Terms of Reference

The development of a Youth Friendly Mobile Learning Application

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Terms of reference for the development of a youth friendly mobile learning application integrated for Ma3looma, to provide free access to comprehensive sexual and reproductive health education and information for young people in Egypt.

Background

Young people 10–29 years of age account for more than 40 per cent of the population of Egypt, [1] with one in five Egyptians (or nearly 16 million people) between the ages of 15 and 24. These young people are at a crucial juncture in their lives where they need accurate information and access to sexual and reproductive health (SRH)services to help them navigate the SRH risks they face, protect their health and prepare them for taking on family responsibilities.

Young people in Egypt also find themselves at the forefront of a technological revolution with increasing availability of online access in recent years. Mobile penetration in Egypt was 113% in 2013. Mobile Internet use is on the rise with mobile broadband networks more frequently accessed than fixed broadband. As the market opens to more and cheaper smartphones and other phones with Internet capability, it creates an opportunity to reach this growing population of millions with timely and confidential reproductive health information, free from the social taboos that prevent access to such information.

Ma3looma

Ma3looma is a cross-media life skills program that enables and encourages young people to engage with sexual and reproductive health issues. The aim of Ma3looma Egypt is to empower young people with accurate and non-judgmental information on sexual and reproductive health and rights (SRHR) to improve young people's reproductive health, promote gender equality and reduce risky behaviors. Ma3looma uses Information and Communication Technology(ICT) to create access to comprehensive, rights-based, and personalized SRH information

in Egypt. The Ma3looma Egypt project is built on the recognition of the need for a reliable yet informative, rights-based and innovative educational tool to provide information about SRH and other health concerns to young people. Ma3looma seeks to leverage the increasing expansion of mobile phones and the Internet to deliver its engaging content via mobile applications popular with young people in Egypt.

2. Justification of the consultancy

The 2013 report from Egypt's Ministry of Communications and Information Technology, reports 23.51 million Internet users, and estimate a 39.61% annual growth, supporting the exponential increase in access to phones and the Internet via mobiles. Mobile Internet subscribers is also growing: as of January 2014, 11.32% of mobile subscribers access the Internet via mobile handsets that is around 8.09 million mobile Internet users, compared to 1.4 million regular (ADSL) subscribers.

Youth and Development Consultancy Institute (Etijah), on behalf of United Nation Population Fund (UNFPA), seeks to support Ma3looma to take advantage of the expanding Mobile and Internet expansion in Egypt, to seek proposals from private organization/s in the field of innovative educational content development and program management, to develop engaging and innovative content for a comprehensive sexual education (CSE) curriculum for an SRH mobile learning application for Egyptian young people, integrated into the Ma3looma services. The contents will be youth friendly and developed in an inclusive format with young people to ensure optimum utilization.

Further iterations of this SRHR mobile application will include integrations to the Ma3looma services, providing:

- A link to the on-demand Question and Answer platform, a confidential route for young people to obtain non-judgmental SRHR information from trained counselors

- A link to the Ma3looma Facebook page and other social media apps
- Educational and entertaining lessons that will lead young people through the specialized SRH curriculum using edutainment principles to ensure it is fun
- Referral to youth friendly services that allows young people to rate service centers will be adapted to the app, to include the in-built geolocation services on the user's phone.

3. Objectives of the consultancy

To expand on the growing use of Internet in Egypt by developing a mobile learning application to provide a free-of-charge innovative and confidential access to youth friendly SRHR education and information for young people in Egypt, integrated into the Ma3looma services.

The goal is to deliver an integrated comprehensive sexual and reproductive health education mobile phone application addressing the reproductive health and related concerns of young people in Egypt. The mobile learning application (SRH education mLearning app) will contain a series of educational modules on reproductive health and life skills based on the needs of young people in Egypt, delivered via interactive digital content, and connected to the Question and Answer platform of Ma3looma with trained counselors providing confidential information about youth health in a youth-friendly and non-judgmental manner. The content for the SRH mLearning application will be gathered during the contract period, working actively with selected youth from all over Egypt, to optimize the usability and youth friendliness of the application.

4. Outputs

1. Development of a mobile phone SRHR education application, one Android version and one IOS version, integrated to the existing Ma3looma services, by January 2016. The edutainment component of the application must be able to be used online and offline.

2. Development of Monitoring and Evaluation (M&E) tools in the platform to test knowledge, monitor most requested and viewed contents and measure change over time.

3. Development of training manuals to guide the development of new lessons by providing training on the use of the platformm ensuring an in-house capacity for supervision.

5. Scope of Work/Activities

1. Co-creation workshop
The preparation for the workshop will include research on the following:
- Existing curricula, platforms and media used by Egyptian youth
- Successful SRH programs in the same region and/or on the similar topics
- Inspirational tools and methods for content development.

The aim of the co-creation workshop is to allow content matter experts to discuss the topics that should be covered, ensure that lessons and content formats fit the local context, and gather input from end users for the look, feel, and content of the app.
Deliverables:
- Content recommendation based on the workshop outcomes, including topics to be covered, format of lessons & User Interface design (draft wireframes & use case).

