Overview
The Partnership for Maternal, Newborn & Child Health (The Partnership, PMNCH) brings together over 1,000-member organizations across multiple constituencies working to advance Reproductive, Maternal, Newborn, Child and Adolescent Health (RMNCAH) at global, regional and country levels. PMNCH’s core mission is to strengthen alignment, mutual accountability and joint advocacy across its constituencies with the aim to support the successful implementation of the Every Woman Every Child (EWEC) 2016 - 2030 Global Strategy for Women’s, Children’s and Adolescent’s Health (the Global Strategy).

PMNCH is an alliance of more than 1,000 organizations in 192 countries across ten constituencies from the sexual, reproductive, maternal, newborn, child and adolescent health communities, as well as health-influencing sectors. The Partnership provides a platform for organizations to align objectives, strategies and resources, and agree on interventions to improve maternal, new born, child and adolescent health.

The mission of the Partnership for Maternal, Newborn and Child is to increase the analysis, advocacy, alignment and accountability of partners through a multi-stakeholder platform. The aim is to enable PMNCH’s members or partners to achieve more together than any individual partner could do alone. Established in 2005, PMNCH is hosted by the World Health Organization (WHO) and is governed by a Board and Executive Committee. Since 2005, PMNCH has grown into the world’s largest alliance for women’s, children’s and adolescents’ health.

1 https://www.who.int/pmnch/en/
2 http://www.everywomaneverychild.org/global-strategy/
3 The 10 constituencies include: (1) Academic, Research and Training Institutions (ARTs); (2) Adolescents & Youth (A&Y) led organizations; (3) Donors and Foundations (D&Fs); (4) Healthcare Professional Associations (HCPAs); (5) Inter-Governmental Organizations (IGOs); (6) Global Health Financing Mechanisms (GFM); (7) Non-Governmental Organizations (NGOs); (8) Partner Countries (PCs); (9) Private Sector (PS); and (10) United Nations Agencies (UNA).
Requirements

Based on the objectives identified in the PMNCH business plan 4 regarding its online presence, PMNCH needs to strengthen its outreach. This would include “connecting partners through the website and accountability portal and linking to social media and other platforms to enhance partner impact. Advances in technology, including blockchain, artificial intelligence, ‘internet of things’, big data and advanced analytics, will enable and accelerate the Partnership’s work.”

The PMNCH business plan also prioritizes “the development of a simplified interactive website and accountability portal in order to drive common work through joint communication and the sharing of best practices (via communities of practice, online discussions, webinars etc.); connect partners with resources (collating tools and linking closely to an integrated accountability section); serve as a community newspaper, showcasing partners’ work; and ensure strong integration with social media and other platforms that enhance collaboration, participation and exchange.”

Goal of the development of online portals and PMNCH website revamp

The overall goals of the development of online portals and the web revamp include:

- **Catalyze information exchange** - enhance the Partnership’s relevance to improving the lives of women, children and youth through improved online information exchange;

- **Deepen partnerships** - increase the use and uptake of the Partnership’s body of know-how and evidence by its constituencies and strategic audiences through content harvesting and automated online dissemination processes;

- **Drive accountability** - integrate access to easy to use (e.g. downloadable data visualization) accountability evidence via the Partnership’s online presence.

Specific goals and features of the web revamp include:

- **Webification of the PMNCH and partners’ progress and results** – focus on PMNCH added value as determined in its evaluation, breakthroughs, publications, evidence, data and people. Establish synergies with a PMNCH social media strategy, using themed campaigns (twitter, facebook, mailchimp) as a main tool for Search Engine Optimization.

- **Provide an engaging experience of discovery** – broad, simple entry points and interfaces, with a specific focus on themes to be leveraged as contextual entry points to members, news, publications and project/activities, people.

- **Break silos and cross-link between different partners, topics and subjects** – establish content management standards (e.g. categories, content types, syndication, integration) between different membership database and publication repositories already in use for managing news, publications, members’r and partners’ information.

The activities needed to reach these objectives are:

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• Develop an information architecture to allow the sharing of progress, successes and best practices within constituencies (peer exchange) and all partners via an online exchange portal;

• Develop a multi-media open-access repository including publications, social media outputs, case studies, success stories, best practices and lessons learned;

• Develop an information architecture for the development of an accountability portal, including advise on the best possible visualization and packaging of evidence on pledges, promises, approaches used, and progress made;

• Create interfaces for the portals and repository via an interactive website, social media and collaborative spaces for open exchange within constituencies, themes and beyond;

• Increase incidental exposure by securing linkages to the Partnership from websites and undertake SEO to ensure partners and members are identified as experts in their domain (newsroom approach);

• Develop participatory blogs with constituencies using online multi-media content to spotlight the Partnership’s achievements via content and data aggregation;

• Develop automated approaches to communicate the blogs to extend reach (e.g., PMNCH website, e-blast, press releases, op-eds, social media platforms).

