

## TERMS OF REFERENCE

### HIRING OF MEDIA AGENCY TO DEVELOP CONTENT FOR TRAVEL APP AND CONDUCT THIRD-PARTY TECHNICAL AUDIT

#### I. PROJECT BACKGROUND

The Tourism Promotions Board (TPB) is the marketing and promotions arm of the Department of Tourism. In its aim to bring tourism promotions in the digital age, the Travel Philippines app was developed in 2020 as an information hub on the latest travel guidelines during the pandemic. In 2022 and 2023, the mobile app has undergone redevelopment to include new features including an itinerary planner, explorer feature that provides information on every region and every province, a document manager to allow users to store digital formats of their travel documents in one place, a marketplace to showcase promotions of partners in the private sector, and a features section to highlight stories about the Philippines. The Travel Philippines app is proposed to be launched in 2023. As such, the content of the app must be up to date and accurate for travelers to utilize as it guides them on their travels around the Philippines.

Furthermore, a media agency also needs to be hired to serve as an objective third-party provider to look at the technical specifications of the mobile app and conduct and

#### II. OBJECTIVES

- To ensure that content on mobile app is current, active, accurate and updated
- To streamline content submissions to be added or corrections as provided for by the public or respective government agencies
- To ensure the mobile app technical functionalities are ready for a public launch

#### III. SCOPE OF WORK

The media agency must consider the following scope:

1. To develop and/or copyedit content of the explore/ information function of the mobile app that discusses the description of the provinces and its attractions with the approval of TPB on final output.
2. To develop, update and/or encode content, if needed, of DOT accredited accommodations, restaurants and other facilities based on monthly updates from DOT in coordination with TPB who shall directly coordinate with the TRCRG and its regional offices as provided by DOT as of November 15, 2023 subject to the approval of TPB on final output.
3. Regularly update information on the mobile app for travel, health and safety advisories until December 31, 2023 with the approval of TPB on final output.
4. To develop featured articles for each province – 2 articles per province – listicle of what to do, what to explore, what to eat, and/or similar topics, all to be

uploaded on or before December 31, 2023 with the approval of TPB on final output. All multimedia content provided must be original and verified to be made in the Philippines.

5. To provide monthly reports on content developed, updated and/or edited, to be submitted every first Friday of every succeeding month from start of engagement.
6. To audit the overall technical functionality of the app with the following scope:
  - Expert review of user experience (UX) standards
  - Usability testing with real end-users
  - Database Query Optimization
  - App performance testing
  - User acceptance testing
  - Data privacy compliance review
  - Data security review

#### **IV. REQUIREMENTS OF MEDIA AGENCY**

Qualifications of the media agency:

- Must specialize in mobile app and website development, duly registered under Philippine laws, with at least five (5) years of experience in the industry
- Must have developed at least two (2) mobile apps which are continuously running for at least two (2) years
- Must provide a list of ongoing and completed mobile app development projects in the last five (5) years
- Must have executed at least (1) online marketing campaign
- Mobile app auditor and/or media agency must have at least completed at least two (2) mobile apps in the last five (5) years
- Must not have worked on any iteration of the Travel Philippines app
- Must not be connected professionally or personally to at least third degree of affinity or consanguinity to any member of the management of any agency that has worked on the Travel Philippines app

#### **Project Team Composition**

	<b>ROLE / DESIGNATION</b>	<b>MINIMUM REQUIRED YEARS OF EXPERIENCE</b>
1	Managing Director (1 person)	8
2	Account Manager (1 person)	8
3	Lead Content Editor (at least 2 persons)	8
4	Content Developer (at least 4 persons)	2
5	Lead Mobile App Auditor (1 person)	5
6	UI/UX Auditor (1 person)	3
7	Data Privacy Compliance Auditor (1 person)	3
8	Data Security Auditor (1 person)	3
9	Content Coordinator with Regions, LGU's	2

	and District Representatives (at least 4 persons)	
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**V. Timeframe and Schedule of Work**

	1 <sup>ST</sup> MONTH	2 <sup>ND</sup> MONTH	3 <sup>RD</sup> MONTH	4 <sup>TH</sup> MONTH	5 <sup>TH</sup> MONTH	5 <sup>TH</sup> MONTH
Procurement						
Content Development and Editing						
Mobile App Audit						
Completion Report						

The project shall be for the period of six (6) months to commence from the date of receipt of the Notice to Proceed.

**VI. TPB’s RESPONSIBILITIES**

Provision of all data resource requirements such as full access to based-source code of the existing system and content of travel app, and access to the content management system.

