

ANNEX A_TECHNICAL SPECIFICATIONS

ENHANCEMENT, HOSTING, AND MAINTENANCE OF THE TPB MEMBERSHIP WEBSITE 2025

I. BACKGROUND

The Tourism Promotions Board (TPB) Membership Website is an online platform where potential and existing members can easily apply for membership, renew their existing membership status, and stay up-to-date with the latest memorandums and updates. This platform streamlines the process of managing membership-related tasks and ensures members have easy access to critical information and communications from the TPB.

As of 31 August 2024, the TPB has 457 members. To enhance the current features and to meet the growing demand for online platforms, development/design, enhancement, hosting, maintenance, and migration are being proposed to improve services to both potential and existing members of the TPB.

II. OBJECTIVES

To provide technical assistance and guidance to the TPB officers, key personnel, and staff for better understanding, improved application, and implementation of the TPB Membership website.

Specifically, the TPB Membership website aims:

- a. To build a more responsive, interactive, and effective platform for the TPB Membership Program;
- b. To increase the number of tourism establishments and stakeholders registering in TPB's Membership Program;
- c. To better assist the TPB members in their marketing efforts post-pandemic along with current recovery efforts; and
- d. To strengthen collaboration and partnership with both the private sector and tourism-based stakeholders.

III. SCOPE OF WORK/SERVICES/DELIVERABLES

1. Improved and enhanced TPB Membership Website

Design Standards

- a. User-friendly administrator interface for all features.
- b. User-friendly front-end design and development to optimize public use.
- c. Appropriate branding. Consistency of appearance of graphics and text for aestheticism and professional appeal.
- d. Uses UI and UX good practices to improve site navigation and usability.
- e. Active content which may include animation.
- f. Content Catalogue. The design and functionality peg will be similar to either Lazada or Shopee platforms.

- g. The dynamic and interactive design should allow easy information updates without requiring specialized web development skills.
- h. The layout and pages are under an agreed content structure – and will provide easy maintenance capability to update news, articles, pictures, and infomercials.
- i. Must have a web interface for the following:
 - Maintenance of the home page and other sections. The interface will allow for the deletion, addition, or editing of new content on the home page or other pages.
 - Online Registration Facility for new and renewal membership applications
 - Backend portal for registered/active Members
 - Upload function for members to submit their products/services/packages to be featured on the website upon review and approval

Functionality Standards

- a. Export data function of full details/fields must be in MS Excel format (.xlsx and .csv format).
- b. Automation and export of data
 - An editable spreadsheet containing ARTA-needed information, including the number of working days processed (excluding weekends, holidays, and special dates specified by the TPB)

Security Standards

- a. Restrictions in upload function must be restricted in the required format only.

Email Functionality

- a. Email service platform (EDM/Newsletter platform)
- b. Email Marketing communication software (for all registered email addresses; unlimited credits) with a scheduled sending function
- c. Email delivery report/status
 - Uploads of the TPB Membership Website and Member's Portal
 - Printable/PDF versions of applications and reports
 - Email notification on received applications including but not limited to application received (both new and renewed), notification for issuance of SOA/Invoice (as applicable), proof of issuance of SOA/Invoice (as applicable), proof of payment received from the applicant, verification of payment, registration confirmation, and the expiration of TPB membership
- d. Customizable email confirmation/notification triggered by:
 - Submission and approval of application
 - Notice to Issue SOA/Invoice for Finance Department (as applicable)
 - Proof of Issuance of SOA/Invoice (as applicable)
 - Proof of Payment Received from Applicant for Finance Department
 - Verification of Payment Received
 - Account Activation
 - New posts/content
 - Membership applications received
 - Expiring membership
 - Editing of profile

2. Features and Functionalities of the TPB Membership Website

User experience and Accessibility

- a. Responsive design. Web content adjusts accordingly to various screen sizes that a viewer/visitor may use (i.e., desktop, laptop, tablet, smartphone) while maintaining overall layout cohesiveness and ease of navigation.
- b. Website is accessible in various operating systems including as but not limited to:
 - Windows, Mac, Linux among others for desktops/laptops and;
 - Android, iOS among others for mobile phones and tablets
- c. Optimize site performance for low bandwidth users/locations.
- d. Compatible with all modern browsers (Google Chrome, Microsoft Edge, Mozilla Firefox, Apple Safari, and Opera).
- e. Adopts SEO techniques and good practices to ensure favorable website ranking in search engines.

