

## **Annex 1: High-Level Scope of Work for Website Redesign & Improvement**

### **1. Background**

The Smart Africa Alliance, established through the Smart Africa Manifesto, is a collaborative effort among African nations, the African Union, the Economic Commission for Africa, the African Development Bank, the World Bank, the International Telecommunications Union, the private sector, and academic and research institutions. This initiative, driven by African Heads of State and Government, aims to propel sustainable socio-economic development across the continent by leveraging Information and Communications Technologies (ICT) to transition Africa into a knowledge-based economy. Originally endorsed by African leaders in 2014, the Smart Africa Manifesto has since garnered the support of 40 African countries, representing over one billion population, with the goal of placing ICT at the core of both national and continental socioeconomic development efforts. This involves increasing ICT access, enhancing transparency, efficiency, and openness through ICT adoption, fostering advanced telecommunication.

#### **1.1. Current website status**

Smart Africa currently maintains a WordPress-based website that serves as the primary digital interface for stakeholders across the continent. However, a comprehensive audit has revealed significant opportunities for enhancement to meet contemporary digital standards and stakeholder expectations. While the current platform has served its purpose, the Alliance is open to exploring modern solutions that best meet its evolving needs.

#### **1.2. Rationale for Revamp**

The website requires comprehensive modernization to:

- Reflect Smart Africa's status as one of the leading continental organization
- Meet modern web performance and accessibility standards
- Improve stakeholder engagement and conversion rates
- Enable efficient content management and multilingual capabilities
- Showcase the Alliance's impact through dynamic data visualization

### **2. Objective**

The objective of this project is to redesign and transform **the Smart Africa website** into a world-class digital platform that aligns with the Alliance's mission, significantly improves user experience, increase accessibility and responsiveness, and creates a powerful digital tool that effectively informs, engages, and converts key audiences including policymakers, Smart Africa, member states and the public. The project aims to implement the most suitable technology solution that will position Smart Africa as a leading digital transformation catalyst in Africa while ensuring optimal performance, scalability, and maintainability.

### 3. Scope of Work

The comprehensive redesign will address all issues identified in the website audit while implementing modern best practices. Vendors are encouraged to propose the most appropriate technology stack and content management solution that best meets Smart Africa's requirements.

#### 3.1. Value Proposition & Content Clarity

- Introduce a succinct and compelling **value proposition** in the homepage section.
- Integrate **explainer videos**, animated graphics, or introductory text to clearly articulate the mission, goals, and impact of Smart Africa.
- Display key impact metrics and achievements prominently  
Create an interactive map of Africa showing member countries, regional projects, and key statistics

#### 3.2. Performance & Speed Optimization

##### 3.2.1. Performance requirements

- **Load Time:** < 2.5 seconds globally (3G networks)
- **Core web vitals:**
  - Largest Contentful Paint (LCP): < 2.5s
  - First Input Delay (FID): < 100ms
  - Cumulative Layout Shift (CLS): < 0.1
- **Performance Score:** >90 on Google Pagespeed insights (mobile and desktop)

##### 3.2.2. Optimization strategies

- Optimize images and videos for faster load times with modern formats (WebP, avif).
- Minify and combine CSS/JS files.
- Advanced caching strategies (browser, server, CDN).
- Ensure seamless handling of large downloadable documents and media.
- Global CDN implementation

#### 3.3. Responsive & Interactive Design

- Redesign for **mobile-first responsiveness** with intuitive navigation on all device types, Touch-optimized interfaces
- Integrate **interactive features** such as:
  - Scroll triggered animations
  - Parallax effects where appropriate, Interactive data visualizations
  - Hover states and micro-interactions

- Smooth transitions and loading states.
- Design must be Modern, clean aesthetic reflecting innovation and Smart Africa brand guideline
- Consistent design system across all pages with a cultural sensitivity in imagery and colors and must have a professional yet approachable visual language

### 3.4. Dynamic Media & User Engagement

- Add multimedia content such as **testimonials, event highlights, mini-documentaries**, and **clickable case studies**. Having Audio Content: Podcast integration and audio stories.
- Implement an innovative and dynamic way of showcasing flagship events like the **Transform Africa Summit**.

