



# LEGAL AND HUMAN RIGHTS CENTRE

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TANZANIA

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Website [www.humanrights.or.tz](http://www.humanrights.or.tz)

## TERMS OF REFERENCE

FOR

**CONTENT CREATION, REDESIGNING OF MAIN LHRC WEBSITE AND DEVELOPMENT  
OF LHRC'S LEGAL AID WEBSITE**

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### **Board of Directors:**

**Prof. Geoffrey R.V. Mmari - Chairperson, Ms. Anna Aloys Henga (Adv.) Secretary, Ms. Emeline A. Mboya - Member,  
Mr. Thaddeo W. Mashera - Member, Dr. James E.M. Jesse (Adv.) - Member, Ms. Rebecca Z. Gyumi - Member,  
Ms. Anastazia Rugaba - Member, Ms. Sophia M. Komba - Member**

## 1. INTRODUCTION AND BACKGROUND

Legal and Human Rights Centre (LHRC) is Tanzania's human rights advocacy organization which was established in 1995 as a non-governmental, voluntary, non-partisan and not-for-profit sharing organization, with the purpose of working to empower and conscientize the people of Tanzania on legal and human rights. Legal and Human Rights Centre (LHRC) envisions a just and equitable society. It has a mission of empowering the people of Tanzania, to promote, reinforce and safeguard human rights and good governance in the country.

### 1.1 Objective of the Assignment

LHRC aims at empowering the public to promote, reinforce and safeguard human rights and good governance in Tanzania through legal and civic education and information; sound legal research and advice; monitoring and follow-up of human rights violations; and advocacy for reforms of policies, laws and practices in conformity with international human rights standards. Additional information about LHRC is available on the LHRC current website: [www.humanrights.or.tz](http://www.humanrights.or.tz)

LHRC's website serves three main purposes; to inform the public, to advocate for change and solicit resources for support of human right work. With this assignment LHRC is looking forward to engaging a company with a proven ability to create marketing and advocacy content to cutter for LHRC need to empower the public, advocate for change and mobilize resources for scalability and sustainability of her cause. The company that LHRC is looking for should be a full-service communication agency with the ability to curate content to fit multiple audiences as well as develop a user-friendly website to promote LHRC work.

## 2. FUNCTIONAL AND TECHNICAL REQUIREMENTS

- Create informative and descriptive content to describe LHRC and her programs.
- Rework on the design to reflect the changing needs of the LHRC and optimizing on information synchronization between the organization's Information Systems.
- Rework on the Sites content management system
- Develop a site to showcase legal aid Work and Desiminate Various IECM Materials

### 2.1 Functional Requirement

The end-design should have several functionalities as following but not limited to:-

#### 2.1.1 General

##### Look and feel

LHRC will provide Branding toolkit for various directives, but additionally, the contracted company will be required to adhere to the following

- Each site page must comply with LHRC branding inclusive of logo and taglines.
- Should reflect corporate colours of LHRC
- The site colour also should be dynamic to make it eye-catching. Its appearance change time to time (once click the colour button all site should change colour appearance; note: the colour-changing control should be located at administrator panel)
- Navigation bar must be dynamic, initially, it must contain common tabs and must appear in each page. Such as Home, profile, partnership links, social network, Our Contacts etc.
- Contents should be well placed

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- The banner should be good and attractive.
- Enable images with different property, as rollover, sliders, roll-in-roll-out etc.
- The site should allow locating the menu button either in the top or left of the site at any time; to make the site change time to time.
- The menu should be made with dynamic buttons; should be flexible to change various looks of button whenever needed.
- Font size and type should be adjustable to the visitor level.

#### **Management of News, Event, Announcements, publications etc.**

- the website should provide easy management of the LHRC News, Event, Announcements, the publication with the following features:
- Entry form for a content manager to insert with the file upload option
- Dynamic timing, e.g. auto expiring date for stop displaying.
- Should locate controls for preview, downloading and printing.

#### **Gallery management**

- The environment should permit to post images, video and audio.
- It should support images with various popular file formats.
- It should use some scripts and animations to make it more attractive.
- It should contain controls for the user to explore, play or review media.
- Permitted users (e.g webmaster, public relations officers) should enable to post video, picture, audio and comment through the administrator panel.

#### **Enhanced Search**

- a comprehensive search functionality to the web site Additional tasks would include: upgrade the rich text editor control used in the web site backend to the latest version (CKEditor) and move it out of the "iframes" to stop multiple downloads of the control; improve search options on the web site and databases; and others.