3. Hosting of the TPB Membership website for January to December 2025 with below web server specification

- a. Dedicated Server
- b. Processor: at least four (4) cores @ 3.1 GHz
- c. Memory: at least 8 GB
- d. Storage: at least 2 TB
- e. IP address: at least three (3) dedicated public IP addresses
- f. Bandwidth: unmetered
- g. Operating System: CentOS or other open-source systems
- h. Inclusions:
 - cPanel
 - SSL certificate
 - Appropriate data security
 - Patching
 - CDN technology

4. Transfer of Knowledge, Documentation, and Credentials

- a. Develop and endorse electronic and hardcopy documentation for all aspects of the administration of the Membership Website.
- b. Conduct appropriate training for relevant TPB personnel. This includes on-the-job support and handholding (including in-person, telephone, and online support), as well as formal courses at regular intervals throughout this assignment.
- c. Provide access to the email platform to the appropriate TPB personnel
- d. Provide administrator access to appropriate TPB personnel for the following backend portals:
 - WordPress
 - Google Analytics
 - cPanel
 - Database

5. Website maintenance and support for the duration of the contract

- a. Conduct performance tweaks and security audits/patching of the website and database.
- b. Conduct monthly backups of the website, database, payment facility, and image bank
- c. Implement appropriate security measures to protect all aspects of the Membership Website and all social media properties from cyber threats
- d. Ensure website accessibility and uptime meet 98% SLA
- e. Submit the identified keywords to search engines, including but not limited to Google, Yahoo, and Bing.
- f. Exchange links with identified websites to create affiliations.

6. Submission of reports at agreed intervals for the duration of the contract

The bidder shall provide the following reports for the duration of the contract:

- a. Quarterly Visitor statistics - count of unique visits, pages/visits, average visit duration, percentage of new visits, etc.
- b. Analytics / Interpretation Report on the Visitor Statistics and provide recommendations.
- c. Outpost performance using available tools.
- d. Monthly Accomplishment Report
- e. Easy-to-print versions of documents.
- f. Submission of Incident Report.
- g. Comply with the VAPT findings.

7. Security of the webpage

- a. SSL and CDN that are effective for the duration of the website hosting.
- b. Provide access for vulnerability assessment and whitebox penetration testing

8. Government-required webpage specifications

Created using WordPress Content Management System and with DICT-GWHS approved plugins.

9. Existing website structure for development/enhancement:

Subject to change requests by the TPB through the lifetime of the contract, the Membership Website should adopt the following structure:

a. Homepage

- Home
- Membership Application (improved process/system for both new and renewal; privacy policy)
- Renew Membership (improved process/system of applications for renewal; privacy policy)
- Directory of Members
- Activities
- Membership Bulletin
- How to Join
- Who can become a member?
- Membership Benefits
- Availment of Benefits
- Login
- Contact Us
- Leave a Message

b. Member's Portal

- Announcement

- My Account
- Change Password (Edit/Update Information & My Activities)
- Surveys
- E-Library (with conforme on the dialogue box)
- Calendar of Events
- Submission of featured package/s with time duration

10. Ownership

The Membership website and its source codes are owned by TPB. Source codes and applications must be clearly defined by the client. Source codes and applications must be turned over to TPB and installed in the TPB server at the end of the contract.

