

## TERMS OF REFERENCE

### SERVICES OF A TECHNOLOGY DEVELOPMENT AGENCY/COMPANY FOR THE MAINTENANCE AND ENHANCEMENT OF THE TRAVEL PHILIPPINES APPLICATION

#### I. BACKGROUND

The TPB is mandated to market and promote the Philippines domestically and internationally as a major global tourism destination, highlighting the uniqueness and assisting the development of its tourism products and services, with the end in view of increasing tourist arrivals and tourism investment.

Under section 50 of RA 9593 (Tourism Act of 2009), the following is stated as one of the powers and functions of the TPB:

(e) Engage in the business of tourism and perform acts in consonance therewith, such as, but not limited to, attending conventions and other events abroad in representation of the country, encouraging sales promotions and advertising, and implementing programs and projects with the objective of promoting the country and enticing tourists to visit its tourism destinations and to enjoy its tourism products;

(k) Perform all other powers and functions of a corporation.

In line with this, the TPB released the Travel Philippines progressive web application (PWA) on 30 October 2020. The initial version featured information on 14 Philippine destinations including Department of Tourism (DOT)-accredited restaurants and accommodations.

On October 26, 2023, the enhanced version of Travel Philippines was released in support of the DOT's 7-point agenda to enhance the overall tourist experience, maximize domestic tourism, and strengthen tourism governance through close collaboration with LGUs and stakeholders, as well as aiming for cohesive and comprehensive digitalization and connectivity.

The enhancement saw the addition of the following features:

- Profile management
- Geo-targeting / What's near me feature
- Travel updates carousel
- Search tab to find destinations, activities, attractions, events, and accredited accommodations and restaurants
- Press Releases and featured articles

- Tour guides
- Facts and Trivia
- Featured videos
- Partners and LGU Directory
- Deals and Promos

For 2024, the Travel Philippines app must be maintained and improved to meet travel consumer needs and respond to current and emerging tourism promotion thrusts.

## II. OBJECTIVES

1. To develop the app further so it can accommodate a multi-language feature (Traditional / simplified Chinese, Japanese, and Korean).
2. To run a deep study and review of the app's data including, but not limited to, key metrics like installs, uninstalls, Gadget/OS type, average duration of use, bounce rate, top/most engaging pages of the app, most clicked buttons, user demographics, and the like.
3. Maintain all existing core functionalities of the app.
4. Implement fundamental enhancements critical to longer and better app usage.
5. To recommend a proactive vision and dynamic design on the app's future capabilities.

## III. SCOPE OF WORK / SERVICES AND DELIVERABLES

SCOPE OF WORK	DELIVERABLES
Translation	<ul style="list-style-type: none"> <li>• Make content available in Simplified and Traditional Chinese, Japanese, and Korean.</li> </ul>
Experience enhancements	<ul style="list-style-type: none"> <li>• Maintain all existing core functionalities of both app and web</li> <li>• Add KYC fields for user registration and extract the database in CSV and PDF formats, and provide updated analytics and demographics about registered users and their behavior in the app.</li> <li>• Enhancement of events page to be filtered either by destination or nature of event (for both app and web version)</li> </ul>

	<ul style="list-style-type: none"> <li>● Enhancement of promos page to allow for option to add more photos, voucher downloads, cross platform usage, and voucher code generation (for both app and web version); additional enhancement to allow categorizing of promos</li> <li>● Enable a function that will allow users to make app images bigger when clicked on (for both app and web version)</li> <li>● Enhancement of Travel Directory that will automatically shuffle the order of the list of travel and tour operators and allow the categorization of the content according to services offered. A function must also be added to allow users to sort the directory by location / region and name (A-Z or Z-A). Moreover, Travel directory link in the carousel portion must open internally / within the app (for both app and web version)</li> <li>● Include an additional category to accommodate tourism products such as pasalubong centers, food specialties, etc. (for both app and web version)</li> <li>● Web version: pop-up window to be edited according to TPB directive</li> <li>● Allotment of PHP 600,000.00 worth of contingency development hours for additional enhancements not included above as prescribed by TPB management</li> </ul>
Data Analytics	<ul style="list-style-type: none"> <li>● Run a deep study and review of the app's data including, but not limited to, key metrics like installs, uninstalls, Gadget/OS type, average duration of use, bounce rate, top/most engaging pages of the app, most clicked buttons, user demographics, and the like.</li> </ul>
App Design Visioning	<ul style="list-style-type: none"> <li>● App Design Visioning is the conclusive exercise post-Data Analytics. The agency / company is expected to design a much enhanced app with feasible phases not limited to visual design, user interface, features, but also with improved data harvesting systems in place.</li> </ul>
Other negotiable enhancements	<ul style="list-style-type: none"> <li>● These include suggested additional functionalities by developer</li> </ul>

