



Fonds des Nations Unies
pour la Population
TUNISIE



البيوان الوطني للأسرة والعمران البشري
OFFICE NATIONAL DE LA FAMILLE ET DE LA POPULATION

TERMS OF REFERENCE FOR THE RECRUITMENT OF A CONSULTANT OR CONSULTANT GROUP to conduct an assessment of the "Sexosanté" application

TERMS OF REFERENCE	
Hiring Office:	UNFPA -Tunisia CO
Purpose of consultancy:	Assessment of a mobile app: Sexosanté
Background	<p>SexoSanté is a mobile application developed by the National Board for the Family and Population with the aim of raising awareness among young people and adolescents about sexual and reproductive health. The app serves as a free resource providing accurate information and education on various topics related to sexual and reproductive health, including puberty, adolescence, pregnancy, sexually transmitted infections, contraception, and more.</p> <p>Objectives:</p> <p>The primary objectives of this assessment are to identify areas for improvement, evaluate the user experience, and assess the overall effectiveness of the SexoSanté app. Additionally, the assessment aims to explore the potential for expanding the app's reach and impact, identifying opportunities for growth, and providing recommendations on strategies to achieve scalability.</p> <p>Roles and Responsibilities:</p> <p>-Testing Team:</p> <p>The testing team will be responsible for conducting the assessment using the agreed-upon methodology.</p> <p>They will evaluate the app's functionalities, user interface, navigation, content accuracy, and relevance to the target audience.</p> <p>The team will collect and analyze data on user feedback, engagement metrics, and app performance.</p> <p>-Stakeholders:</p> <p>The stakeholders, including the National Board for the Family and Population, will provide the necessary access to the app and any relevant resources for the assessment.</p>

	<p>They will review and approve the assessment findings, ensuring the assessment aligns with the objectives and requirements.</p> <p>By conducting this assessment, we aim to gain valuable insights into the strengths and weaknesses of the SexoSanté app, enabling us to enhance its effectiveness in promoting sexual and reproductive health among young people and adolescents. Additionally, the assessment will serve as a foundation for strategic recommendations on scaling up the app's impact and extending its reach to a broader audience.</p>
	<p>The primary objectives of this evaluation are as follows:</p> <ul style="list-style-type: none"> a) Assess the current scalability of the mobile app and identify any existing limitations or barriers to expansion. b) Identify potential target audiences and markets for scaling up the app's reach and impact. c) Evaluate the effectiveness of the app's content and features in engaging and educating users. d) Assess the technical infrastructure and requirements necessary for scalability. e) Recommend strategies, approaches, and actions to enhance the app's scalability. f) To develop a digital marketing strategy to promote the application.
<p>Scope of work: (Description of services, activities, or outputs)</p> <p>Evaluation Criteria:</p>	<p>The consultant will be responsible for incorporating the following parameters into the SexoSanté diagnostic:</p> <ul style="list-style-type: none"> -Content Quality and Relevance: Evaluation of adaptation, accessibility, alignment with learning objectives and target audience, attractiveness, and effectiveness of the content. -Educational Impact and Learning Objectives: Assessment of whether the application effectively supports learning objectives and outcomes, as well as the collection of evidence regarding improvements in knowledge, skills, and behaviors resulting from app usage. -User Engagement and Interaction: Quantification of user engagement and interaction levels, analysis of features such as quizzes, gamification elements, and social aspects, and evaluation of the use of multimedia materials (videos, animations, etc.) to enhance user engagement. -User Experience and Interface Design: Evaluation of the overall user interface of the application, ease of navigation, intuitiveness, design, visual and navigational accessibility. -Technical Performance and Stability: Including loading time, stability, and responsiveness across various devices and operating systems. -Availability and Accessibility.

	<p>-Marketing and Promotion: Analysis of the marketing strategy, utilization of promotional efforts, and retention strategies.</p> <p>-Value Added and Unique Selling Points: Identification of existing or potential unique features that differentiate the application from others and whether the application provides added value to users beyond traditional education methods.</p> <p>-Evolution Potential and Upgrades.</p> <p>-Technical Support and Maintenance: Assessment of the availability and quality of technical support for users and the ability to resolve technical issues.</p> <p>-Data Protection and Security: How the application handles user data, privacy, and security.</p> <p>-Environmental Impact.</p> <p>The consultant's role is to comprehensively evaluate all these aspects of the Sexosanté application.</p>
<p>Duration and working schedule:</p>	<p>Duration of the Assignment: 50 Days 50 working days between October 10, 2023, and December 31, 2023, distributed as follows:</p> <p>Documentation and Review Phase (5 days): To be completed by October 20, 2023</p> <p>In-depth review of documents and information related to the Sexosanté application. Study of the objectives, features, and scope of the application. Analysis of previous reports and available data.</p> <p>Conceptualization of Data Collection Tools Phase (5 days): To be completed by October 31, 2023</p> <p>Development of a detailed methodology for each evaluation parameter. Design of data collection tools, including questionnaires, interview guides, and analysis criteria.</p> <p>Data Collection, Analysis, and Results Submission Phase (25 days): To be completed by December 5, 2023</p> <p>Data collection from users, interviews, focus groups, and technical analyses. Analysis of collected data for each evaluation parameter. Preparation of a preliminary report of findings and results.</p>

