

# REQUEST FOR QUOTATION (RFQ)

## FOR SERVICES

<b>Project Title:</b>	<b>Consulting support for Pacific Data Hub (PDH)'s assessment focusing on user experience</b>
<b>Nature of the services</b>	To conduct a comprehensive assessment focusing on user experience (UI/UX), user needs, and the effectiveness of social media engagement, while maintaining alignment with our existing design system.
<b>Location:</b>	Home based
<b>Date of issue:</b>	6/08/2025
<b>Closing Date:</b>	31/08/2025
<b>SPC Reference:</b>	25-8529

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## Part 1: INTRODUCTION

### 1.1 About the Pacific Community (SPC)

The Pacific Community (SPC) is the principal scientific and technical organisation of the Pacific region, established by treaty in 1947 with the signing of the *Agreement Establishing the South Pacific Commission* (the Canberra Agreement).

Our unique organisation covers more than 20 sectors and is renowned for knowledge and innovation in such areas as fisheries science, public health surveillance, geoscience and conservation of plant genetic resources for food security.

For more information about SPC and the work that we do, please visit our website: <https://www.spc.int/>.

### 1.2 SPC's procurement activities

SPC's procurement activities are guided by the principles of high ethical standards, value for money, open competition and social and environmental responsibility and are carried out under our Procurement Policy.

For further information or enquiries about SPC's procurement activities, please visit the procurement pages on our website: <https://www.spc.int/procurement> or email: [procurement@spc.int](mailto:procurement@spc.int)

### 1.3 SPC's Request for Quotation (RFQ) Process

At SPC, procurement valued at more than EUR 2,000 and less than or equal to EUR 45,000 requires an evaluation of at least three quotations to determine the offer that provides the best value for money through a Request for Quotation (RFQ) process.

This RFQ sets out SPC's requirements for a project and it asks you, as a bidder, to respond in writing in a prescribed format with pricing and other required information.

Your participation confirms your acceptance of SPC's conditions of participation in the RFQ process.

## Part 2: INSTRUCTIONS TO BIDDERS

### 2.1 Background

SPC invites you to submit a quotation to deliver the services as specified in [Part 3](#).

SPC has compiled these instructions to guide prospective bidders and to ensure that all bidders are given equal and fair consideration. Please read the instructions carefully before submitting your bid. For your quotation to be considered, it is important that you provide all the prescribed information by the closing date and in the format specified.

### 2.2 Submission Instructions

You must **submit your quotation and all supporting documents** in English and as an attachment to an email sent to [sandrag@spc.int](mailto:sandrag@spc.int) and with the subject line of your email as follows: **Submission 25-8529**. The email should also be copied to [rfq@spc.int](mailto:rfq@spc.int).

The supporting documents expected in this RFQ are:

- [The Conflict-of-Interest Declaration form](#) completed
- Technical proposal and financial bid forms (Annexes I and II) completed and signed including a proposed workplan/methodology and timeframe

- Description of your company and your experience in the requested field;
- Description of up to 3 samples of similar projects in the past 5 years;
- Relevant qualification of the staff allocated to this project (please provide CVs);
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Your submission must be clear, concise and complete and should only include a quotation and information that is necessary to respond effectively to this RFQ. Please note that you may be marked down or excluded from the procurement exercise if your submission contains any ambiguities or lacks clarity.

Bids will be evaluated on the basis of information received by **11:45 PM GMT+11 on 31/08/2025**.

### 2.3 Evaluation & Contract Award

Each quotation validly received will be assessed against the evaluation criteria matrix set out in [Part 4](#). Any changes in the evaluation criteria will result in the RFQ process being re-issued.

SPC may award the contract once it has determined that a bidder has met the prescribed requirements and the bidder's proposal has been determined to be substantially responsive to the RFQ documents, provide the best value for money (highest cumulative score) and best serve the interests of SPC.

In the event of a bid being accepted, procurement will take place under SPC's [General Terms and Conditions of Contract](#) and depending on the value or nature of the procurement, the award will be made by issuing a purchase order or a signed and dated contract, or both.

### 2.4 Key Contacts

Please contact SPC should you have any doubt as to what is required or if we can help answer any questions that you may have.

Mr. Stanislas Ozier, Solution Architect will be your primary point of contact for this RFQ and can be contacted at [stanislaso@spc.int](mailto:stanislaso@spc.int). You should copy any communications into [rfq@spc.int](mailto:rfq@spc.int).

