RFP WORLD SKATE WEBSITE

1. PROJECT OVERVIEW

Over the past decade, World Skate's online presence has evolved through multiple iterations of its website and event management platform, each developed as separate projects.

In its latest digital advancement, World Skate launched a bespoke registration and event management platform, "Infinity," in the summer of 2022. This modern, technology-driven platform, accessible via website, iOS, and Android, has served around 30,000 users in just four years. Designed as the cornerstone of World Skate's web services, Infinity provides a flexible foundation for continuous growth, allowing for the integration of additional functionalities, data, and features.

The goal of this project is to develop a new website for World Skate, seamlessly integrating the data and services from Infinity, and replacing the current site at www.worldskate.org.

1.1 BACKGROUND AT WORLD SKATE

1.1 WHO IS WORLD SKATE

World Skate is the world governing body for all wheel skating sports, officially recognized by the IOC.

1.2 THE VISION

Contribute to making the world a better place through the promotion and development of sustainable, fair, inclusive, free, young and urban sports.

1.3 THE MISSION

- Promote and encourage the responsible, sustainable and inclusive development of all disciplines governed by World Skate.
- Increase the availability and quality sports facilities around the world.
- Promote doping-free sport.
- Promote and contribute to the organization of the World Championships and international events.
- Promote and facilitate relations between National Federations, National and International Sports Organisations.

1.4 THE AUDIENCE

The structure fulfills a variety of scopes ranging from institutional to sports information and being available to a diverse groups of users including National Federations, International Sports Institution, Athletes, Fans and Sponsors.

1.5 THE CONTENTS AND SITEMAP

Contents reflect the diversity of the audience and cover formal communications, regulations, bulletins, rankings, events' results, institutional contents, discipline specific blogs, educational resources.

The contents of the [website](#) currently on line and its site map ([available here](#)) provides for a detailed understanding of the website contents.

2. GOALS AND OBJECTIVES

INTRO

- Survey the World Skate Key Departments (Sports Department, Secretariat, Legal, Facilities, Antidoping etc) and finalise a site map that integrates the current needs and priorities of World Skate
- Redefine the Website site map into a more simple and streamlined version providing the same level of information
- Analyse Infinity platform architecture, data structure and [APIs](#) and implement a strategy and a technology solution to build the new website and its CMS integrated in with existing technological infrastructure, data and services
- Completely redesign the World Skate website using headless technology.
  - Implement the World Skate Infinity API provided at https://dev-api.infinity.worldskate.org/api/v1/docs/ to obtain the necessary dynamic data.
  - Integrate Infinity's existing services and content from infinity into the new website, such as login, user profile, events calendar, event documents

- Aggregate and display event results of select disciplines to calculate seasonal rankings
- Complete redesign of the UX and UI, improving the user experience, ensuring intuitive and user-friendly navigation.
- Optimize website loading speed.
- Increase cross-platform and multi-device compatibility.
- Improve the service for sharing content on different platforms.

3. PURPOSE OF THE WORK

Analysis of the current site and its associated services with consequent development of a new website with headless technology.

4. DETAILS OF THE CURRENT PLATFORMS

4.1 WORLD SKATE WEBSITE

CMS: Joomla
Server web: Apache 2.4.38
CDN: not active

Based on the visual inspection of the World Skate website, below are the observations that emerged keeping in mind Web Design and User Experience best practices:

Clarity of the homepage: The homepage must clearly convey the purpose of the website and in this case it is very confusing. Adding a short introduction or slogan that explains what World Skate is about should be considered, especially for new visitors who may not be familiar with the organization.

Navigation: The website has a comprehensive menu, but it may be complicated for some users. The navigation menu needs to be simplified, and categorizing items into broader headings could improve usability.

Design responsive: the site is responsive but not completely usable. This is crucial since a significant portion of web traffic comes from mobile users.

Visual content hierarchy: the hierarchy between content categories is not efficient. The visual hierarchy needs to be improved to guide visitors through the website more intuitively. This can be achieved by using size, color and layout effectively to highlight key sections and calls to action.

Consistency in design: There is no general consistency between text styles. Consistency of design elements such as fonts, colors and button styles must be ensured throughout the website. This will help create a consistent and professional look for the site and its sub-sites for the different sports.

Loading speed: images and scripts must be optimized to improve the loading speed of the website. A fast website offers a better user experience and better indexing by search engines.

Content layout: need to reorganize contents to make them more accessible and easier to read.

Accessibility: It must be ensured that the website is accessible to all users, including those with disabilities. This includes keyboard navigation, screen reader compatibility, and alt text for images.

SEO optimization: Necessary website optimization for search engines through the use of relevant keywords, meta tags and alt tags. Furthermore, it must be ensured that the structure of the website is SEO-friendly.

Interactive elements Adding interactive elements such as videos, sliders, or thematic blog sections is necessary to make the website more engaging.

