



Republic of Serbia
Republic Geodetic Authority (RGA)
Real Estate Management Project

Terms of Reference
for
Consulting Services – RGA web site conceptual solution

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I. Background

The Republic of Serbia and the International Bank for Reconstruction and Development (Hereinafter: IBRD) concluded the Loan Agreement (Hereinafter: LA) for the Real Estate Management Project in Serbia (Hereinafter: The Project), signed by the two parties on April 17th, 2015 and ratified by the Parliament of the Republic of Serbia in its session on Jun 24, 2015 (Official Gazette of the Republic of Serbia – International contracts, No. 13-15).

The Law on State Surveys and Cadaster (LSSC, 2009) with appropriate amendments provides a solid foundation for the project. A viable single agency, the Serbian Republic Geodetic Authority (RGA), is implementing the LSSC. A Project Council and Project Steering Committee are supervising the Project Implementation.

The Project consists of four components: (A) Valuation and Property Taxation; (B) E-governance for Enabling Access to Real Estate Information; (C) Institutional Development of the RGA; and (D) Project Management and Support Activities.

The objective of the Project is to improve the efficiency, transparency, accessibility and reliability of the Republic of Serbia's real property management systems.

A full description of the Project is provided in the document "Project Appraisal Document" (PAD) and Loan Agreement (LA). The PAD is considered as a part of the necessary background materials to be understood by Consultants¹.

Implementation is entrusted to the Project Implementation Unit (Hereinafter: PIU) of the Republic Geodetic Authority.

The Information System for Real Estate Cadastre is being developed under the Project's Component B, through multiple phases, namely:

DMS (ISREC Phase 1)

Implementation of the RGA DMS system on Therefore DMS platform is the first phase of the ISREC system, which had established a centralized electronic system for recording and managing documents, processes, users and code lists, impacting the improvement of work efficiency and effectiveness, while establishing the foundations for improvement and setting up of the entire electronic system for the RGA – the ISREC.

DQI (Data Quality Improvement)

The Data Quality Improvement is the process that will entail data checks and correction of errors, followed by verification of data quality and consistency.

Address Register and Administrative Units (ISREC Phase 2)

The purpose of the address module is to manage all types of addresses in Serbia in a unified, centralized system, and to distribute up to date address information to the other information systems in Serbia.

The administrative units' module is a centralized system for managing the information on types, boundaries, names, official ID's, hierarchy and other data pertaining to the administrative units in Serbia, as well as distributing the current information about administrative units to the other information systems in Serbia.

Real Estate Cadastre Software (ISREC Phase 3)

Development of software for the Real Estate Cadastre (textual and graphical data module and persons' module).

ISREC Phase 4

Refers to: (i) completing ISREC system, namely (1) develop the remaining modules: Utility Cadastre, HR and Financial system modules and integrate them with ISREC, and (2) roll-out the ISREC countrywide; (ii)

¹<http://documents.worldbank.org/curated/en/541411468182064197/pdf/PAD955-PAD-P147050-R2015-0041-1-Box385415B-OUO-9.pdf>

implementation of NSDI; (iii) implementation of sustainable business model for managing the NSDI and RGA IT systems.

II. General objectives

The main objective of this procedure is to obtain proposals for the original draft solution of the website visual identity that provides a clear depiction of the RGA including its business and to create Graphical solution for future development of the new RGA's website, while its development is outside the scope of this service.

The objective of creating the new web presentation is to upgrade communication, facilitate searching and using services for the website users and attract more visitors and users.

Target group are the website users (citizens, private, public and state sector).

The new web presentation should depict an informative, modern, simple and efficient two-way communication with users.

1. Informative - to provide all necessary information regarding the activities of the Republic Geodetic Authority, while setting the priorities according to the needs of the presentation users.

2. Modern - to be in line with the global trends.

3. Simple - to provide the required information to the user with the minimum number of clicks, to minimize users' time expenditure for website search and to utilize a simple communication method.

4. Efficient - maintaining two-way communication.

5. Business information protection - focus on the data security and user privacy aspect.

Draft graphical solution for the website should depict the work of the Republic Geodetic Authority, provide fast, easy and simple use of services, web services and applications and to inform the public on all novelties, current projects and latest news from the RGA's field of work.

Draft graphical solution should have national recognition, containing the logotype of the Republic Geodetic Authority.

Draft solution should present reform and digitization of the Republic Geodetic Authority, services and web services at the official web presentation, in a simple, attractive, and easy-to-use manner.

Draft solution shall be author's solution, and may not contain parts of any other author's work. Solutions submitted may not be previously published or distributed to the public in any other manner and may not breach third parties' rights.

