. Eastern Time

Performance Period : Three Months (approximately April through June 2025)

The Global Partnership for Sustainable Development Data (the Global Partnership) is seeking to engage the services of an individual consultant to analyze and provide recommendations on the usability, ease of use, and accessibility of a multi-modular web application (referred as app from now on). The primary objective of this app is to collect data directly from citizens, serving as input to produce official statistics. The Global Partnership invites qualified individuals (“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.

Background: Global Partnership for Sustainable Development Data

The Global Partnership for Sustainable Development Data 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.

Background: Making 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 subgroups 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

Within the scope of the Making Inclusive Data the Norm project, the Global Partnership seeks to engage the services of an individual consultant to analyze and provide recommendations on the usability, ease of use, and accessibility of a multi-modular web application. The primary objective of this application is to collect data directly from citizens, which will serve as input to produce official statistics. The consultancy responsibilities will include facilitating knowledge transfer and developing training sessions on effective strategies to ensure the application's usability. It is important to note that the entire development process of the app will be led by DANE (the National Statistics Institute of Colombia). This application is part of DANE's strategy to implement the Citizen-Generated Data (CGD) framework in Colombia.

The main objectives of this consultancy include to:

- 1) Evaluate strategies to guarantee the usability of the application, considering the application's particularities, capabilities, strategic objectives, available resources, advantages, and disadvantages, as well as to establish appropriate, clear, and informed recommendations to achieve optimal accessibility standards and cross-platform compatibility (availability of the application in different operating systems like Windows, macOS, Android, and iOS).
- 2) Compile and document the functional requirements of the multi-modular application to define the characteristics and criteria necessary to ensure ease of use. This will involve assessing the multi-modular approach for development of the application, where each module will collect information related to various thematic domains (e.g., personal characteristics, experiences of discrimination, access to basic services, etc.).
- 3) Develop a roadmap with specific recommendations for designing and implementing the app's usability component (User Design and User Experience), outlining a step-by-step process to ensure clarity for the use of the application and a user-friendly interaction experience.

- 4) Generate documents and recommendations of best practices, considering the new technologies in the market, and adapting them to the existing platforms in DANE as needed.

Under the supervision of the Global Partnership's Program Manager and working closely with the Senior Program Managers and the Inclusive Data Charter Technical Advisor, the selected offeror will be responsible for the areas of work described above. The key activities and deliverables of the consultancy are detailed below, which will be expanded on during the onboarding phase:

- 1) Carry out an exhaustive user-centered design analysis of the tools, strategies and methodologies for incorporating the principles of user-centered design, actively involving end users in the process to understand their needs, expectations and behaviors.
- 2) Conduct user research, such as interviews, surveys, and workshops, to gain valuable insights into the needs, preferences, and feedback of the application users.
- 3) Develop a roadmap with specific recommendations for designing and implementing the application's usability and accessibility component, as well as outlining a step-by-step process to ensure clarity for the use of the application and a user-friendly interaction experience that is intuitive and accessible to all users, regardless of their abilities or limitations, and to guarantee that it is optimized for different devices, including desktop computers, laptops, tablets, and smartphones.
- 4) Identify and recommend usability tests that can be performed iteratively during the application development process and during piloting exercises to proactively identify and resolve usability issues. This would include usability research techniques, such as user testing, contextual observation, and heuristic analysis, to identify opportunities for improvement in the pilot design of the application.
- 5) Develop a usability testing plan that defines the objectives of the recommended usability tests as well as the detailed procedures for conducting usability assessments for the application.
- 6) Develop and document a usability monitoring system that allows the collection of data on how users interact with the application during the pilot testing.
- 7) Prepare and facilitate virtual sessions with the Global Partnership and DANE team to understand all available resources for this project and to transfer the relevant knowledge in preparation for the implementation of the proposed methods and plans based on the outcomes of this consultancy.
- 8) Lead and advise on the process to co-create with the DANE team the deliverables, considering that these will be tailored for the specific project of the application development by DANE.

Expected deliverables:

First Month

- User-centered design analysis report, highlighting key findings, recommendations, tools, strategies, and methodologies feasible to the application's development process.

Second Month

- Detailed usability and accessibility roadmap, for incorporating recommended elements into the application pilot.

Third Month

- Usability testing plan, defining the specific objectives of each usability test and the detailed procedures for conducting overall assessments of usability for the application.
- Usability monitoring system for establishing and identifying mechanisms to collect data on the interaction of users with the application.

Desirable experience/qualifications

- 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 applying user-centered design (UCD) methodologies in the development of complex web applications.
- Knowledge of agile development methodologies.
- Extensive knowledge of programming languages, relevant web technologies and new web development techniques at the 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 in consultative and participatory approaches in the development of 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 person, with excellent time management and communication skills.
- Fluency in English and Spanish.

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, no more than two pages, to include:**

- a. The primary contact person for the Offeror: the individual's name, address, phone number and email address.
- b. A statement confirming the Offeror does not have a conflict of interest with this RFP, real or perceived.
- c. A summary of the Offeror's understanding of the scope of services, along with a positive commitment to perform the work in a timely manner.
- d. 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.

2. Resume or CV of Key Personnel

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 the referee.

4. Cost Requirements

The Offeror should include a budget for the services described above. The maximum allowable budget for this consultancy is US \$8,000.00. All prices must be quoted in **U.S. dollars**.

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: **Data-Driven Usability and Accessibility Improvements in Web Applications Consultancy**. 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 several consultants 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 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 advanced payment will be made.