PMNCH would therefore need the services of an Information Architecture (IA) or UX Interface/Experience Design firm.

The objectives of the services requested are to

(1) develop a partner-centric online platform based on the PMNCH membership database ⁵ (currently under development),

(2) develop a partner based open access multi-media publication repository,

(3) develop an accountability data portal linking different external sources, ⁶ and

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⁵ https://www.who.int/pmnch/about/members/database/en/

⁶ such as:

- Progress- WHO Global Health Observatory: http://www.who.int/gho/en/
- Progress on the Global Strategy: http://apps.who.int/gho/data/node.gswcah
- EWEC commitments page http://www.everywomaneverychild.org/what-is-a-commitment/
- Health Data collaborative www.healthdatacollaborative.org
- oecd https://data.oecd.org/
- Coregroup https://coregroup.org/
- Samasha Medical Association http://samasha.org/
(4) integrate the repositories and portals in the PMNCH website, as well as in social media, other platforms\(^7\), entry points and collaborative spaces that would enhance partners' impact.

The partnership portal would also be serving as an interface for the PMNCH membership database which is about to be developed with the Atium software, so it would link member specific calculated algorithms to the portal.

The three products, partnership portal, multi-media publication repository and accountability portal would need to be further integrated into the PMNCH website, which is about to be migrated from WebIt to Sitefinity CMS.

The assignment of an information architect would help determine the UX interfaces (partner portal, repository, accountability portal), its information architecture, as well as web requirements for the revamp of the PMNCH site.

The features of the PMNCH web revamp will include a refreshed approach to online content production, better UX experience based on new branding guidelines, improved content aggregation, visual representation of data and automated news harvesting, ideally from the multi-media publication and report repository. It is also envisaged that updates from partners will be supported via integrated self-learning algorithms with the potential to connect PMNCH partners’ online data, profiles, publications, media and products in real time.

In early 2020, PMNCH will undergo a rebranding process based on the recommendations of an external evaluation, which will take place in the second half of 2019. At the same time, PMNCH is organizing its membership database with a software package, able to produce automated processes through calculated algorithms that would have the potential to facilitate and influence the final UX experience. Also, a working group on accountability is in the process of being established to feed into a high-level event at the UN General Assembly in September 2019 which would advise on the implementation of an online accountability platform.

As the UX experience design results (including the establishment of working groups, recommendations from the evaluation, re-branding) will take time, PMNCH is solving its most urgent website needs in the meantime. This includes an initial site review and clean-up as well as content updates. To produce more ad-hoc tangible and visible results, PMNCH will switch its CMS rapidly, and migrate an updated and clean website from WebIt to Sitefinity.

From a technical implementation point of view, Sitefinity should be able to handle the types, classification and workflows needed for the PMNCH main site and potential portals, sub-sites and pages (partnership portal, accountability portal, constituency-based multi-media repository, annual report, events, publications etc.). The system architecture should provide a suitable level of scalability so that future platform or partner-level needs can be satisfied by configuring a partner level presence on the main CMS, with the required content management standards already in place.

\(^7\) One example would be https://sustainabledevelopment.un.org/partnerships/ or
In addition, there is potential for the integration of existing information systems of partners as sources of information for content management and publishing purposes. It is important to note that the CMS should be standards-compliant vis-à-vis future integration with an open access repository of multi-media publications, knowledge outputs, the algorithm-based membership database and the accountability portal.

Based on the revamp requirements, website and user analysis, the scope of the entire online work 2019/2020 encompasses the following information components and implementation activities:

1. Inventory, Content Audit, Research and Definition
2. Information Architecture (including development of Partner and Accountability Portals as well as Multi-media open access repository) based on UX Design Experience;
3. Migration
4. Design
5. Implementation
6. Documentation, training.
7. Recommendations for resource allocation.

The current RfP will answer the first two points of the activity list above and feed into points 4-6, carried out by other specialists.

**Purpose of the Information Architecture / UX interface services**

**Scope of work**

The information architecture/UX interface design firm would work in close collaboration with the PMNCH Communication Manager and Communication Officer, responsible for the project. Work relations with the membership database developers, web consultants, the migration project team, the accountability working group and PMNCH partners will be facilitated by PMNCH communication team.

