

Terms of reference: A new HURIDOCS.org website

1. Background

[HURIDOCS](#) is an NGO that equips human rights organizations around the world with methods and tools for *documentation*, whether that's privately logging the details of human rights violations for more effective advocacy, curating public collections of human rights law for greater accessibility, or managing complaints made to human rights bodies for more efficient recourse.

A key piece of our strategy is advising human rights defenders on effective and secure documentation practices, either as a consultancy with organizations or through the production of free online resources.

Another is the development of Uwazi, our open-source, web-based platform for building databases of human rights information. We often partner with organizations to configure Uwazi to their specific needs; help them move their data into Uwazi (or create a plan to collect it in the first place); and identify workflows for keeping their database maintained.

2. Description of the Project

Objective

The design, development and launch of a WordPress website for HURIDOCS, one that is user-centric; that conveys what the organization has to offer to the human rights movement in an accessible and inviting way; and that is efficient and flexible on the backend.

Specific Objectives

- User research on the web journeys that HURIDOCS target audience members take, to inform design and development
- A website user interface that incorporates HURIDOCS branding guidelines (including a yet-to-be-launched redesigned logo) and facilitates the following general actions:
 - Find out what services HURIDOCS can provide
 - Find out what HURIDOCS tools can and can't do and how they work
 - Learn about the impact of HURIDOCS partnerships
 - Discover strategies and insights for improving human rights documentation
 - Partner with HURIDOCS
 - Donate to HURIDOCS
 - Learn about the HURIDOCS organization
- A WordPress website with the following attributes:
 - Multilingual
 - Customizable forms
 - Flexible content blocks
 - Optimized for social sharing
 - Lightweight for those with weaker internet connections
 - Responsive to different devices

- Low maintenance and sustainable
- Guides (written or video) for HURIDOCS staff on how to maintain the site

3. Timeline and Deliverables

These are orientative and will be negotiated with the designer/developer:

- **July 2020:** Connect with HURIDOCS staff for briefing of needs; review documentation provided by HURIDOCS; finalize plan for user research
- **July/August 2020:** Conduct research including interviews with potential or real users; produce recordings/transcripts of interviews and a one-page summarizing report of findings
- **August 2020:** Propose an information architecture for the new website; produce a first iteration of wireframes (maximum of three iterations per wireframe); propose plugins to be used/purchased; finalize wireframes
- **September 2020:** On a staging site, produce the newly built website that incorporates the theme based on finalized wireframes, for HURIDOCS team members to test and populate with content; fix any bugs or issues identified; produce documentation for maintenance of the new website
- **September/October 2020:** Launch of the new website
- **Post-launch:** Fix any bugs that should arise within any customized code (if applicable), as part of a limited time warranty
- **January 2021:** Launch of multilingual versions of the new website

HURIDOCS will be responsible for providing:

- Contacts for interviewees for user research
- Branding guidelines and other documentation relevant to the website
- Website content (based on proposed information architecture)
 - English-language content will be completed first; non-English languages will be completed post-launch
- Media assets for the new website, with the exception of any custom illustrations proposed as part of the website's design, which would be the designer/developer's responsibility to produce
- Prompt feedback on proposals
- Staging site hosting

4. Profile and Expertise Required

A WordPress designer and developer (individual or agency) with several years of experience who ideally:

- takes a user-centric approach
- has worked with NGOs or non-profits before
- takes security seriously
- understands the importance and sensitivity of human rights work and its related data
- is comfortable collaborating remotely with people from many different backgrounds

The designer and developer will work closely with the HURIDOCS communications coordinator, and collaborate with the HURIDOCS executive director and members of the HURIDOCS technical team.

5. Location, Duration and Budget

The designer/developer can be based anywhere in the world, but must be available to collaborate in real time when necessary with people in European and South American time zones.

This project should start as soon as possible, with an ideal completion date (launch of a new website) in early Q4 2020.

The initial budget range for this project is US\$5,000-\$10,000.

6. How to Apply

Those interested should get in touch with HURIDOCS Communications Coordinator Lauren L. Finch at lauren@huridocs.org and include:

- a resume (either an attached PDF or a link to an external site is acceptable)
- a link to their portfolio
- a few words about their approach to a project such as this, e.g. user research, assessment of a client's needs, customized themes vs. existing themes, etc.

The deadline is 26 June 2020, although we value earlier applications. Shortlisted candidates will be contacted for a brief interview on a rolling basis.