#### **A blog to Social media**

This feature is very important for LHRC to receive inquiries and comments from the public and stakeholders,

- Should be linked with all popular social networks such as facebook, twitter, Instagram, LinkedIn, YouTube etc.
- Contents from LHRC can easily be integrated with social network posts.

#### **Conference registration module**

- a events/conference registration module that can be managed via a user interface as per LHRC specifications

#### **General pages**

- should maintain and improve current common pages such as home, about, contact etc., but dynamic for the webmaster to add or remove any page.

#### **External links**

- the site shall contain links of other related resources or stakeholders' websites.

## **2.2 TECHNICAL REQUIREMENT**

Design a website with several following technicalities but not limited to:-

### **2.2.1 Security**

Contracted Company will be required to adhere to LHRC internal standards such as Systems development security control standard and others appropriate.

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**In summary,**

- Availability and integrity
  - Ensuring website applications and other components shall not be infected by unconstitutional malicious activities/programs.
  - Ensuring data and communications shall not intentionally be corrupted.
  - Web server must be configured with HTTPS to secure traffic to and from the server
  - Confidentiality
  - Confidential records and communications shall be kept private. And Not Sent to search Engines.
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- Provide secure access to the website and portal through an appropriate authentication and authorization mechanism.
  - Provide private authoritative access to System Administrators to perform web user management and other web administration management tasks.

**2.2.2 Search engine optimization**

Improve the LHRC website visibility through search engine optimization

- Onsite website optimization - Meta tags to help search engine to obtain information easily, image tags, sitemap and keyword tags generation.
- Offsite website optimization - backlink generation.
- The site shall contain search engine, both local and internet searches.

Keyword research & analysis shall include

- Site analysis
- Competitive analysis
- Site content optimization
- HTML code optimization
- Search Engine submission (free search engines)
- Link exchange
- Web ranking report

**2.2.3 Performance improvement**

- Maximum responsive speed
  - The site must be very fast to respond when;
  - Viewers open the site.
  - Viewers open linked pages.
  - Viewers input required information to the site, e.g. filling the form(s).
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- The-minority procedures
  - The site must not contain many procedures for viewers to obtain the required information. E.g. getting contact form.
  - Valid information acceptance
  - The site must check for validation of input information.
  - It must guide to correct information.
  - It must reject incorrect information with appropriate reason message.
  - Both sites must have a backend CMS through which most of the changes in the site can be done by the Administrative user, including altering the menus and their sub-menus.

**2.2.4 Site visit statistics**

- Display numbers of visitors on the Administrative page.
- At administration panel webmaster should be able to print the statistics and report for visitors.

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### 2.2.5 Graphic design

- It should support images with various file formats.
- It should contain images for certain events.
- It should have a good environment for uploading images, video and audio.

### 2.2.6 Flexibility

- Easily to add or to remove functionalities
- Easily to rearrange the site
- Easily to change appearance whenever needed etc.

### 2.2.7 Low bandwidth usage

Optimized website and portal for low bandwidth users

### 2.2.8 Interface

It should be simple and easy to use with an intuitive web interface, following Web 2.0+ trends.

### 2.2.9 Browser compatibility

It should be compatible with the current version of web browsers (Mozilla Firefox, internet explorer, Microsoft Edge, Chrome, Safari, Opera)

### 2.2.10 Application Programming Interface (API)

- A RESTful API that can communicate with other LHRC Resources.

## 3. SERVER REQUIREMENTS AND HOSTING

Legal and Human Rights Centre will provide a hosting environment with the following,

- Operational system: Unix/Linux
- Apache webserver
- Database: MySQL
- PHP Version 5.5+
- Enough Storage space
- SSL Certificate

Legal and Human Rights Centre will provide another server for scheduled backups, the Contracted company will be needed to set up different backup schedules, and ensure that all data are backed up and tested as per LHRC data Backup policy

## 4. SITES MAINTENANCE

Contracted service company is expected to come with a maintenance scheme for all the sites and respective SLA.

Website maintenance activity shall include.

- Web site content updates: the contracted web development company will assist with a content update when the changes that have to be made are not possible from the CMS user interface. It should endeavour so that as many changes as possible be made from the CMS user interface, including the website's current functionality to add/customize and operate online voting/poll modules etc.

