

Talent Lab is a dynamic organization specializing in talent capacity development, marketing, and management. We excel at enhancing skills within the mass labor market, acting as a bridge between employers and employees, and sourcing top local and international talents for businesses and organizations.

## **Title: Request for Proposal (RFP) for Website Design and Development**

**Location:** Nigeria

### **Introduction**

- This Request for Proposal (RFP) aims to solicit proposals from qualified website design and development companies, organizations, and agencies to create a modern, user-friendly, and visually appealing website for Talent Lab Limited.
- The new website will serve as a central platform to enhance our online presence, engage our target audience, and provide a robust content management system that allows for easy content updates, ensuring the website remains up-to-date and relevant.
- As a talent management organization, we seek a dynamic website to act as a hub connecting employers with skilled professionals.
- This platform will facilitate the matchmaking of top talents with ideal job opportunities and offer training to enhance their performance in these roles.
- Additionally, the website should have the capacity to host a future learning portal, providing a range of technical and non-technical courses.

### **Scope of Work**

The services required from the developer would include and is not limited to:

#### **Platform Development:**

- Website Design and Development: This activity involves creating the visual and functional aspects of the Talent Lab website, including its user interface and layout
- E-mail System Upgrade: Upgrading and configuring the current e-mail servers and ensuring proper functionality.
- Content Management: Creating, organizing, and updating textual and multimedia content

on the website or platform.

- **Functionality and User Experience:** Developing features that allow users to sign up, register for services, and pay online, thereby ensuring a positive user experience
- **Interactive Features:** Developing interactive features like chat systems or chatbots for user engagement and inquiry handling
- **Social Media Integration:** Linking the website to Talent Lab social media platforms and handling all management and synchronization processes

Technical support:

- **Website Administration:** Ongoing management and maintenance of the Talent Lab website, ensuring it's available 24/7.
- **Search Engine Optimization (SEO):** Improving the website's visibility among other websites on the web routinely
- **Regular Maintenance and Updates:** Routine checks, updates, and optimizations to keep the website running smoothly.
- **Security Measures:** Implementing and maintaining security measures, such as firewalls, intrusion detection, and access controls, to protect the website and user data.
- **Backup and Recovery:** Establishing backup and recovery procedures to prevent data loss and enable recovery from system failures or incidents.
- **Analytics and Reporting:** Ongoing monitoring, data analysis, and reporting to improve the website's performance.
- **Compliance and Accessibility:** Ensuring ongoing compliance with regulations and accessibility standards (e.g., HIPAA data privacy regulations).
- **Quality Assurance and Testing:** Ongoing quality assurance and periodic testing for issues and bugs (Note that the initial QA Testing will be part of the platform development).
- **Documentation and Knowledge Transfer:** Maintaining documentation for procedures and knowledge transfer for the IT team's ongoing support.

## **Features of the Platform**

Content Management System:

- Allow users to create accounts and manage their profiles with personalized information.
- A robust Content management system for administrators to easily add, edit, and update

content, including text, images, videos, and documents.

- Enable users to browse and register for training programs, workshops, or courses directly on the Talent Lab platform.
- Incorporate an online payment system to facilitate secure payments for training sessions or other services.
- Implement a powerful search feature that helps users quickly find relevant content or information.
- Offer a chat system, possibly with chatbots, to assist users with inquiries and direct them to the right resources or staff.
- Allow users to provide feedback, ratings, and reviews for training programs or services.
- Enable users to easily share content from the platform on their social media profiles.

#### Job Search:

- Implement an advanced search feature that allows users to filter job listings based on criteria such as location, industry, experience level, and more, ensuring a tailored job search experience.
- Utilize user data and preferences to provide personalized job recommendations, helping users discover relevant opportunities effortlessly.
- Incorporate a skill assessment tool that evaluates user skills and suggests jobs that align with their abilities, enhancing job-match accuracy.
- Ensure that job listings are regularly updated to provide users with the latest job openings, keeping the platform current and reliable.
- Allow users to create detailed profiles showcasing their skills, qualifications, and experience, which can be used to match them with suitable job openings.

#### Accessibility:

- Ensure the platform complies with accessibility standards to make it usable by individuals with disabilities.
- Ensure the platform is fully responsive, allowing users to access it from various devices, including smartphones and tablets.