The new website content should include style-coordinated texts that regarding the form and essence provide the best presentation of the Republic Geodetic Authority's values, mission and vision, reforms and digitization. The complete content shall be focused on users, citizens, business, state and public sector. Titles of the articles should be attractive; texts should be high quality, clear, understandable and informative, with key messages.

The establishment of the new RGA's website should provide:

- Establishing a modern, interactive and transparent website;
- Viewing and access to all of the RGA's content and web services in a single, unified portal that integrates all of the existing services and modules within the RGA;
- Improving the user access (searching and using services) regarding simplicity and promptness of presenting all information contained in the RGA's portal database itself, as well as all other relevant databases that contain the data under the RGA's competence for updating;
- Linking with the selected social networks and services (Facebook, Twitter, YouTube, Pinterest, LinkedIn, blog, etc.).

III. Method of implementation and specific objectives

In order to perform all tasks, they will be divided into two segments:

1. Qualification part - Producing 2(two) Draft solution proposals;
2. The Graphical solution.

1. Draft solution proposals - 2(two) - Qualification part

The Qualification solution consists of 2(two) following documents as a separately comprehended wholes with the same value with examples of proposal applicability (visual solutions) on the future RGA's website should be produced, so that said proposals may serve as the visual foundation and thematic framework for further development of variations for new pages and services of the RGA.

A. Draft solution proposals 2(two) - visual identity of the RGA's website (document 1).

Baseline of the concept should be provided through:

- presentation of elements **2(two) visual identities** and
- written justification (motif, symbolism, draft solution application) up to 1500 characters.

Draft solutions proposal should be presented through:

Overview of the Homepage, templates for the following pages and website organization (desktop and mobile formats) reflected in the website structure presentation (as the foundation of the new RGA's website web design). Website structure should be appealing and follow the standards that the people are used to and expect.

Show the fundamental website architecture levels:

Homepage;

Categories (or sections);

Subcategories;

Individual pages.

Show key structural elements only:

Header;

Logotype;

Menu;

Content;

Sidebar;

Background;

Footer.

B. Text – creating the Republic Geodetic Authority's web presentation contents (document 2).

Describe one of the services (as example), web services or applications to be available at the new RGA's website.

Maximum text length up to 1500 characters.

Draft solution proposals should be delivered in Serbian (Cyrillic and Latin) and English languages.

2. Graphical solution - Final phase

Subject matter of this part which takes place after the signing of the contract, is production of the RGA's website design and contents. Production of design, organization, architecture, website structure elements and web pages, book of standards and contents for the purpose of creating of future new RGA's website (development of new RGA's website is not part of this procurement). For the RGA to initiate the new

website development, the idea of the website elements needs to be presented with regards to web pages' type and structure, interior website architecture and website concept.

Services to be provided by the Consultant are as follows:

- Creating website and web pages structure
- Creating website architecture
- Creating the book of standards - rulebook for the visual identity application for the website purposes (as a minimum, it shall contain use of fonts, colors and buttons on various backgrounds)
- Tagline design - website slogan (description expressed in a single phrase, representing an essential description of the RGA's scope of work)
- Favicon design - for simple identification of website in the Tab line of the internet browser
- Breadcrumb design - path to the page (to be shown as auxiliary navigation for the user to clearly indicate the position on the website)
- Maintenance page design - maintenance page (in the event of website unavailability due to the regular website maintenance or for any other reason, temporary - simple but useful - pages need to be available).
- Error page design - in accordance with the "usability" standards, the RGA's website must contain the "404" webpage that indicates that the requested page does not exist and redirects the visitor to the homepage. These pages must be different from the remainder of the website, but their visual identity should be harmonized with the website identity. The page should contain apology, search option and link to homepage or other web pages.
- Captcha design - security checks.
- Pop-up design - for the purpose of keeping visitors on the web page or encouraging visitors to take a certain action.
- Tables appearance design - tables (table presented simple for reading and following, similar data should be shown in a clear whole, set rows and columns as headers, avoid blank cells for column spacing purposes.
- FAQ design - frequently asked questions page.
- Hidden page design - pages accessed by users with previous successful registration and login.
- Header and footer design.
- Home page design.
- Management pages design.
- Design of web page showing Local Real Estate Cadastre Offices.
- Design of web page with applications and services.
- Design of contact page - containing all addresses and phone numbers, as well as the form for direct query.
- Online chat design.
- Web address book design - the place containing web addresses of relevant institutions.
- Search design (Search option for easy and fast finding of the desired contents) and sitemap
- Design of banners and other graphical elements for the RGA's activities.
- Design of other applications and communication with other applications (AGROS, surveys, questionnaire, pricelist, eCadastre, eFrontDesk, geoSrbija, etc.).
- Design of social networks section.
- Division per visitors' needs (citizens, professional users, etc.).
- Selection of texts for the new website.
- Preparation of texts: About us; Scope of work; History; Mission; Vision; Philosophy
- Customizing and adjusting the existing texts (news excluded)
- Preparing texts on all services, web services and applications
- Translation of all texts to English
- Bilingual: Serbian (Cyrillic and Latin) and English

The solution should be delivered in Serbian (Cyrillic and Latin) and English languages.