	<p>Presentation and Finalization Phase (10 days): To be completed by December 25, 2023</p> <p>Presentation of preliminary results to stakeholders.</p> <p>Receipt of feedback and input from stakeholders.</p> <p>Finalization of the comprehensive evaluation report with detailed recommendations</p>
Place where services are to be delivered:	The consultancy is primarily remote based with possible travels to regions in Tunisia.
Delivery dates and how work will be delivered (e.g., electronic, hard copy etc.):	<p>The formal list of deliverables includes (these deliverables are to be submitted by mail to UNFPA team and the observatory management):</p> <p>a) Comprehensive Diagnostic Report: A comprehensive report presenting the evaluation's results, conclusions, and recommendations. It encompasses the user experience, content quality, technical performance, educational impact, and avenues for improvement.</p> <p>b) Action Plan for Application Enhancement and Interface Upgrade: A detailed plan proposing specific actions to enhance the user experience, optimize educational content, improve technical performance, and maximize the application's impact.</p> <p>c) Facilitation of Results Presentation Workshop: A presentation summarizing the evaluation results and recommendations for key stakeholders.</p>
Supervisory arrangements:	The consultant will work under the direct supervision of the Youth program consultants at UNFPA Tunisia Country Office and in collaboration with the National Board of Family planning.
Required expertise, qualifications, and competencies, including language requirements:	<p>Education and Experience:</p> <ul style="list-style-type: none"> -Advanced degree in education, information technology and communication, social sciences, or a related field. -Professional experience in evaluating educational mobile applications, preferably in the field of sexual and reproductive health. -Professional experience in digital marketing. -In-depth knowledge of evaluation concepts, user experience, instructional design, and data analysis. <p>Technical Expertise:</p> <ul style="list-style-type: none"> -Proficiency in mobile app development, architecture, and technologies (iOS, Android, hybrid frameworks). -Knowledge of app design principles, user experience (UX) best practices, and mobile app usability guidelines. -Familiarity with mobile app analytics tools and frameworks for tracking and analyzing app usage data. <p>Assessment Skills:</p>

-Experience in conducting evaluations and assessments of mobile apps or digital products.

-Knowledge of evaluation methodologies, research design, and data collection techniques.

-Ability to define evaluation objectives, research questions, and success criteria for the assessment.

-Competence in analyzing qualitative and quantitative data and deriving meaningful insights.

UX/UI Design and Usability:

-Understanding of user-centered design principles and usability testing methodologies.

-Knowledge of usability heuristics and the ability to identify usability issues within mobile apps.

-Experience in conducting user surveys, interviews, and usability tests to gather feedback on app usability and user satisfaction.

Data Analysis and Reporting:

-Strong analytical skills to interpret app analytics data, usage metrics, and user feedback.

-Proficiency in data analysis tools and techniques, such as Excel, statistical software, or data visualization tools.

-Ability to prepare clear and concise reports summarizing evaluation findings, recommendations, and actionable insights.

Communication and Collaboration:

-Excellent communication skills, both written and verbal, to effectively communicate evaluation findings to stakeholders.

-Ability to work collaboratively with diverse teams, including app developers, project managers, and decision-makers.

-Strong presentation skills to deliver clear and impactful presentations of evaluation results.

Domain Knowledge:

-Familiarity with the specific industry or domain related to the mobile app being assessed (e.g., healthcare, finance, education) can be beneficial.

-Understanding of relevant regulations, standards, or compliance requirements related to the industry can also be advantageous.

Language:

- Fluency in French is required. Working knowledge of English is an asset.

<p>Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable</p>	<p>UNFPA Tunisia and the National Board of Family and Population will provide the consultant / team of consultants with all relevant documentation to deliver insightful and strong documents.</p>
<p>Other relevant information or special conditions, if any:</p>	<p>All products will remain the exclusive property of the UNFPA and the National Board of Family and Population and may not be duplicated, shared, published, photographed, and used without prior permission.</p> <p>The consultant will be paid 100% upon submission of the final deliverable.</p> <p>Fees will be calculated as per the UN consultancy rates.</p> <p>Consortium of consultants/companies can apply to this call</p>
<p>Criteria and Evaluation Grid :</p>	<p>Here is a 630-point evaluation grid to assess the consultant/s, their technical and financial proposal in relation to the evaluation of the educational mobile application "SexoSanté" and its parameters:</p> <p>Education and Experience (100 points): Degree and relevance of education: /50 Experience in evaluating similar educational applications: /50</p> <p>Technical Expertise (150 points): Mastery of mobile application development and digital solutions: /40 Knowledge of application design and UX best practices: /30 Skills in qualitative and quantitative evaluation methodologies: /30 Ability to design appropriate data collection tools: /30 Analytical skills to interpret data: /20</p> <p>Knowledge and Skills (90 points): Communication skills: /30 Knowledge of best practices in mobile application and education evaluation: /30 Sensitivity to sexual and reproductive health and ethical issues: /30</p> <p>Project Management (60 points): Planning and management of evaluation phases: /30 Adherence to deadlines and quality of results: /30</p> <p>Technical Proposal (130 points): Detailed and relevant methodology for each evaluation parameter: /60 Proposal of suitable data collection tools: /35 Approach to analyzing and synthesizing results: /35</p> <p>Financial Proposal (100 points): Overall cost of the mission and alignment with value added: /70</p>

	Transparency and justification of costs: /30
Application procedure :	<p>The application file must include:</p> <ul style="list-style-type: none">- Updated CVs- References of similar services-Methodology note explaining how the applicant proposes to respond to the consultancy objectives <p>Deadline for sending application: 07th of October 2023</p> <p>Please send your request to the following address: tunisia.office@unfpa.org and cc “ blidi@unfpa.org” with the subject “ Application –Assessment Sexosanté”.</p>