#### Sharing and Engagement:

- Use algorithms to suggest relevant content or training programs based on user preferences and behavior.
- Seamlessly connect the platform to Talent Lab's social media networks like LinkedIn, Facebook, and Instagram to enable sharing and engagement.
- Create discussion forums or community spaces where users can engage in discussions, ask questions, and share insights.
- Offer content and user interfaces in English, French, Portuguese, to cater to a diverse audience.
- Create surveys and feedback forms to gather insights from users and improve the platform's offerings.

Others:

- Send e-mail or in-app notifications to inform users about new updates or important information.
- Implement robust security measures to protect user data and ensure authorized access to sensitive information.
- Provide administrators with insights into user behavior, course performance, and platform usage through analytics and reporting tools
- Display upcoming events, webinars, or seminars on a calendar, allowing users to book their attendance.
- Provide administrators with a centralized dashboard for managing users, content, and website settings.
- Implement strong security protocols to protect user data, financial transactions, and sensitive information.
- Regularly back up platform data to prevent data loss in case of emergencies.
- Ensure compliance with data protection regulations, accessibility standards, and industry-specific requirements.
- Provide a library of training resources, materials, and documents that users can access and download.
- Integrate with e-mail marketing tools to send newsletters, updates, and promotional materials.

## **Platform Structure**

### Login Page:

- The Login Page should provide fields for users to enter their credentials, which often include a username, email address, or both, along with a password. Ensure the interface is user-friendly and responsive.
- “Remember Me” Option: It should include a “Remember Me” checkbox to allow users to stay logged in for convenience on trusted devices.
- Security Features: Security features such as CAPTCHA, rate limiting, and account lockout mechanisms should be implemented to prevent unauthorized access.

### 2FA Page:

- Authentication Methods: There should be multiple authentication methods for 2FA, such as SMS codes, email verification, time-based one-time passwords (TOTP), or biometric authentication.
- Setup and Recovery: Website should guide users through the process of setting up 2FA and provide recovery options and clear instructions on how to regain access in case of a lost second factor.
- Security Notices: There should be displayed security notices to inform users about the enhanced protection provided by 2FA and the importance of keeping their second factor secure.

### Home Page:

- Landing page (pictures and charts)
- Visual Content: Utilize high-quality images, graphics, and charts that align with Talent Lab platform’s theme and purpose. Use visuals to convey key messages and engage users.
- Interactive Elements: Interactive elements on the Landing Page. For example, users might click on a chart to view more detailed information or access related content.

### Menus:

- About Talent Lab: Brief Information and summary about Talent Lab
- Events: Pictorial information about past and upcoming events with brief descriptions.
- News: Important information regarding Talent Lab and relevant activities.

- **User-Friendly Labels:** Ensure menu items have clear and user-friendly labels that convey their purpose. For example, “Dashboard,” “Profile,” “Settings,” “Support,” and “Log Out.”
- **Responsive Design:** Design menus to be responsive so they adapt well to various screen sizes, including mobile devices. You can use a “hamburger” menu for mobile displays to save screen space.
- **Dropdown Menus:** Use dropdown menus or sub-menus for categorizing or grouping related items. This helps keep the main menu uncluttered and organized.
- **Contextual Menus:** Design contextual menus to appear when users interact with specific elements, providing quick access to relevant actions. For example, right-click menus on desktop platforms.

**Evaluation Methodology and Criteria**

Talent Lab evaluation criteria will include experience, expertise, project approach, timeline, budget, and references. All of these criteria will be weighted. This method considers price and technical factors, using assigned weights to determine the best overall value for Talent Lab. The Evaluation Team will assess offers based on the following criteria to decide if they are acceptable:

Criteria	Criteria Description	Assigned Weight
Previous Experience	<ul style="list-style-type: none"><li>• Contractor must provide a detailed resume and portfolio containing candidate’s or firm’s qualifications and experiences with samples of previous work (e.g., web links to previous work) to local and international organizations</li><li>• Contractor must show demonstrated experience in developing websites similar in scope, scale, and complexity to your project including past projects, client references, and case studies that showcase their expertise.</li></ul>	20