### 3.5. Enhanced Calls to Action (CTAs) & Conversion Tools

- Incorporate persistent and visible CTAs (e.g., “Partner with Us,” “Get Involved,” “Join a Program”).
- Use **exit-intent pop-ups** and **scroll-triggered prompts** for newsletter sign-up and engagement.
- Install analytical tools to track CTA performance and user flows.

### 3.6. Improved Navigation & Information Architecture

- Add persistent **search bar** with intelligent search capabilities and filters.
- Redesign menus for better hierarchy and discoverability (e.g., categorize projects by theme or geography).
- Create breadcrumb navigation and related content recommendations.
- Design comprehensive footer with quick links, social media, and contact information.

### 3.7. Accessibility & Inclusivity

- Ensure full WCAG 2.1 Level AA compliance with screen reader optimization, keyboard navigation, and proper alt text.
- Implement multilingual support (minimum: English, French, Arabic with RTL, Portuguese).
- Include language auto-detection and SEO optimization per language.

### 3.8. Metrics & Impact Visualization

- Create interactive dashboard displaying real-time KPIs: member countries, projects, investments, connectivity stats, SDG progress
- Include publications download and engagement analytics in dashboard
- Enable data export, embeddable widgets, and mobile-responsive visualizations
- Design **interactive infographics** and **timelines** to highlight progress since 2013.

### 3.9. Social & Community Validation

- Display recent and stylized **social media feeds**.
- Showcase **partner logos**, rotating **beneficiary testimonials**, and **impact stories** prominently.
- Member state contributed content and Impact story submissions

### 3.10. Event Integration

- Develop a **live events calendar** with RSVP and countdown features with Calendar integration (iCal, Google Calendar).
- Embed forms for registration with automated email confirmations and post-event materials.

### 3.11. Backend Development & CMS

- Upgrade to a flexible and secure **Content Management System (CMS)** (proposed based on your expertise).
- Build in **moderation workflows** for content publishing.
- Set up a **staging environment** for content review and testing before go-live.
- Enable modular content editing for internal teams.

### 3.12. Publication Management Module

- Comprehensive digital library for all Smart Africa publications
- Advanced categorization by type (reports, white papers, policy briefs, research papers, case studies)
- Topic-based classification aligned with Smart Africa pillars
- Multi-format support (PDF, ePub, interactive documents)
- Version control for updated publications
- Advanced filtering and sorting options
- Related publications recommendations
- Analytics for publications downloads
- Faceted search with multiple filters (year, topic, country, author, publication type)

### 3.13. Sub-Program Template Development:

- Design and develop flexible subdomain page templates for Smart Africa sub-programs (e.g., SANIA, SADA, SATA, BPMP)
- Create modular template structure allowing each sub-program to have its own branding, content sections, and navigation while maintaining overall Smart Africa visual identity
- Implement content management capabilities for sub-program administrators to independently manage their subdomain content

- Ensure seamless integration with main website while allowing autonomous content updates for each sub-program
- Develop shared components library that can be utilized across all sub-program templates for consistency.

#### **3.14. Content Improvement and Optimization:**

- Conduct comprehensive content audit of existing website materials and develop content improvement strategy aligned with user needs and organizational goals
- Rewrite and optimize existing content for clarity, engagement, and SEO, ensuring consistent tone of voice across all pages
- Create new compelling content for key sections including value propositions, program descriptions, and impact stories
- Develop content templates and guidelines for ongoing content creation, including style guide and editorial standards
- Transform technical documents and reports into web-friendly formats with executive summaries, infographics, and visual storytelling elements.

#### **4. Deliverables**

1. Fully Redesigned Smart Africa Website - Modern, responsive, and high-performance digital platform
2. Advanced Publications Portal - Comprehensive digital library with search, filtering, in-browser viewing, and download tracking
3. Sub-Program Templates - Flexible subdomain templates for SANIA, SADA, SATA, BPMP with independent content management
4. Interactive Data Dashboard - Real-time visualization of KPIs, project metrics, and ICT development indicators
5. Content Strategy & Enhanced Content - Audited, rewritten, and optimized content with new materials and guidelines
6. Multilingual Platform - Support for English, French, Arabic (RTL), and Portuguese with content management
7. Event Management System - Registration, ticketing, virtual events, and Transform Africa Summit integration
8. Content Management System - User-friendly CMS with workflow management and API-first architecture
9. Training & Documentation - Comprehensive training materials, user guides, and technical documentation