Details will be kept of any communications between SPC and bidders. This assists SPC to ensure transparency of the procurement process. While SPC prefers written communication in the RFQ process, at any point where there is phone call or other conversation, SPC expects to keep a file note of the exchange, with all forms of communication with prospective bidders to be retained as source documents for the procurement of the services.

### 2.5 Key Dates

Please see the proposed procurement timetable in the table below. This timetable is intended as a guide only and while SPC does not intend to depart from the timetable, it reserves the right to do so at any stage.

STAGE	DATE
RFQ sent to potential vendors	6/08/2025
RFQ Closing Date	31/08/2025
Award of Contract	10/09/2025
Commencement of Contract	15/09/2025
Conclusion of Contract	10/02/2026

## 2.6 Legal and compliance

**Confidentiality:** Unless otherwise agreed by SPC in advance or where the contents of the RFQ are already in the public domain when shared with the bidder, bidders shall at all times treat the contents of the RFQ and any related documents as confidential. SPC will also treat the information it receives from the bidders as confidential.

**Conflict of interest:** Bidders must take all necessary measures to prevent any situation of conflict of interest. You must notify SPC in writing as soon as possible of any situation that could constitute a conflict of interest during the RFQ process. If you have any familial connection with SPC staff, this must be declared, and approval will then be sought for you to engage in the RFQ process. **In support of your response to this RFQ, you must submit to SPC [the Conflict-of-Interest Declaration form](https://spc.int/procurement) available on our procurement page website: <https://spc.int/procurement>.**

Breach of this requirement can result in SPC terminating any contract with a successful bidder.

**Currency, validity, duties, taxes:** Unless specifically otherwise requested, all proposals should be in EURO and must be net of any direct or indirect taxes and duties, and shall remain valid for 120 days from the closing date. The successful bidder is bound by their proposal for a further 60 days following notification they are the preferred bidder so that the contract may be awarded. No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted at any time during this period.

**No offer of contract or invitation to contract:** This RFQ is not an offer to contract or an invitation by SPC to enter into a contract with you.

**Privacy:** The bidder is to comply with the requirements of applicable legislation and regulatory requirements in force for the use of personal data that is disclosed for the purposes of this RFQ. SPC will handle any personal information it receives under the RFQ in line with its [Privacy Policy](#), and the [Guidelines for handling personal information of bidders and grantees](#).

**Warranty, representation, assurance, undertaking:** The bidder acknowledges and agrees that no person has any authority to give any warranty, representation, assurance or undertaking on behalf of SPC in connection with any contract which may (or may not) follow on from this RFQ process.

## 2.7 Complaints process

Bidders that consider they were not treated fairly during any SPC procurement process may lodge a protest. The protest should be addressed to [complaints@spc.int](mailto:complaints@spc.int). The bidder must provide the following information: (1) full contact details; (2) details of the relevant procurement; (3) reasons for the protest, including how the alleged behaviour negatively impacted the bidder; (4) copies of any documents supporting grounds for protest; (5) the relief that is sought.

## Part 3: TERMS OF REFERENCE

### A. Background/context

On behalf of its member countries and territories, the Pacific Community (SPC) is the custodian of large amounts of data. There is growing momentum to unlock the power of this data to support evidence-informed decision making for the sustainable development of the region and to achieve genuine and lasting improvement in people's lives.

The New Zealand Ministry of Foreign Affairs and Trade (MFAT) funded the Activity for Improving Access to Pacific Statistics and Data (PSD) Initiative, a programme of work being implemented by SPC, and led by the Statistics for Development Division (SDD) and the Pacific Data Hub (PDH – [www.pacificdata.org](http://www.pacificdata.org)). The program supports interconnected streams of work for Statistics for Development Division (SDD) and the PDH and provides an important public good for the region.

The Pacific Data Hub serves as a critical platform for providing open access to data and insights in the Pacific region. The website recently underwent a rebranding process, including a new logo and updated visual identity. While these elements are now finalized and considered satisfactory, user feedback indicates that the website's overall usability and user experience could be improved.

To ensure our website meets the evolving needs of our users, and remains user-centric, accessible, and impactful, we seek to conduct a comprehensive assessment focusing on user experience (UI/UX), user needs, and the effectiveness of social media engagement, while maintaining alignment with our existing design system. The survey and subsequent redesign hence aim to improve relevance, navigation, information discovery, accessibility, and overall engagement.

This project will be delivered remotely, with online user interaction being the primary method for research and feedback collection. The final outputs will inform iterative improvements without requiring a full visual overhaul, respecting the integrity of the brand's new visual identity.

