

# Call for Expression of Interest

## Partnership for Agricultural Research, Education and Development (PAIRED)

### Recruitment of two individual consultants UX-UI DESIGNER & WEB/MOBILE DEVELOPER EXPERT

Call Opening: January 23, 2020

Call Closing: February 5, 2020

**CEI N° 14-2019 - RELAUNCH**

In June 2017, a new cooperation agreement, aimed at facilitating the implementation of a five-year program named Partnership for Agricultural Research, Education and Development (PAIRED) in West (and Central) Africa, was signed between USAID and CORAF. The PAIRED is being implemented through three (03) interdependent components: (i) Strengthening CORAF's institutional capacity for effective coordination of agricultural research and development, (ii) Establishing an innovative framework for scaling up agricultural technologies and innovations and agri-inputs in West Africa, and (iii) Increasing the use of quality agri-inputs in West Africa. In order to achieve this objective, CORAF strives to revolutionize seed supply chains by connecting farmers to large, high-value quality seed markets, and to greatly increase the number of farmers connected to high-value markets by boosting the effectiveness of the supply mechanism based on efficient communication services.

Under the West Africa Agricultural Productivity Program (WAAPP) funded by the World Bank, CORAF developed and deployed an electronic platform of information on the agricultural technologies and innovations that exist in the West African subregion and that are accessible from <http://mita.coraf.org/>. This platform called the Market for of Agricultural Technologies and Innovations (MITA) is an electronic platform on improved agricultural technologies and on transactions on these technologies (sale and purchase).

It is based on the assumption that spaces of direct interaction between the research users and promoters involved in technology generation and transfer drive demand for improved technologies.

The objectives pursued by the Market for Agricultural Innovations and Technologies are to introduce improved technologies and to facilitate exchanges (information and sale-purchase transactions) between the developers and users of improved technologies.

MITA is a space of exhibition and introduction of technologies virtually organized to attract the key clients involved in the transfer and adoption of improved technologies. It allows the virtual showcasing of technologies along with the testimony of farmers, breeders or fishermen who participated in the development of the relevant technology or have adopted it

Three years after its launching, CORAF, under the PAIRED project, intends to upgrade the platform to ensure that it continues to meet the demands of users.

The tasks to be performed as well as other information relating to the call are detailed in the attached terms of reference.

The Executive Director of CORAF invites candidates meeting the qualification criteria, as indicated in the terms of reference, to express their interest in this recruitment.

Interested consultants can obtain additional information from the CORAF Executive Secretariat by sending correspondence to the CORAF Agribusiness Expert, by email, at the following address: [c.sobgui@coraf.org](mailto:c.sobgui@coraf.org) from 8.00 am to 12.00 pm and from 3.00 pm to 5.00 pm GMT..

Applications must be submitted by e-mail to the following address: [procurement@coraf.org](mailto:procurement@coraf.org) by **February 5, 2020, no later than 4.30 pm.**

**The Executive Director  
Dr. Abdou TENKOUANO**

# TERMS OF REFERENCES

## RECRUITMENT OF A UX-UI DESIGNER & A WEB/MOBILE DEVELOPER EXPERT

### I. BACKGROUND

CORAF is a Sub-regional Organization (SRO), member of the Forum for Agricultural Research in Africa (FARA), assigned the responsibility to coordinate and facilitate the agricultural research and development activities of the National Agricultural Research Systems (NARS) of 23 West and Central Africa countries. CORAF and the NARS acknowledge that the adoption of quality technologies and innovations, access to markets, free trade and regulatory frameworks are the solutions underpinning agricultural transformation in West and Central Africa. The primary objective of CORAF is to improve the livelihoods of farmers in West and Central Africa through sustainable increase in agricultural production and productivity and market promotion and competitiveness.

In the framework of the implementation of its activities in West and Central Africa, CORAF has catalyzed the development of a considerable number of technologies and innovations. It should however be acknowledged that many of these technologies likely to improve the agricultural productivity of the farmers' subregion still remain largely unknown and underutilized. In order to stimulate the upscaling of existing technologies and innovations, a communication strategy based on the use of various types of communication materials should make it possible to reach the maximum number of farmers in the subregion with relevant information meeting their needs.

In order to facilitate the dissemination of information on existing technologies and innovations, CORAF set up, with support from the World Bank and under the implementation of the West Africa Agricultural Productivity Program (WAAPP), an electronic platform called the Market for Agricultural Technologies and Innovations (MITA). MITA is an electronic platform on improved agricultural technologies and on transactions on these technologies. It is based on the assumption that spaces of direct interaction between the research users and developers involved in technology generation and transfer drive demand for improved technologies. The objectives pursued by MITA are to introduce improved technologies and to facilitate exchanges (information and sale-purchase transactions) between the developers and users of these technologies.

A few years after the implementation of the MITA, the platform needs to be upgraded in order to answer the need of continued improvement of the quality of the service offered while trying to best meet users' expectations. MITA users belonging to an ever-changing world, it is then important to regularly update the platform in order to adapt it to the needs of users and to emerging needs.

