

Terms of Reference for the upgrading the website of the YWCA of Delhi
(<https://www.ywcaofdelhi.org/>)

1. The Requirement:

YWCA of Delhi is currently seeking to update its website and showcase the activities, Latest updates, etc. , to provide an enhanced and intuitive experience to the visitors of website. The website is the primary point of contact for visitors seeking accommodation in the Guest house, women seeking accommodation in the working women's hostels, students looking to register for various courses, volunteers looking to find opportunities and existing members wishing to renew memberships.

The website needs to provide a contemporary look, functionalities and an enhanced UX/UI experience based on robust and user-friendly information architecture, for diverse needs of people visiting the website. The website needs to be responsive to accessibility needs of people with disabilities.

2. Goals and Objectives:

To create a modern, user-friendly, and functional website that effectively communicates the YWCA of Delhi's mission, services, and impact, leading to increased engagement, participation, and support.

Objectives:

- **Enhance User Experience (UX):** Design an intuitive and easy-to-navigate website that allows users to quickly find the information they need.
- **Improve User Interface (UI):** Develop a visually appealing and modern design that reflects the YWCA's values and professionalism. The website should be designed as per the brand guidelines.
- **Optimize Functionality:** Implement necessary features and functionalities to streamline processes such as program registration, event booking, volunteering applications, and donations.
- **Strengthen Information Architecture:** Organize website content logically and clearly for improved discoverability and understanding.
- **Ensure Mobile Responsiveness:** Develop a fully responsive website that adapts seamlessly to various screen sizes (desktops, tablets, and smartphones).
- **Enhance Visual Communication:** Utilize high-quality images, videos, and multimedia elements to showcase the YWCA's activities and impact.

- **Improve Accessibility:** Ensure the website adheres to accessibility guidelines (WCAG) to be inclusive of users with disabilities.
- **Integrate Social Media:** Seamlessly integrate social media platforms to expand reach and engagement.
- **Implement Robust Search Functionality:** Incorporate a robust and user-friendly search feature.
- **Strengthen Call to Actions (CTAs):** Implement clear and compelling CTAs to encourage user interaction and achieve organizational goals (e.g., donations, volunteering, program enrolment).
- **Optimize Website Performance:** Ensure fast loading speeds and optimal performance across all devices.
- **Enhance Security:** Implement robust security measures to protect user data and maintain website integrity.
- **Provide Content Management System (CMS):** Implement a user-friendly CMS (e.g., WordPress) that allows YWCA staff to easily update and manage website content.
- **Improve SEO (Search Engine Optimization):** Optimize the website structure and content for better search engine rankings to increase organic visibility. The website should get self-indexed within 10-15 days once live.

3. Requirements specific to key departments of YWCA of Delhi:

- **Blue Triangle Family Hostel:** We would like to enable the users to book through the website. The vendor will develop step-by-step user journeys for the users in consultation with the relevant staff of YWCA of Delhi.
 - It needs to provide a visual display of calendar, availability of different types of rooms on the selected dates with real time updates. For example, the interface offered by www.booking.com. It should have detailed information and photo of each room along with an easy to use form for booking and a secure payment option, along with ability to modify or cancel booking, creation of an user account, automation of customer servicing such as confirmation of booking, option to receive information on Whatsapp etc
 - A section for guest reviews.
- **Women's Training Institutes and the Vocational Training Institutes:** We would like to enable prospective students to browse through the courses offered, register and pay through the website. For this we will need following

functionalities. The vendor will develop step-by-step user journeys for the students in consultation with the relevant staff of YWCA of Delhi.