### B. Purpose, objectives, scope of services

#### Purpose and Objectives

The main objective of this project is to collect user insights and translate them into actionable enhancements for the existing Pacific Data Hub website, to improve relevance, usability, accessibility and overall user satisfaction. The service provider will:

- Evaluate the current website's usability, accessibility, and overall user experience.
- Identify user needs through targeted surveys
- Recommend improvements based on research findings, including UI/UX design enhancements, as well as content quality if relevant.
- Assess the effectiveness of social media presence

#### Scope of Services

The contractor will carry out the following key activities:

##### 1. Social Media Tracking and Measurement

- Audit current social media channels and content strategies.
- Track and report on key metrics

- Assess the effectiveness of social content in driving website engagement and achieving organizational goals.
- Recommend tools and processes for ongoing social media analytics and reporting.

## **2. Website UI/UX Assessment**

- Review site structure, navigation, accessibility, and visual consistency.
- Identify usability barriers and areas for improvement.
- Benchmark against comparable regional and international data platforms.
- Provide recommendations for enhancing user flows and design elements.

## **3. User-Focused Survey**

- Design and deploy online surveys targeting key user groups (e.g., researchers, policymakers, general public).
- Review the content for clarity, relevance, and engagement.
- Evaluate the relevance and opportunity of Topic and Country pages.
- Analyse survey results to identify user needs, satisfaction levels, and priority areas for development.

## **4. Design Recommendations**

- Prepare a detailed report summarizing survey findings, user needs, and identified challenges.
- Propose an updated information architecture or navigation structure as needed, including Topic and Country pages.
- Provide actionable recommendations to increase users' satisfaction levels when navigating the Pacific Datahub
- Deliver wireframes or mock-ups showcasing revised user interfaces.
- Align all design proposals with the current design system, allowing for minor adjustments only.
- Maintain the existing logo and brand identity without changes.

## **5. Knowledge Transfer**

- Present findings and design proposals to the project team.
- Provide editable design files and documentation for future development.

### **Guiding Principles**

- User-Centered: Focus on real user needs and experiences.
- Data-Driven: Base recommendations on robust evidence and analytics.
- Collaborative: Engage stakeholders at key stages for feedback and validation

## **C. Timelines**

We expect that approximately 4 months will be required to complete this work, commencing at the signature of contract and to conclude by end of January 2026.

Task	Activities	Expected time of delivery
0	Kick off meeting and review of proposed workplan/ methodology and timeframe	At signature of contract
0	Provide of a final detailed execution plan (including schedule)	3 October 2025
1	Audit current social Media Tracking and Measurement	31 October 2025
2	Website UI/UX Assessment	14 November 2025
3	User Focus Survey: User feedback must represent both general users and identified key stakeholder groups	15 December 2025
4 / 5	Design Recommendations & Wireframes and present the results - The new logo and visual identity must remain unchanged and Impact on the existing design system must be clearly identified.	31 January 2026

## D. Reporting and contracting arrangements

### Reporting

The selected contractor will report to the Solution Architect of the Pacific Data Hub, who will be the primary contact for this work.

They will:

- Attend weekly project progress meetings with the project team
- Handover draft and final deliverables in editable formats (PDF, Figma, etc.).
- Conduct a final presentation (remote) to the project stakeholders, summarizing findings and recommendations.

### Place of Assignment

The work will be desk-based at the consultant's usual work location. No travel will be required.

### Customers and Stakeholders

The contractor will collaborate with:

- The in-house web and design team for technical feasibility checks.
- Identified stakeholder groups for user feedback and validation.

Target Pacific Datahub users and stakeholders may include (but are not limited to):

- Donors such as MFAT, DFAT
- National line ministries
- Development partners such as World Bank, ADB
- UN Agencies including UNESCAP, UNFPA, UNICEF, UNSD
- Regional NSOs – including ABS and StatsNZ
- Universities – Waikato, Auckland, Australian National University, UNC, USP and others (special attention to Pacific students who are researchers at University or key agencies in NZ and Australia who do research on Pacific development issues).
- SPC and other regional organisations (e.g.: SPREP)
- Registered Users
- Civil society



## E. Skills and qualifications

### Required:

- Understanding of the assignment, identification of appropriate methodologies and approach including provision a workplan and reconfirmed timeline
- Demonstrated of up to 3 examples of innovative website design and/or enhancement projects in the region in the past 5 years.