The information architecture/UX interface design firm would carry out the following tasks:

- Structure the navigation of the PMNCH online presence by content, taxonomies and sources. This would include the development of a methodology for a tool driven inventory of the current website, answering questions of hosting, domains, content levels, page and level numbers, numbers of images, videos, and documents, sources, URLs and links.

- Advise on what content would go into the multi-media repository, what should be archived and what to be migrated.

- Conduct a UX experience survey with PMNCH Secretariat, Board, constituencies, members, partners and working groups (at least 30 different inputs). This includes the development of a methodology for the survey, a question guide, testing of the guide, survey implementation and a survey report.
• Clarify what types of content, data, publications, formats and sources can be shared and can be shared and integrated in the partner portal and create an interface, based on the membership database, GDPR data protection rules and consent statements.

• Advise on how to organize the online information sharing in the best possible manner, so that automated content harvesting is possible over a variety of themes, content, profiles, platforms and devices.

• Link the sources of the different data, content, publications and formats owned by PMNCH constituencies, partners and members into a one-stop-shop open access repository.

• Develop the structure for an interactive partner portal, based on the inventory, publication repository and user survey.

• Advise on wireframes for interfaces and landing pages to serve a consolidated PMNCH online presence. The results of the UX interface design would then feed the final web design, including the roll-out of the PMNCH rebranding process (integration of partner information, theme, colors, tonality etc.) in 2020.

• Develop in close collaboration with the PMNCH management and communication unit a content production workflow based on increasing automated content aggregation and feed.

• Assess Sitefinity’s possibilities to take full advantage of the flexibility of the information architecture and to accommodate a selection of platforms, repositories, sites and blogs as well as existing and future requests for platforms, repositories, sub-sites and blogs, thus providing PMNCH with a more efficient and ready-for-harvesting WHO sub-site template.

• Establish synergies with a social media strategy, using themed campaigns (twitter, facebook, mailchimp) as a main tool for SEO.

• Define navigation requirements, including a navigation hierarchy and system, a site map and wire frames.

• Develop a final report including different options and recommendations to feed into a web design brief. This includes scenarios that would help define how site visitors get the most out of site-visits, functional requirements and recommendations on how to incorporate algorithms and social media in the web site to maximize use for themed campaigns, information dissemination and engagement.
## Project Development

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Activities</th>
<th>Timeline</th>
</tr>
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<tbody>
<tr>
<td>Site inventory completed</td>
<td>Structure the navigation of the PMNCH online presence by content, taxonomies and sources. Develop a methodology for a tool driven inventory of the current website, answering questions of hosting, domains, content levels, page and level numbers, numbers of images, videos, and documents, sources, URLs and links.</td>
<td>2 months after project start</td>
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<tr>
<td>UX survey report submitted</td>
<td>Conduct initial interviews with PMNCH communication unit, secretariat staff, membership manager and accountability working group and 2-3 Board members. Based on recommendations given by the core group, develop and test a survey tool. Enlarge interviews to around 30 people. Lay out a detailed methodology for setting up a partners’ portal, open access online repository and accountability portal.</td>
<td>2 months after contract start</td>
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<tr>
<td>Partners’ portal structured</td>
<td>Based on evaluations of the new membership database and potentials in the Atium software, create a structure and IA for a PMNCH partners’ portal.</td>
<td>3 months after contract start</td>
</tr>
<tr>
<td>Open access repository available</td>
<td>Based on existing site inventory and products, formats and sources from PMNCH constituencies, develop an open access repository, including metadata and taxonomies (hierarchical and tags).</td>
<td>6 months after contract start</td>
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<tr>
<td>Accountability portal structured</td>
<td>Based on the input from the accountability working group and the links to different data portal, structure a PMNCH accountability portal.</td>
<td>6 months after contract start</td>
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<tr>
<td>UX driven Information Architecture for PMNCH website delivered</td>
<td>Define a structure and organizing principle for the new PMNCH website, serving as interface to the data portals. Develop a navigation system and site map. Finalize metadata requirements, categories, and guidelines that will be used for the CMS (Sitefinity). Recommend search engine optimization (SEO) guidelines to improve search engine rankings for submitted content.</td>
<td>6 months after contract start</td>
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<tr>
<td>Final report submitted</td>
<td>The final report includes the summary of the work and recommendations for the migration, design, Implementation, documentation, training, recommendations for resource allocation and work flows.</td>
<td>7 months after contract start</td>
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