### II. OBJECTIVES

The primary objective is to upgrade the MITA platform so that it can meet the needs of its users.

More specifically, it will be about:

- Making the platform more attractive and user-friendly;
- Improving the accessibility of the information shared on the platform.

### III. QUALIFICATIONS AND MISSIONS OF THE EXPERTS:

#### **Expert 1 : UX/UI Designer**

##### **Qualifications:**

- Higher level qualification in a technical field, preferably in systems and computer science.
- Good working knowledge of French and English (spoken and written);
- Proven knowledge and skills in modelling: Sketch, Photoshop, Illustrator, Adobe Xd;
- Proven knowledge and skills in designing websites: HTML, CSS, JavaScript, jQuery;
- Demonstrated expertise in Web multimedia creation – Web integration or equivalent;
- Excellent command of the HTML/CSS languages;
- Experience of building at least 5 models of similar platforms or Websites;
- Other skills: Rigor/ Creativeness/ Autonomy.

##### **Missions:**

1. Review the existing platform in terms of user experience and interface;
2. Review CORAF's existing platforms and identify redundancies;
3. Conduct UX research based on existing opinions and/or new searches;
4. Produce a UX research report stating the issues and proposing appropriate solutions;
5. Propose a model based on the approved UX report;
6. Produce an embeddable content of the model (HTML, CSS);
7. Suggest recommendations on the other platforms in terms of accuracy, administration procedures, etc.

#### **Expert 2 : Web Developer**

##### **Qualifications :**

- Bachelors' degree in computer science or in a related field; A Master's degree would be appreciated and would be an asset;
- A certification in application development would be an asset;
- Demonstrated experience as a Web and Mobile application developer;
- Sound experience in application design and development;
- Capacity to program in at least one programming language, such as iOS, Android, PHP, Java (J2EE), etc.;
- Sound knowledge of programming for various operating systems;
- Strong understanding of software development and programming principles;
- Team spirit and strong communication skills;
- Analytical and problem-solving skills;
- Great attention to detail and time management.

## **Missions:**

1. Understand the project's requirements (MITA) and translate them into functionalities in the application;
2. Collaborate with CORAF IT team to define the specifications of the applications;
3. Write high quality source code to program complete applications within the deadlines;
4. Conduct unit and integration tests before the launching;
5. Conduct functional and non-functional testings;
6. Troubleshoot and debug applications;
7. Evaluate existing applications to reprogram, update and add new functionalities;
8. Review CORAF's other existing platforms existing;
9. Develop technical documentation and handbooks to accurately represent application design and code.

## Note:

- Languages: Any element that the UX/UI designer will provide must be in CORAF's two languages (English and French) except the report that can be either in French or English according to the provider's preferred language.
- Copyright: All deliverables will be the property of CORAF.

CORAF will make available to the selected provider all the information needed for the completion of the work.

## **IV. MODALITIES OF IMPLEMENTATION**

Throughout this mission period, the selected consultant will work in close collaboration with CORAF's DeCom (Communication and Marketing Department) and Knowledge Management teams.

The mission will be implemented based on the following steps:

### *1. Reception of existing documentation:*

The consultant will receive all the documents, links, reports, etc. related to the MITA and other platforms.

### *2. UX/UI Analysis and Research*

Based on these elements, the consultant will conduct a *UX/UI Analysis and Research* and user researches.

### *3. Report and Models*

After completion of these analyses and research, the consultant will produce a report stating all the problems encountered and the recommendations and solutions proposed in the form of models containing all the newly proposed screens for all the pages, rubrics and functionalities of the platform.

#### 4. *Embeddable Content*

After validation of these screens, the consultant must provide the embeddable versions of the screens (HTML, CSS, JS) that will be used for the revamping of the platform.

#### 5. *Web & Mobile Development*

The Web & Mobile Developer will be responsible for the modelling, the development and the deployment of the Web and Mobile applications using the models provided by the UX/UI designer. S/he shall ensure technical support for a period of three (03) months in order to fix possible bugs.

#### V. *Period of service provision -DELIVERABLES*

**The mission shall be conducted over 30 working days for each consultant going from February 15 to April 30, 2020.**

For each completed interface, the selected consultants will provide to CORAF:

1. A UX/UI analysis and research report;
2. The models of the screens proposed for the revamping;
3. The embeddable content (HTML/CSS/JS);
4. The Source Code;
5. The Access to the applications;
6. The Documentation.

#### VI. *SUBMISSION OF APPLICATIONS*

Interested candidates must send by email a motivation letter and a detailed CV with the name(s) and contact details of three referees. The application should be addressed to the Executive Director of CORAF Executive Secretariat, 7 Avenue Bourguiba, BP 48 Dakar-RP, Senegal and sent by email to [procurement@coraf.org](mailto:procurement@coraf.org) on February 5, 2020, no later than 4.30 GMT.