2. User Interface (UI) design
Technical development and user interface design of the app.
Deliverables:

- Final UI design for the app.

3. Branding
Provide a creative brief for the branding and look and feel of the app, based on feedback from end users.

Deliverables:

- Creative brief
- A final style guide

4. Development of first 5 lessons
Develop and guide the development of the first 5 lessons for the app; write lesson objective, elaborate the chosen lesson format, create scripts for the storylines, create illustrations of the characters and other graphic elements, photography, and exercise development, all based on the outcomes of the co-creation workshop.

Deliverables:

- 5 lessons for testing.

5. Testing and training workshop
Conduct testing workshops to test the first 5 lessons with youth in a testing environment on their own mobile phones.

Deliverables:

- Integration of feedback from the test workshop into the first 5 lessons
- Development plan for the next lessons

6. Development of final lessons
Based on the outcome of the test workshop, the remaining lessons for the app will be developed; write lesson objectives, elaborate the chosen lesson format, create scripts for the storylines, create illustrations of the characters and other graphic elements, photography, and exercise development.

Deliverables:

- 10 final lessons

6. Timing

The project will run for a maximum period of six months - from September 2015 to March 2016.

Indicative Timeframe

Activity	Time
1. Selection of organization/s based on Technical and Financial Offers	September 17 – September 18
2. Project Activities Commence based on activity plan with inception workshop	November 2015
3. Testing	December 2015 – January 2016
4. Incorporation of Feedback	February 2016
5. Training of project implementation Staff	March 2016
6. Launch of Android Version	March 2016
7. Launch of iOS Version	March 2016
8. Marketing and Distribution plans	March 2016

7. Eligibility of the Consultancy

Companies or organizations interested must submit and include, where applicable, the following documents:

A. Technical proposal with breakdown of activities and elaboration of process and timing for the gathering of content, testing and development of the mobile phone application in Android and IOS versions to be integrated into an existing mobile phone counselling service as outlined in these terms of reference.

B. Resumes of the persons and organization/s who will perform consulting and consulting experience

C. Financial proposal detailing the proposed budget

D. Timeline for implementation and activities

E. Proof of past related work conducted in line with specific requirements of the applicants as in section 8 and 9 below

Etijah and UNFPA may, at any point during the review and selection process, contact applicant firms with questions regarding their application.

8. Requisites for application/proposal submission

A. Duration of the consultancy is 6 months contract and the work must be completed in 6 months

B. A commitment to and understanding of the necessity and importance of providing non-judgmental SRHR information and connection to services for adolescents

C. Demonstrated experience in branding, design and development of electronic and mobile applications for youth or adolescents/audiences in low resource setting and in Egypt (ideally both).
The brand logo and style guide must:
   ➢ Be cross-device & cross-platform
   ➢ Appeal to youth and adolescents (young girls in particular)
   ➢ Indicate a level of privacy and confidentiality (in the name and logo)

9. Essential requirements for applicants/contractors

In order to complete above tasks in a satisfactory way the applicants are to specifically demonstrate the following in the proposals:

- <u>Proven technical expertise and track record of developing educational content for mobile phone and web applications:</u> The applicants should have a track record of similar SRHR educational and/or youth counseling

projects designed for low resource settings to demonstrate an understanding of challenges that may impact on the successful implementation of the project and to provide alternative and innovative solutions to meet these challenges.

- Experience with youth SRHR counseling in Egypt: The applicants shall have experience working with counselors in Egypt, and demonstrate technical expertise in connecting to mobile counseling platforms in order to ensure effective delivery of the sensitive content in a confidential manner.

- Involvement of youth in programs: The applicants must demonstrate a strong profile in involving youth (or other stakeholders) in all stages of the innovative process, and developing the capacity of young people and local organizations in the project in order to ensure uptake and sustainability of project.

- Demonstrated Technical expertise in latest solutions for current ICT challenges in developing countries: The applicants must have a proven track record of high quality delivery of similar projects, indicating how ICT challenges have been met in different circumstances in Egypt and internationally, and examples of innovative solutions to contribute to our project.

- Demonstrated experience with integrating contents from cooperation with different NGOs in order to understand procedures, standards and environment and in this way ensure an efficient implementation of the project.

- Demonstrated capacity to develop M&E tools to measure impact and distribution plans for the project beyond development phase to ensure uptake

- Demonstrated experience of designing educational contents and making it context specific, collaborating with the creative sector to ensure a well designed and attractive platform

Inputs:

The successful contractor shall provide the following:

1) Technical equipment for the development of the mobile phone applications in Android and IOS versions, and linking to the existing mobile phone counselling service as in these terms of reference. This will be in line with the technical proposal - for the gathering of content, testing and development.

2) Details of marketing and distribution plan for the mobile phone application post the launch in December 2015/January 2016.

UNFPA/Etijah shall provide the following:

• Youth and stakeholders from different governorates of Egypt

• Workshop facilities and logistics

• Existing SRH and other related contents

• Technical expertise to develop Monitoring and Evaluation platforms

10. Deadline for Submission

Wednesday, September 16th 2015 15:00

Bids should be submitted in two different envelopes by hand at Etijah (56 Nozha st. Heliopolis,) Bids sent be email will be rejected.