### Knowledge and experience:

- At least 5 years of demonstrated experience in digital products assessment /evaluation space (preferably for similar products): including user experience and design evaluations, content quality assessments, SEO, security and performance audits, etc.
- Demonstrated technical skills of the project team for website assessment (web technologies, knowledge of SEO factors, ADA compliance, web analytics, website security features, etc.)
- Demonstrated strong time management skills, ensuring the ability to meet deadlines and deliver high-quality results within the agreed timelines.
- Demonstrated experience with Pacific region's unique geographical, economic, and statistical systems, especially working with small island developing states (SIDS), with a strong ability to collaborate and work effectively in a multicultural environment, including partnerships with regional agencies involved in statistical development is highly valued

## F. Scope of Bid Price and Schedule of Payments

The contract is lump sum payments based on deliverables of the 4 tasks.

The bidder must include all costs including professional fees, management and operating costs, and any other administrative costs in the contract price.

SPC shall make payments to the contractor according to the following payment schedule and associated milestones:

Task		Milestone/deliverables	Estimated deliverable Deadline	% payment
0	Provide of a final detailed execution plan (including schedule)	Acceptance by SPC of the final detailed execution plan	3.10.2025	10%
1	Audit current social Media Tracking and Measurement	Submission of the Media Analytics report and acceptance by SPC	31.10.2025	20%
2	Website UI/UX Assessment	Submission of UI/UX assessment report with finding and high-level recommendations, and acceptance by SPC	14.11.2025	20%
3	User Focus Survey: User feedback must represent both general users and identified key stakeholder groups	Submission of User survey analysis: survey results and user insights and acceptance by SPC	15.12.2025	20%

4 - 5	Design Recommendations & Wireframes and present the results - The new logo and visual identity must remain unchanged and Impact on the existing design system must be clearly identified.	Submission of the final report, including the - Audit Report: detailed report with findings and recommendations - Wireframes of proposed changes - UI/UX Provide actionable recommendations for enhancing user flows and design elements. and a presentation to key stakeholders and acceptance by SPC.	31.01.2026	30%
			TOTAL	100%

## G. Annexes to the Terms of Reference

### Annex A: Pacific Data Hub Ecosystem

- [Pacific Data Hub](#) (landing website):
- [PacificMap](#)
- [.Stat Data Explorer](#)
- [Geonode GIS Platform](#)
- [Microdata Library](#)

### Annex B: PDH Design System : [introduction](#) - [Docs](#) - [Storybook](#)

## Part 4: PROPOSAL EVALUATION MATRIX

### 4.1 Competency Requirements & Score Weight

The evaluation matrix below reflects the obtainable score specified for each evaluation criterion (technical and financial requirements) which indicates the relative significance or weight of the items in the overall evaluation process.

Evaluation criteria	Score Weight (%)	Points obtainable
<b>Mandatory requirements</b>		
Technical proposal and financial bid forms completed and signed including: <ul style="list-style-type: none"> <li>- Description of your company and your experience in the requested field</li> <li>- Understanding of the assignment, identification of appropriate methodologies and approach including a workplan and reconfirmed timeline</li> <li>- Demonstrated of up to 3 examples of innovative website design and/or enhancement projects in the region in the past 5 years.</li> <li>- Relevant qualification of the staff allocated to this project (please provide CVs) with excellent English language written skills</li> <li>- Responses to the technical requirement questions.</li> </ul>		<b>Mandatory requirements.</b> Bidders will be disqualified if any of the requirements are not met
<b>Technical requirements</b>		
<b>Technical requirement 1:</b> At least 5 years of demonstrated experience in digital products assessment /evaluation space (preferably for similar products): including user experience and design evaluations, content quality assessments, SEO, security and performance audits, etc.	35%	350
<b>Technical requirement 2:</b> Demonstrated technical skills of the project team for website assessment (web technologies, knowledge of SEO factors, ADA compliance, web analytics, website security features, etc.)	30%	300
<b>Technical requirement 3:</b> Strong time management skills, ensuring the ability to meet deadlines and deliver high-quality results within the agreed timelines.	15%	150
<b>Other:</b> Demonstrated experience with Pacific region's unique geographical, economic, and statistical systems, especially working with small island developing states (SIDS), with a strong ability to collaborate and work effectively in a multicultural environment, including partnerships with regional agencies involved in statistical development is highly value.	5%	50
<b>Total Score</b>	<b>85%</b>	<b>850</b>
<b>Financial Requirement (maximum 10%)</b>		
Financial Proposal score = (Lowest Price / Price of the submitted offer) x 150	15%	150
<b>Final Score</b>	<b>100%</b>	<b>1,000</b>