## **Additional requirements**

1. Enhance the functions and continuously develop and secure the current mobile app and web version of Travel Philippines
2. Ensure that Travel Philippines' functionalities remain responsive to current and emerging tourism promotions thrusts
3. Ensure that the system's functions and technical aspects will be maintained, updated, and secured based on the directives of TPB
4. Ensure that the infrastructure of Travel Philippines will allow future patches and updates
5. Ensure that Travel Philippines remains searchable and optimized to be discoverable in search engines, Apple App Store, Google Play Store and Huawei App Gallery
6. Ensure data security / provide appropriate security measures to prevent hacking/ unauthorized intrusion
7. Ensure compliance with Data Privacy Laws
8. Ensure high-availability, high-scalability and high-accessibility cloud infrastructure
9. Ensure system integration with third parties, migrations and database optimization
10. Ensure customization on mutually agreed features and creatively come up with additional features that will further enhance or improve the system
11. Ensure that the response of support management team is within minimum SLA of 99.5% and able to extend services beyond given timeline in case of unforeseen issues including, but not limited to technical matters, functionality, and security
12. Ensure system operation and maintenance
13. Ensure that recommendations are provided based on data and research analytics monthly, quarterly and bi-sem
14. Ensure technology transfer and personnel training.
15. Must fully manage Travel Philippines but ensure that any changes and updates/fixes on the system and its content is subject to TPB's approval
16. Ensure and agree that all rights and ownership of content and features of Travel Philippines (including source codes, photos, videos, etc.) must belong to TPB
17. Ensure the provision of digital infrastructure such as cloud services and software licenses and other application systems needed for the development of the travel app
18. Supplier must have its own group of testers to test the app and the expected enhancements prior to deployment.
19. The winning bidder shall:
  - Provide a dedicated staff to attend to the needs / requirements of Travel Philippines 24/7 within contract duration

- Provide hosting of the mobile app and website for a period of at least one (1) year after turnover and ensure its accessibility and availability to download in the Apple App Store, Google Play Store and Huawei App Gallery.
- Provide support for a period of at least one (1) year after turnover for bug fixing, performance optimizations, security patching, and resolve other issues that may arise during the contract period.
- Provide support for a period of at least one (1) year after turnover to cater for retraining TPB personnel, minor feature enhancements, content updating, and system tweaks within the contract period.
- Extend services beyond given timeline in case of unforeseen issues including, but not limited to administrative matters, information retrieval, and supply of materials
- Settle all necessary requirements (licensing, registration, fees, and other legal matters) and perform technical operations as needed to keep Travel Philippines running

20. Segment(s) or phase(s) of the enhancement 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.

21. Design, look and feel of the Travel Philippines must conform to the *Love the Philippines* branding identity and guidelines.

22. Secure and pass the vulnerability test<sup>1</sup> after every phase of implementation.

23. Submitted reports must be in digital and printed formats. Apart from giving TPB a printed copy of the reports, the supplier must also email the digital version and provide a digital copy in a thumb drive.

#### IV. PROJECT IMPLEMENTATION SCHEDULE

Eight months engagement from acceptance of Notice to Proceed

STAGES	1st	2nd	3rd	4th	5th	6th	7th	8th
Revisit and review codes								
Translation								
Enhancements								
Quality Assurance (testing period)								

<sup>1</sup> The Vulnerability Test is a Security Health Check-Up for Mobile Apps

App Deployment								
Data Analytics								
Presentation of App findings and dynamic recommendations								
Personnel Training								
Turnover of credentials								
Submission of Final Report								

## V. QUALIFICATION OF BIDDERS

### 1. Qualification of the Agency / Company:

- 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 and integrated websites which are continuously running for at least two (2) years
- Must provide a comprehensive list of ongoing and completed mobile app and website development projects

### 2. Project Team composition:

#	ROLE / DESIGNATION	MINIMUM REQUIRED YEARS OF EXPERIENCE
1	Managing Director	8
1	Dedicated Account Manager	6
1	Designer (Strategist, UX and Visual designer, Navigation and content planner)	5
1	Lead Developer	4
1	Assistant Developer	3
1	Database/System Administrator	4
1	Quality Assurance Specialist	5
1	Creative Director	5

