

## Terms Of Reference: QCTO Website Redesign Specification

### 1. Project Overview

The Quality Council for Trades and Occupations (QCTO) requires a complete rebuilding of its current website, which is built on outdated HTML technology and fragmented across platforms.

The new website must be developed using a leading Content Management System (CMS), to deliver a secure, scalable, responsive, and user-friendly digital experience.

This transformation will empower internal teams, improve public engagement, and align with the best global practices in digital governance through a robust new enterprise-grade website.

### 2. Objectives

- a. Modernise QCTO's digital presence with an all-new website that will be a unified, responsive platform that performs optimally on desktop, tablet and mobile devices.
- b. Empower non-technical staff to manage and update content independently of the web developer.
- c. Improve accessibility, navigation, and user experience across all devices, with specific emphasis on mobile users.
- d. Ensure security, scalability, and compliance with global and government digital standards.
- e. Reduce reliance on third-party platforms and streamline integrations.
- f. Migrate data from the current website to the newly-built website.

### 3. Key Features & Functional Requirements

#### 3.1 CMS & Content Management

- a. CMS with custom theme aligned to QCTO branding.
- b. Role-based access (Admin, Editor, Contributor, Viewer).
- c. Drag-and-drop page builder (e.g., Element or Gutenberg).
- d. Revision history and content scheduling.
- e. Media library with tagging and categorisation.

The CMS should ideally be Drupal or Umbraco, and this must be stated in the proposal.

### 3.2 Responsive & Accessible Design

- Mobile-first design with full responsiveness.
- WCAG 2.1 AA compliance for accessibility.
- Dark mode toggle and font size adjustment.
- Multilingual support (optional for future expansion).

### 3.3 Dynamic Content & Interactivity

- Services, news, tenders, vacancies, and events modules.
- Interactive forms with conditional logic (e.g., Gravity Forms).
- Live search with autocomplete.
- Embedded maps, videos, and document viewers.
- Real-time alerts and emergency banners.
- Live interactive accreditation verification search tool, allowing stakeholders to verify provider accreditations and their end dates by querying the QCTO database.
- Live interactive qualifications verification search tool, allowing stakeholders to verify registered qualifications and their expiry dates by querying the QCTO qualification database via a secure online interface.
- A dynamic global QCTO events calendar, with integration capabilities for online meeting platforms (e.g., Teams, Zoom links, YouTube and Facebook streaming).
- Implementation of an interactive chatbot to engage with stakeholders and answer common queries. (Note: Capability to embed existing licensed office chatbots, e.g., Microsoft Copilot, must be demonstrated).

### 3.4 Navigation & UX Enhancements

- Mega menu with categorised dropdowns.
- Sticky navigation and quick-access footer.
- Breadcrumbs and dynamic sitemap.
- Smart 404 page with suggestions and search.
- Intuitive and easy-to-navigate sections or microsites for different QCTO departments, directorates, or domains (e.g., Assessment, Qualifications Development).

### 3.5 Security & Compliance

- SSL encryption and HTTPS enforcement.
- Two-factor authentication (2FA) for admins.
- Role-based permissions and audit logs.
- Daily backups and malware scanning.
- Compliance with POPIA and other data protection laws.

### 3.6 SEO & Performance Optimization

- SEO plugin (e.g., Rank Math or Yoast).

- Schema markup for rich results.
- Lazy loading and image optimisation.
- CDN integration and caching (e.g., Cloudflare).
- Broken link checker and redirect manager.
- Integrated web analytics (e.g. Google Analytics) with configurable dashboards and scheduled website performance reports, including traffic, page views, clicks, top content, user journeys and acquisition channels.

### 3.7 Integrations & Extensibility

- Airtable knowledge, MS Forms, and other APIs via secure endpoints.
- Social media feeds and sharing tools.
- Newsletter subscription and CRM integration.
- Google Analytics 4 and Tag Manager.
- Future-ready plugin architecture for expansion.
- Dynamic dashboard or widget to display key QCTO statistics (e.g., "Number of certificates issued to date," "Qualifications developed," "Accredited providers"). This should be configurable for display in prominent website areas.
- Integration for a community forum or Q&A platform to address frequently asked questions and foster stakeholder interaction.
- Chatbot integration to enable immediate stakeholder responses, and future integration with a CRM tool for those queries that the chatbot cannot handle.