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- The contracted web development company will oversee backup procedures in collaboration with the LHRC technical team, through the duration of the contract. The backup will be stored at the client's preferred location
- The contracted web development company will have an automated testing system that checks for broken hyperlinks on the site.
- The contracted web development company will follow the terms of the standard SLA provided in the proposal.
- The contracted web development company will verify regularly that the site is up and running and will revert to the back up whenever necessary.
- The contracted web development company will give guidance on using the admin interface of the CMS.
- Monitor the server logs to see the most popular pages and downloads and generate regular reports.
- The company should have an automated issue management ticket system for customer requests and allow clients to access tickets via the web at any time, including the correspondence log.
- The contracted company will provide quarterly detailed reports analyzing progress, trends and areas to be improved.

## 5. SERVICE LEVEL AGREEMENT (SLA)

- The contracted web development company will provide consultancy SLA that shall be part of their proposal.
- The SLA will include financial penalty clauses should the company break the terms of the agreement.

## 6. DELIVERABLES

The consultant shall submit the following outputs.

- Inception Report.
- Implementation Plan
- LHRC programs description
- Draft Version of the Website
- Final Working and hosted Version of the Website
- Capacity building

S/N	Deliverable	Activity
1	Inception Report	<ul style="list-style-type: none"> <li>i. Preliminary review, Preparation and submission of Inception Report.</li> <li>ii. Clearance of Inception Report by LHRC ICT Department</li> </ul>
2.	Implementation plan	<ul style="list-style-type: none"> <li>i. Submission of the plan</li> <li>ii. Consultant discusses with the LHRC ICT Department</li> </ul>

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3.	Draft of LHRC's program description and draft version of website	i. Submission of the draft Version of the design
4.	Final Working and hosted Version of the Website	Submission/presentation of the Final Working and hosted Version of the Website
5	Capacity building	Training to administrators and LHRC users

## 7. SELECTION CRITERIA

A company should have:-

- Proven experience of marketing communications as well as web design and development
- Strong experience in developing well-known and widely used open-source platforms, such as Drupal, Joomla, WordPress, etc.
- Understanding of End Users needs to match with adequate technical solutions.
- Strong track record in content creation and web site design; security and administration; Google Analytics; Search Engine Optimization.
- Proactive verification by the contractor that LHRC, as a client, is satisfied with the service provided.

## 8. SELECTION CRITERIA

A company should have: -

- Establish an understanding of the services required and separate activities according to the areas of work listed above;
  - Describe how the company engages with its clients: what processes they follow and requirements they have regarding timelines, rates, requests, sign-off and payments;
  - Provide a standard SLA; and
  - Include CV of the team of (content creators, programmers and designers) assigned to the work, the timetable, and the financial proposal. The budget should be broken down by activities. The proposals received will be evaluated according to the following criteria:
1. Company Profile 15%
  2. Technical capacity and experience of contracted company and their understanding of the task 45%
  3. Accessibility and proximity of the support team 20%
  4. Pricing 20%

## 9. CONFIDENTIALITY

- The consultant shall keep all information acquired in the course of performing the herein referred assignment strictly confidential. Shall not under any circumstances disclose any information or matter relating to LHRC to any person or utilize the same information for any purpose which is or may be detrimental to the business, security or image of the LHRC or any purpose other than authorized and instructed.

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- In any case where the consultant or its employee or agent discloses any information or matter relating to LHRC to any person or utilize the same information for any purpose which is or may be detrimental to the business, security or image of LHRC and or any purpose other than authorized and instructed by the LHRC, the Consultant shall be liable for any loss, detriment or damage that LHRC shall incur or encounter due to the above referred.

## 10. CONTRACT

- The Company appointed for the assignment shall be required to enter into a contract with the Client.
- The Company must propose a schedule of payments that will be discussed and finalized at negotiations.
- The Contract between the Client and the selected Company will be signed under the Laws of the United Republic of Tanzania.
- All submitted proposals become the property of the Client. However, only the submissions by the successful Company will be used.
- The decision of the Client regarding the choice of a Company is final and is not subject to appeal.
- All the Work Done, source Codes and System developed will be sole Property of LHRC, and LHRC will hold the Copyrights.

## 11. SUBMISSION

Interested Companies will be required to submit their proposals as per this TOR Guidelines to the address below

Executive Director  
Legal and Human Rights Centre  
Justice Lugakingira House  
Kijitonyama, Opp Institute of Social Work  
P.o. Box 75254  
Tel : +255(0) 222773038/48  
Fax : +255(0) 222773037  
Email: [lhrc@humanrights.or.tz](mailto:lhrc@humanrights.or.tz)

Attn: Procurement Officer.

The deadline for submissions is 22<sup>nd</sup> June, 2020.

Inquiries should be directed to [itsupport@humanrights.or.tz](mailto:itsupport@humanrights.or.tz) with a subject "Website Development Proposal".

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