- Comprehensive Course Listing: with description, schedule, fees, alumni testimonials, links to registration page and payment gateway.
 - Registration page: User Account Creation/Login which leads to a dedicated area for each user showing the course details they have enrolled for and the relevant information such as billing.
 - Incorporate a Course Inquiry Form into the website design. The form would request basic information such as the individual's name, contact number, email address, and course of interest.
 - Develop dedicated pages for each course. These pages can include detailed course information with a link to the inquiry form.
- **Working Women's Hostels:** We would like to enable the women seeking hostel accommodation to have real time information. The vendor will develop step-by-step user journeys for the women seeking hostel accommodation in consultation with the relevant staff of YWCA of Delhi. The functionalities will be similar to the Blue Triangle Family Hostel.
 - **Volunteers Section:** We would like to offer our members to renew their membership online. There should be a login page for existing members with creation of a basic profile, uploading of recent photos, indicating areas of interests etc including secure option for payment.
 - **Celebrating Women Changemakers Section:** Since YWCA is more about celebrating and empowering women, include an aesthetically appealing and inspiring page where female champions and changemakers can be featured.
 - **News & Update Section:** Include a section that can feature scrolling news related to YWCA
 - **Upcoming Events Section:** Add a separate section that can feature upcoming events (if any) where visitors can register.
 - **Subscribe for Newsletter Section:** Include a section where people can submit their contact email and they will be added to our database
 - **Media Center Section:** The Section to feature media Mentions, press briefings and media contacts

4. **Scope of Work**

The selected vendor/team will be responsible for the following:

- **Discovery and Planning:**
 - Conduct a thorough analysis of the existing website and its performance.
 - Gather detailed requirements from YWCA stakeholders.
 - Define target audience and user journeys.
 - Develop a detailed project plan and timeline.
 - Establish clear communication protocols.
- **Design and Prototyping:**
 - Develop wireframes and mockups of the website structure and key pages.
 - Create visually appealing design concepts that align with the YWCA's brand identity.
 - Develop interactive prototypes for user testing and feedback.
 - Iterate on designs based on feedback.
- **Development and Implementation:**
 - Develop the front-end and back-end of the website based on the approved designs and functionalities.
 - Integrate the chosen CMS.
 - Implement all required features and functionalities.
 - Ensure mobile responsiveness and cross-browser compatibility.
 - Implement security measures.
 - Optimize website performance.
 - Integrate social media platforms.
 - Implement search functionality.
- **Content Migration (if applicable):**
 - Migrate existing relevant content from the old website to the new platform, ensuring proper formatting and organization.
 - Develop a content strategy for ongoing updates.
- **Testing and Quality Assurance:**
 - Conduct thorough testing of all website functionalities and user flows.

- Identify and fix any bugs or errors.
- Ensure accessibility compliance.
- Conduct user acceptance testing (UAT) with YWCA stakeholders.
- **Deployment and Launch:**
 - Deploy the new website to the designated hosting environment.
 - Ensure a smooth transition from the old website.
- **Training and Documentation:**
 - Provide comprehensive training to YWCA staff on how to use the CMS and manage the website content.
 - Develop clear and concise documentation for website maintenance and updates.
- **Post-Launch Support:**
 - Provide a defined period of post-launch support for bug fixes and technical assistance.

5. **Deliverables:**

- Project plan and timeline
- Wireframes and mockups
- Design concepts
- Interactive prototypes
- Fully functional and responsive website
- Integrated CMS
- Migrated website content (if applicable)
- User training documentation
- Post-launch support

6. **Success Metrics:**

- Increased website traffic and engagement (e.g., time on page, bounce rate).
- Improved user satisfaction (measured through feedback mechanisms).
- Increased online donations and program enrolments.

- Improved accessibility scores.
- Higher search engine rankings.
- Positive feedback from YWCA staff on ease of content management.

7. Budget and Timeline:

- A detailed budget breakdown will be provided by the vendor/team based on the scope of work.
- A realistic project timeline with key milestones will be established.

8. Reporting and Communication:

- Regular progress reports will be provided to the designated YWCA contact person.
- Clear communication channels will be established for effective collaboration.

9. Vendor Selection Criteria:

- Proven experience in designing and developing user-friendly and functional websites for non-profit organizations
- Strong portfolio showcasing relevant project.
- Understanding of accessibility best practices.
- Competence in the required technologies and platforms.
- Clear and competitive pricing.
- Strong communication and project management skills.
- Positive client testimonials and references.

10. Proposed timeline:

Website Development Timelines: Phase - Duration (Weeks)

- 1. Discovery & Planning - 2 Weeks
- 2. Design & Wireframing - 1-2 Weeks
- 3. Development & Integration - 2-3 Weeks
- 4. Testing & Quality Assurance - 1 Week
- 5. Deployment & Launch - 1 Week
- 6. Post-Launch Support -Ongoing Proven experience in designing and developing user-friendly and functional websites

All proposals should be submitted to jobs@ywcaofdelhi.org

The deadline for submissions is May 10, 2025.