IV. Team Composition and Qualifications

a. Personnel assigned to the project must have at least three (3) years of relevant experience.

b. The project team shall, at the minimum, be composed of the following:

- Project Manager (1 personnel)
- Graphic Designer (1 personnel)
- Web Developer (1 personnel)
- SEO Specialist (1 personnel)
- Technical Support Team (1 personnel)

***Note:** Bidders may propose additional team members as they see fit but shall be at no additional cost to the TPB.*

V. Bidder General Responsibilities

a. Maintenance of members list and other databases

b. Option for forwarding updates through email blasts to members, if requested.

c. The design and development of interactive contact forms that are easy to fill in for website visitors.

d. Design and development of interactive Registration forms

e. Design and development of easy forms and survey creation tools with the ability to send the form to identified email addresses.

f. Development of automatic archives option for items including but not limited to reports, training programs, etc. by year, including application dates from submission of application to acceptance into the program

g. Export of reports and database

h. Should the contract be awarded to a supplier other than the current provider, the new supplier must coordinate with the current provider to ensure smooth hand-over of website administration

VI. QUALIFICATION OF THE FIRM

Must have been in the IT industry for at least five (5) years handling website development and maintenance and SEO

VII. PROJECT IMPLEMENTATION

Milestone	Activity	Timeline
1	Timeline and Gantt Chart (approved by TPB)	25 October 2024
	Presentation of mock-up designs based on the Deliverables	25 October 2024
2	Acceptance and approval of the design template for the Website	30 October 2024

3	Test run of the fully redesigned and redeveloped TPB website with enhanced features (staging site)	20 November 2024
	The fully redeveloped TPB website, now featuring enhanced capabilities, is officially up and running after successful modifications during the test run period	1 December 2024
4	Report logs of automated email marketing	January to June 2025
5	Completion of project implementation/duration	July to December 2025
	Report logs of automated email marketing	

VIII. ADDITIONAL TECHNICAL REQUIREMENTS

1. List of at least three (3) ongoing and completed government and private contracts within the past three (3) years similar or related to the requirements. Required to show proof of **Notice of Award, Notice to Proceed, or Contract** for ongoing contracts while **Certificate of Completion** for completed contracts.
2. Submission of a valid SEC Certificate, Articles of Incorporation, and updated General Information Sheet.
3. A detailed and updated CV using the prescribed TPF6 Form (doesn't have to be notarized) for the following personnel:
 - Project Manager (1 personnel)
 - Graphic Designer (1 personnel)
 - Web Developer (1 personnel)
 - SEO Specialist (1 personnel)
 - Technical Support Team (1 personnel)
4. The cost of items in the bid should be broken down.

IX. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract (ABC) is **NINE HUNDRED FIFTY THOUSAND PESOS ONLY (PHP950,000.00)** inclusive of all applicable taxes.

X. TERMS OF PAYMENT

c. The supplier is encouraged to have an account with Landbank of the Philippines (LBP). Payment will be made through LBP bank deposit. In case the supplier does not have an LBP account, bank charges will be shouldered by the supplier.

d. Payment for the service provider shall be based on the completion of each milestone of the project as follows:

Milestone	Activity/Timeline	% of Contract Price
1	Timeline and Gantt Chart (approved by TPB) to be submitted on or before 25 October 2024	20
	Presentation of mock-up designs based on the Deliverables to be submitted on or before 25 October 2024	
	Acceptance and approval of the design template for the Website on or before 30 October 2024	

2	A fully developed TPB website with enhanced features must be launched and working fully on its final version by 01 December 2024.	30
3	Report logs of automated email marketing (January-December, as applicable)	50
	<ul style="list-style-type: none"> ● Completion of project implementation/duration ● Report logs of automated email marketing (July-December, as applicable) 	
TOTAL		100%

XI. CONTRACT DURATION

The contract shall commence from the date of receipt of the Notice to Proceed (NTP) until full implementation of the deliverables but should not exceed 31 December 2025.

XII. PROJECT OFFICER'S CONTACT INFORMATION

	Primary	Alternate
Name	Ronileen Rae T. Bauto Project Development Officer III	Jedd Francis R. De Luna Market Specialist II
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