### 4. Pain Points to be addressed in the new website;

Current Pain Point	Recommendations
Outdated HTML technology	CMS with modern tech stack, PHP and JavaScript
Reliance on third-party apps	Native plugins and secure APIs
Separate platforms for devices	Unified responsive design
Difficult content management	User-friendly dashboard for non-technical staff
Lack of interactivity	Dynamic content modules and interactive forms
Poor navigation	Redesigned UX with improved structure
Broken links/pages	Link monitoring and automated error handling
Inability for stakeholders to self-verify accreditation status	Live database search tool for accreditations
Static or unclear presentation of organisational data and events	Dynamic statistics dashboard and integrated global events calendar
High volume of routine stakeholder inquiries	Chatbot and community forum for automated and peer-assisted support

## 5. Project Deliverables

- Fully functional redesigned website
- Training and documentation
- Migration of existing content
- Deployment and configuration of the interactive features (chatbot, verification search, statistics dashboard, events calendar)
- QA testing across devices and browsers.

## 6 Evaluation criteria

Service providers must ensure their submission addresses all points below.

- **Relevant Experience:** A minimum of three (3) contactable reference letters for similar projects, specifically highlighting experience with interactive databases, chatbot implementation, and dynamic data presentation.
- **Detailed Project Plan:** Outlining the approach, methodology, team structure, and risk management, including key milestones, deliverables.
- **Key Personnel:** CVs and copies of qualifications for the four (04) resources stated below.

Criterion	Guideline	Points
<b>1. Relevant Experience</b>	<p>Reference letters for Enterprise-grade websites from at least 3 previous clients from the last five years on a client letterhead, signed and dated, with a statement about their level of satisfaction with the work done.</p> <p>The URLs for the client sites developed must be listed in the proposal and be linked to the reference letters for the points to be allocated.</p>	<p>6 or more reference letters for high-quality enterprise-grade websites = 30 points</p> <p>3- 5 reference letters for high-quality enterprise-grade websites = 20 points</p> <p>3 reference letters for high-quality enterprise-grade websites = 10 points</p> <p>Less than 3 reference letters = 0 points</p>
<b>2. Key Personnel</b>	Detailed CVs and qualifications for four proposed key team members	

	<p>with at least five years' relevant experience</p> <ul style="list-style-type: none"> <li>iv) Project Manager,</li> <li>iv) Lead Developer,</li> <li>iv) Web developer,</li> <li>iv) UX/UI designer</li> </ul>	
<b>Project Manager</b>	<p>Minimum of NQF Level 7 qualification in a relevant STEM field (Science, Technology, Engineering and Mathematics)</p> <p>with at least one of CSM (Certified Scrum Master, PRINCE2Agile or PMI PMP (Project Management Professional))</p>	<p>Project Manager with 5 or more years of experience = 5 points</p> <p>Project Manager with less than 5 years of experience = 0 points</p>
<b>Lead Developer</b>	<p>Minimum of NQF Level 7 qualification in a relevant STEM field (Science, Technology, Engineering and Mathematics) such as Computer Science or Computer Systems</p>	<p>Lead developer with 10 or more years of software development, including website/application development = 10 points</p> <p>Lead developer with 5 to 9 years of software development, including website/application development = 5 points</p> <p>Lead developer with less than 5 years of software development, including website/application development = 0 points</p>
<b>Web developer</b>	<p>Minimum of NQF Level 7 qualification in a relevant STEM field (Science,</p>	<p>Web developer with 8 or more years of software development, including</p>

	Technology, Engineering and Mathematics) such as Computer Science or Computer Systems	<p>website/application development = 10 points</p> <p>Web developer with 5 to 7 years of software development, including website/application development = 5 points</p> <p>Web developer with less than 5 years of software development, including website/application development = 0 points</p>
UX/UI designer	A minimum of 5 projects in a portfolio of previous work on a credible platform such as <a href="http://www.toptal.com">www.toptal.com</a> or <a href="http://www.behance.net">www.behance.net</a>	<p>10 or more excellent quality projects = 30 points</p> <p>5 to 9 excellent quality projects = 20 points</p> <p>Less than 5 excellent quality projects = 0 points</p>
Project Plan and Proposal	A detailed project plan and proposal showing a thorough understanding of the QCTO's needs, good risk identification and mitigation, with realistic timelines and value-adding suggestions not included in the terms of reference.	<p>Excellent Project Plan and Proposal covering all elements = 15 points</p> <p>Average Project Plan and proposal covering some elements = 08 points</p> <p>Mediocre Project Plan and proposal = 02</p> <p>No project and proposal = 0 points</p>
	TOTAL	100 points (maximum)

A bidder must score at least 80 points to proceed to pricing and specific goals.

## 7. ENQUIRIES

7.1 For further information, please contact the following QCTO staff members:

### **Technical enquiries can be directed to:**

Mr Hangwelani Tshifaro  
Tel no: 012 003 1829  
Email: [Tshifaro.h@qcto.org.za](mailto:Tshifaro.h@qcto.org.za)

### **Supply Chain enquiries may be directed to;**

Email: [RFQ@qcto.org.za](mailto:RFQ@qcto.org.za)