IV. Evaluation and method for submitting draft solution proposals

Draft solution proposals shall be evaluated per their visual appeal and design quality, and pursuant to the criteria below:

- Identification (original idea, recognizable, authentic, durable, striking).
- Meaning (link to the scope of work of the Republic Geodetic Authority, understandable, resistance to misuse).
- Aesthetic (attractiveness, measure of abstraction and uniqueness, selection of colors and accompanying elements).
- Technology (applicability, detail execution).

Additionally, references submitted will be a part of the evaluation.

Web presentation contents – copywriting will be evaluated pursuant to the criteria below:

- Writing form.
- Text quality.
- Appeal for readers.
- Understandability of service, web service and application for the citizens.

A minimum of 2(two) proposals should be submitted as separately comprehended wholes with the same value, through presentation of proposals' applicability (visual solutions) on the future website, so that the proposals may be a visual foundation and thematic framework for further development of new pages and services of the RGA.

After selection of proposal of the original draft - graphical solution for the website visual identity, implementation of all envisioned activities will continue with the selected Firm, as defined in the implementation of all activities after accepting the solution proposal - "2. Graphical solution - Implementing all activities after the solution proposal acceptance."

Method for submitting draft solution proposal

The application shall be submitted in the sealed envelope that contains:

Text with justification of presented service, printed on A4 format paper, single-sided.

CD that contains two different visual solutions in digital vector form, saved as the electronic file based on the PostScript language (EPS, AI or PDF).

V. Method for submitting The Graphical solution

–The Graphical solution of the RGA's website visual identity should be submitted in a sealed envelope that contains:

- Draft solution with justification of presented service, printed on A4 format paper, single-sided.
- CD with visual solution in digital vector form, saved as the electronic file based on the PostScript language (EPS, AI or PDF).

Filled and signed following documents:

- Statement on proposed solution use
- Statement on proposed solution authoring

- Statement on transfer to the RGA's property

VI. Deliverables and Expected Outcomes

The selected Consultant shall deliver the complete design of the RGA's web portal.

Consultant will be responsible to deliver the following:

- website structure created
- website architecture created
- book of standards created
- designed: Tagline; Favicon; Breadcrumb; Maintenance page; Error page – „404”; Captcha; Pop-up; Tables; FAQ; hidden page; header and footer design; Home page; online chat.
- management page designed
- web pages presenting Local Real Estate Cadastre Offices designed
- web pages with applications and services designed
- contact page designed - containing all addresses and phone numbers and form for direct query sending
- web address book designed - containing web addresses of relevant institutions
- search designed
- design of other applications and communication with other applications (AGROS, surveys, questionnaire, pricelist, eCadastre, eFrontDesk, geoSrbija, etc.)
- design of social networks section
- division per visitors' needs (citizens, professional users, etc.) presented
- selection of texts for the new website
- preparation of texts: About us; Scope of work; History; Mission; Vision; Philosophy
- customizing and adjusting the existing texts (news excluded)
- preparing texts on all services, web services and applications
- translation of all texts to English

Bilingual: Serbian (Cyrillic and Latin) and English

VII. Period of Performance

The Graphical solution – 4(four) weeks

The assignment is expected to start immediately after the contract signing.

A Consultant will be selected in accordance with the selection method: A Consultant will be selected in accordance with the CQS procedure set out in the World Bank's "*Procurement Regulations for IPF Borrowers*" (July 2016, Revised November 2017, August 2018 and November 2020).

VIII. Qualifications of the Consultant

- **Producing draft solution proposals** - The Qualification solution consists of 2(two) documents as a separately comprehended wholes with the same value with examples of proposal applicability (visual solutions) on the future RGA's website should be produced, so that said proposals may serve as the visual foundation and thematic framework for further development of variations for new pages and services of the RGA.
 - A. Draft solution proposals 2(two) - visual identity of the RGA's website (document 1).**
 - B. Text – creating the Republic Geodetic Authority's web presentation contents (document 2).**

- A reputable Firm with at least 5(five) years' experience designing innovative, visually appealing and/or navigation friendly web sites or experience in production, media campaigns, public relations and communications and design creative solutions.
- Experience in visual identity development project management activities.
- Has deep knowledge of current design tools in the field, and new software.
- Has experienced in-house graphic designers to create the RGA visual identity and assets.
- The Consultant must have sufficient expert staff on board with availability from the time of signing the contract.
- The Consultant should demonstrate proven experience in developing visual identity, producing draft solutions for web portals, design and development of promotional material, etc.