**VII. OTHER TERMS AND CONDITIONS**

1. The winning bidder shall:
  - Provide two (2) dedicated staff to be the points of contact of TPB with the content team and audit team respectively.
  - Extend services beyond given timeline in case of unforeseen issues including, but not limited to administrative matters, information retrieval, and supply of materials
2. Segment(s) or phase(s) of the content development or audit not implemented for whatever reason shall be revised or modified at no cost on the part of TPB for the purpose of translating said segment(s) or phase(s) for future implementation.

**VIII. TECHNICAL BID EVALUATION**

- A. The bidder is expected to submit technical and financial proposals which shall be evaluated using the Quality Cost Based Evaluation (QCBE). The winning bidder must attain a **hurdle rate of 80%** based on the following weight assignments:

Technical Proposal: 80%  
 Financial Proposal: 20%  
 Total = **100%**

B. The Technical evaluation will be based on the following criteria:

Quality of Personnel to be assigned to the Project = 20%  
 Firm Experience and Capability = 30%  
 Plan of Approach and Methodology = 50%

	<b>PARTICULARS</b>	<b>%</b>	<b>RATING</b>
<b>I.</b>	<b>Qualification of Personnel to be assigned to the Project</b>	<b>20%</b>	
	Profile and expertise of key personnel assigned to the project showing specialization and/or experience in respective fields with the specified years of experience: 1. Managing Director (8 years) – 1 person 2. Account Manager (8 years) – 1 person 3. Lead Content Editor (8 years) – at least 2 persons 4. Content Developer (2 years) – at least 4 persons 5. Lead Mobile App Auditor (5 years) – 1 person 6. UI/UX Auditor (3 years) – 1 person 7. Data Privacy Compliance Auditor (3 years) – 1 person 8. Data Security Auditor (3 years) – 1 person 9. Content Coordinators (2 years) – at least 4 persons  <i>Note: Covering the suitability of the key staff to perform the duties of the assignments with general qualifications and competence including education, training, and similar projects handled by personnel (based on submitted CVs)</i>		
	Required Minimum number of Personnel met with minimum number of years' experience in the same position (20%)		
<b>II.</b>	<b>Firm Experience and Capability</b>	<b>30%</b>	
	Bidder has presented evidence of at least 5 years of experience in the industry specializing in mobile app and website development		
	1. Experience of the firm in handling similar nature of work	<b>10%</b>	
	<ul style="list-style-type: none"> <li>● More than 5 years (10%).</li> </ul>		

		● 5 years (8%)		
		● Less than 5 years (0%)		
	2.	Implemented minimum of two (2) mobile apps continuously running for at least two (2) years	<b>10%</b>	
		● More than two (2)-mobile apps continuously running for at least two (2) years. (10%)		
		● Implemented two (2) mobile apps continuously running for at least two (2) years. (8%)		
		● No implementation of mobile app and/or website (0%)		
	3.	Execution of an online marketing campaign	<b>5%</b>	
		● Executed at least 2 or more online marketing campaigns (5%)		
		● Executed only one (1) online marketing campaign (4%)		
		● No executed campaign (0%)		
	4.	Current Workload of the Agency (COMPANY) relative to Capacity	<b>5%</b>	
		● Currently handling 5 or less projects (5%)		
		● Currently handling 6-10 projects (3%)		
		● Currently handling more than 10 projects (0%)		
<b>III.</b>	<b>Plan of Approach and Methodology</b>		<b>50%</b>	
	a.	Adherence of the proposal to all the required components of as mentioned in this bid	35%	
	b.	Feasibility of the planned execution of the overall scope of work	15%	
	<b>TOTAL</b>		<b>100%</b>	

Qualified bidder/s will be required to make a 20-minute presentation of their Plan Approach and Methodology. The allotted time excludes the question-and-answer portion of the activity.

#### **IX. BUDGET COST**

Total Approved Budget for the Contract (ABC) for this project is NINE HUNDRED EIGHTY THOUSAND PESOS (PHP 980,000.00), inclusive of all applicable fees and taxes.

**X. TERMS OF PAYMENT**

<b>%</b>	<b>Milestone</b>
15%	Upon submission of the following: 1. TPB-approved Timeline and Gantt Chart 2. TPB-approved audit plan 3. TPB-approved content development plan
35%	After submission of November Content Report
35%	After submission of December Content Report
15%	Upon full completion of the deliverables and submission of the Terminal Report to TPB
100%	Total

**Note:** All payments shall be subject to the verification and validation of TPB

TPB does fund transfers through Landbank. If the Supplier do not have a Landbank account, fund transfers may still be done but bank charges to be borne by the Supplier.

Approved Budget for the Contract (ABC) is **PHP 980,000.00** inclusive of service charge and all applicable taxes. Cost of items in bid should be broken down. The winning bid shall be determined **based on the Quality Cost-Based Evaluation (QCBE)**, provided that the amount of bid does not exceed the above-mentioned ABC.

For particulars please contact:

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