Technical Expertise	<ul style="list-style-type: none"> <li>• Contractor must be able to provide wireframes and prototype (UI/UX design) for the website design before the platform development</li> <li>• Proficiency in the programming languages, frameworks, and technologies required for your project (e.g., HTML, CSS, JavaScript, PHP, CMS platforms, etc.).</li> <li>• Ability to implement responsive design for mobile and various screen sizes.</li> <li>• Contractor must be able to provide user-training and technical support</li> </ul>	30
Customer Engagement	<ul style="list-style-type: none"> <li>• Contractor must describe how the company engages with its clients: what processes they follow and requirements they have regarding timelines, rates, requests, sign-off and payments</li> </ul>	10
References	<ul style="list-style-type: none"> <li>• Positive reviews, testimonials, and a reputable track record within the industry.</li> <li>• Contractor must provide e-mail addresses and phone numbers of two accessible referees familiar with the candidate's work.</li> </ul>	20
Cost Criteria	<ul style="list-style-type: none"> <li>• We will evaluate the proposed cost based on how well it aligns with the consultant's qualifications and the specific scope of work requirements. The cost should accurately reflect the described scope of work and the consultant's capabilities.</li> </ul>	20
<b>Total</b>		<b>100 points</b>

### Application Closing Date

20th November, 2023.

### Method of Application

Interested and qualified companies, organizations and agencies should send their complete proposals to: [Info@talentlabltd.com](mailto:Info@talentlabltd.com) using the Title as the subject of the mail.

### Technical Elements of Proposal

To facilitate the evaluation of the proposals, the vendors must utilize the proposal formats defined below. Information submitted should be complete and provide a convincing case

that the vendor is capable of performing a high-quality work:

- Organizational profile and contact information:
  - Business/vendor's date of incorporation
  - Registered name of the vendor
  - Vendor's contact (Address, Telephone, e-mail)
  - Type of entity (partnership, professional cooperation, etc.)
  - Organizational charts
  - Financial status
- Relevant organization experience with details (duration, scope of work, roles, etc.)
- References contact information (see form C)
- Signed cover sheet (see form A)
- List of proposed professional staff by specialty and the tasks assigned to each team member on the exercise
- Program evaluator's approach, methodology, and workplan for performing the activities, including comprehensive schedule

### **Offer Format Instructions**

Offers in response to this solicitation must comply with the following instructions:

- Submissions will be accepted in the following language(s): English.
- Include the following in the offer footer:
  - Offeror name
  - Request Number
  - Page Numbers
- Offer in the format provided in appendix 1

### **Appendix 1 - Offer Template**

The following cover letter must be placed on letterhead – if applicable – and completed/signed/stamped by a representative authorized to sign on behalf of the offeror:  
Cover Letter:

**To: Talent Lab Limited**

**No 8 Libreville Crescent, Wuse 2, Abuja**



**To Whom It May Concern:**

We hereby acknowledge and agree to all terms, conditions, special provisions, and instructions included in the above-referenced request. We further certify that the below-named organization—as well as the organization’s principal officers and all commodities and services offered in response to this request—are eligible to participate in this procurement under the terms of this solicitation and under the applicable regulations.

**Furthermore, we hereby certify that, to the best of our knowledge and belief:**

- We have no close, familial, or financial relationships with any TALENT LAB, its project staff members, or its client (as applicable);
- We offer to supply in conformity with the RFP documents the program evaluation services if our proposal is accepted, to commence and complete delivery of all services specified in the contract within the time frame stipulated.
- Information provided in our Proposal shall be valid for 60 days from the date of submission of Proposals, and it shall remain binding upon us and accurate at any time before the expiration of that period;
- We have no close, familial, or financial relationships with any other offerors submitting proposals in response to the above-referenced Solicitation;
- The prices in our offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition;
- All information in our proposal and all supporting documentation is authentic and accurate;
- We understand and agree to TALENT LAB’s prohibitions against fraud, bribery, and kickbacks;

We hereby certify that the enclosed representations, certifications, and other statements are accurate, current, and complete:

<b>For:</b>	<b>Offeror Name:</b>	Offerors must provide entity name, if applicable, here
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<b>Submitted By:</b>	<b>Name:</b>	Offerors must print name of the authorized person who completed this offer here
	<b>Title:</b>	Offerors must provide title of the authorized person who completed this offer here
	<b>Signature:</b>	Offerors must provide signature of the authorized person who completed this offer here
	<b>Date:</b>	Offerors must indicate the date this offer was completed here
<b>Organization Information:</b>	<b>Phone:</b>	Offerors must provide phone number for contact if selected for negotiation or award here
	<b>E-mail:</b>	Offerors must provide e-mail for contact if selected for negotiation or award here
	<b>Address:</b>	Offerors must provide address for contact if selected for negotiation or award here
	<b>Website:</b>	Offerors must provide organization website, if applicable, here
	<b>Country of Nationality:</b>	Offerors must indicate their country of legal organization, ownership, citizenship, or lawful permanent residence here
	<b>Registration or Taxpayer ID Number:</b>	Offerors must provide registration and/or taxpayer ID number here

Offer:

- Offerors are instructed to complete this form and place it on the offeror's letterhead. Once completed, this form serves as the binding proposal in response to this solicitation and is valid for the period identified on the cover page of this Solicitation. Failure to submit the information required herein may lead to disqualification of the offer.

Cost Proposal:

Offerors are instructed to complete the box highlighted below stating their service fee for this service. Pricing must be presented in naira:

<b>Service Charge (NGN)</b>
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## Bank Account

Offerors are instructed to complete boxes highlighted in gray:

Does the offeror have an active bank account?	Yes / No
If yes, provide the Offeror name associated with the Bank Account if selected for eventual award.	Offerors must provide the name associated with their Bank Account, if applicable, here

### Contact Information

[Info@talentlabltd.com](mailto:Info@talentlabltd.com)

### Award:

The award will go to the best offeror based on our evaluation criteria. We won't give awards to multiple offerors or other third parties, only to the one who responds to this request. We plan to give a consultant agreement to the selected offeror(s).

## Talent Lab Terms and Conditions

Ethical and Business Conduct:

- TALENT LAB is committed to integrity in procurement, and only selects offerors based on objective business criteria such as price and technical merit.

### Terms and Conditions:

- This Solicitation is subject to TALENT LAB's standard terms and conditions. Any resultant award will be governed by these terms and conditions
- It should be clearly noted that the RFP is not an agreement and has the sole purpose of furnishing the interested vendors with information useful in the formulation of their proposals.
- Talent Lab does not also attest to the completeness, accuracy, and adequacy of the information contained in this RFP and shall not incur any liability under any law caused by negligence or reliance of the prospective vendor upon the completeness or accuracy of information provided in this RFP .
- Prospective vendor should therefore, conduct investigations and analysis in all matters respect to this RFP, seek professional and technical advice from appropriate sources and satisfy themselves of all consequences of entering into any agreement and arrangements

relating to this project.

- Offerors are responsible for ensuring their offers are received by TALENT LAB in accordance with the instructions, terms, and conditions described in this Solicitation; failure to adhere to instructions may lead to disqualification
- TALENT LAB may cancel the Solicitation and not award at any time
- TALENT LAB may reject any or all responses received
- Issuance of the Solicitation does not constitute award commitment by TALENT LAB
- TALENT LAB reserves the right to disqualify any offer based on offeror failure to follow the Solicitation instructions
- TALENT LAB will not compensate offerors for response to the Solicitation
- TALENT LAB reserves the right to issue award based on initial evaluation of offers without further discussion
- TALENT LAB may negotiate with offerors for their best and final offer and/or request clarifications from any offeror prior to award
- TALENT LAB reserves the right to increase or decrease its order for quantities or units with the selected offeror
- TALENT LAB may reissue the Solicitation or issue formal amendments revising the original Solicitation specifications and evaluation criteria before or after receipt of proposals
- TALENT LAB may modify the specifications without issuing a formal notice to all offerors when the revisions are immaterial to the scope of the Solicitation
- TALENT LAB may choose to award only part of the activities in the Solicitation, or issue multiple awards, if in the best interest of TALENT LAB
- TALENT LAB reserves the right to waive minor offer deficiencies that can be corrected prior to award determination to promote competition.
- A copy of the full terms and conditions is available upon request.