**Note:** may recommend additional personnel deemed fit for the team following the scope of work and deliverables

## VI. RATING CRITERIA FOR SHORTLISTING

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%**

### A. Eligibility Check and Shortlisting Criteria and Rating (80% passing score)

	PARTICULARS	%	RATING
<b>I.</b>	<b>APPLICABLE EXPERIENCE OF THE BIDDING AGENCY /COMPANY</b>		<b>50%</b>
<b>A</b>	<b>Appropriateness of the Agency / Company for the assignment</b>	<b>10%</b>	
	Both a mobile app and website development Agency / Company (10%)		
	Either a mobile app development or a website development Agency / Company (5%)		
	Others (0%)		
<b>B</b>	<b>Firm Experience</b>	<b>20%</b>	
	Bidder has presented evidence of at least 5 years of experience in the industry specializing in mobile app and website development		
	<ul style="list-style-type: none"> <li>More than 5 years (20%).</li> </ul>		
	<ul style="list-style-type: none"> <li>5 years (10%)</li> </ul>		
	<ul style="list-style-type: none"> <li>Less than 5 years (0%)</li> </ul>		
<b>C</b>	<b>Implemented minimum of two (2) mobile apps and/or websites continuously running for at least two (2) years</b>	<b>20%</b>	
	<ul style="list-style-type: none"> <li>More than two (2)–mobile apps and/or websites continuously running for at least two (2) years. (20%)</li> </ul>		
	<ul style="list-style-type: none"> <li>Implemented two (2) mobile apps and/or websites continuously running for at least two (2) years. (10%)</li> </ul>		
	<ul style="list-style-type: none"> <li>No implementation of mobile app and/or <i>website</i> (0%)</li> </ul>		
<b>II.</b>	<b>QUALIFICATION OF THE PRINCIPAL / KEY STAFF</b>		<b>30%</b>
	Required Minimum number of Personnel met with minimum number of years' experience in the same position:		
	1. Managing Director (8 years)		
	2. Dedicated Account Manager (6 years)		

	3. Designer (5 years) 4. Lead Developer (4 years) 5. Assistant Developer (3 years) 6. Database Administrator (4 years) 7. Quality Assurance Specialist (5 years) 8. Creative Director (5 years)  <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> (30%)		
	Required number of personnel met but with <u>one personnel</u> who has less than the minimum number of years' experience in the same position (20%)		
	Required number of personnel met but with <u>two or more personnel</u> who have less than the minimum number of years' experience in the same position (10%)		
<b>III.</b>	<b>CURRENT WORKLOAD OF THE AGENCY / COMPANY RELATIVE TO CAPACITY</b>	<b>20%</b>	
	● Currently handling 5 or less projects (20%)		
	● Currently handling 6-10 projects (10%)		
	● Currently handling more than 10 projects (0%)		
	<b>TOTAL</b>	<b>100%</b>	

B. Technical Bid/Proposal Criteria and Rating (80% passing score)

	PARTICULARS	%	RATING
<b>I.</b>	<b>QUALITY OF PERSONNEL ASSIGNED TO THE PROJECT</b>	<b>25%</b>	
	● Has both mobile app and web dev experience with certification from a reputable and recognized external body (25%)		
	● Has either mobile app or web dev experience with certification from a reputable and recognized external body (15%)		
	● Has either mobile app or web dev experience with no certification (10%)		
<b>II.</b>	<b>EXPERIENCE AND CAPABILITY OF THE AGENCY / COMPANY</b>	<b>25%</b>	
	● Has implemented two (2) or more mobile apps and/or websites continuously running for at least (2) years for either government or private entities (25%)		



	● Has implemented two (2) or more mobile apps and/or websites for either government or private entities (15%)		
	● Has implemented less than two (2) mobile apps and/or websites for either government or private entities (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	25%	
	b. Feasibility of the planned execution of the overall scope of work	15%	
	c. Additional enhancements recommended by proponent	10%	
	<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.

**VII. 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.

**VIII. APPROVED BUDGET FOR THE CONTRACT (ABC)**

The ABC for this project is **TWELVE MILLION PESOS ONLY (PHP 12,000,000.00)**, inclusive of all applicable fees and taxes.

**IX. TERMS OF PAYMENT**

<b>%</b>	<b>Milestone</b>
15%	Submission of report after revisiting and reviewing codes and TPB-signed / approved plan as a result.
35%	- TPB-signed / approved quality assurance report of translated versions and all expected enhancements - TPB-signed / approved pre-deployment report
35%	- Completion and release of translated versions - Completion and release of all enhancements expected
15%	- TPB-signed / approved presentation of app findings and dynamic recommendations - TPB signed / approved final report on all accomplished deliverables
100%	Total

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

The agency/company is encouraged to have a Landbank account. Payment shall be made through LBP bank deposit. Otherwise, bank charges shall be shouldered by the research company.

**X. CONTRACT DURATION**

The contract shall commence upon receipt of the Notice to Proceed (NTP) until the full implementation of all deliverables.

**XI. PROJECT OFFICERS CONTACT INFORMATION**

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