Contact information and social networks: Contact information is present but needs to be made more prominent. Furthermore, sharing relevant testimonials, sponsorships or ongoing partnerships can increase the credibility of the federation itself.

4.2 WORLD SKATE INFINITY PLATFORM

The World Skate Infinity Platform is the current registration and event management system for sports competitions.
Any athlete or national technical official (NTO) who wants to participate in a World Skate event must create a profile on the platform and upload the following data:
- personal data;
- general information;
- a profile picture;
- passport copy and details;
- the anti-doping course certificate;
- other optional information such as postal address, social media profiles and sponsors.

4.2.1 USER SIDE
- National Federations can approve athletes and NTOs as part of their Organization and register them for upcoming events.
- National Federations can pay the event registration fees or assign them directly to their athletes.Athletes and NTOs can create their profile and receive event news and information (such as schedule and results) in real time viaInfinity app notifications.
- Athletes can register individually for the "Open" events (where the National Federations are not involved; e.g. Speed Marathons) and pay the event registration fees.
- Media can individually apply for an event pass and the request will be evaluated by WSK admins.
- Customer support tool available for all Infinity users.

4.2.2 WORLD SKATE SIDE
- WSK admins can generate from the system different types of reports to export the information needed (such as Sports information, payments or Media).
- WSK admins can approve all WSK Staff, Technical Commissions members and International Technical Officials at a system level and register them (along with LOC Staff members, VIP and Guests) for the events.4.2.3 INFINITY PLATFORM SERVICES

CRM (REGISTRATION AND DATA COLLECTION)
- Registration procedure through security protocols
- Username and password recovery procedures
- User profiling and categorization
- File uploader
- Anti-doping certification
- Automation with the database

CUSTOMIZATION OF SETTINGS
- Notification management
- Profile management
- New user request
- Update privileges (on WSK admin side)
- Participation certificates

AUTOMATION OF INTERNAL PROCESSES
- Online payments
- Automatic invoicing
- Real-time information updates
- Export the report
- Manual invoicing integration

CONTENTS AND GRAPHICS
- Dashboard
- Athletes and results area
- Content embedding
- Information Center
- Content management
- Calendar of events
- Event news
- Event Schedule and Results (PDF)

USER TOOLS
- Online support
- Registration and invitation to events
- Download reports and results
- Event check-in functionality (via App)

BACKEND RESERVED
- Full control of any function
- Creating, setting up and managing events
- Data analysis
- Record log for user activity
- Form editor and creator
- Access to the database and report download area

MOBILE APPLICATION

- iOS e Android
- Push messaging system
- User profile with editing functionality

5. DESIRED FEATURES OF THE NEW WEBSITE

The new website www.wordskate.org must have the following features and functions:

Features and functions leveraging the existing services available through Infinity:

- Login service
- User area
- Public User profile page
- Events registration interface
- Management of national teams by NFs
- Events Listing, news, documents

Features and functions to be developed:

- Diversified content display for different sports and World Skate functional areas.
- Implementation of the advanced search functionality to allow users to search and filter content between different areas
- Integrate a content management system (CMS) to allow site administrators to easily update content.
- Ensure optimal compatibility between web browsers and modern devices.
- Season rankings calculation

5.1 FUNCTIONAL REQUIREMENTS

- Create a modern, captivating and responsive layout.
- Implement headless technology to separate the frontend from the backend.
- Use the APIs provided by Infinity to retrieve and display relevant data
- Implement security protocols to protect sensitive user data and World Skate information.

Below are some of the pages that are considered fundamental for the new website. Further sections are to be defined during the business analysis phase of the project.

	Description
Homepage	Presence of media with texts on sports and federal activities. Videos aimed at people who are new to sports on and off wheels.

News	The first destination from the landing page. Like the current "news" section, with event reports, competition announcements, links to new bulletins/regulations when published.
Sports	Inserted as sections that can be graphed on the homepage with icons of the different sports and related short descriptions
Calendar	All past and future events in a single section. Past events are blacked out or marked as "completed" with event bulletins, results, and various media. Future events must contain bulletins if available, otherwise information based on date/location.
Rankings	A brief description of the rankings specifying the season they belong to; intuitive visualization of top 10 in each category with links to the full rankings; Sport to be covered by ranking and level of integration with infinity to be defined during the early phases of the project.
Media	Connection to various social media. Video archive and key photos of past and future events. They may be linked to the calendar page or any other area of the site that may display them.
Regulations	Regulations, regulations and judging criteria
Athletes & TC	"Athletes" and "Technical Commissions" sections. Athletes must have their own personal section with interviews or links to their social media to create more iteration with athletes. The TC section would describe who is responsible on each continent, including contact information officials
The Federation	The page is dedicated to the descriptive aspects of the federation, its components, statutory documentation, and the official press releases produced by WS.

5.2 Technical requirements

- Use a modern frontend technology suitable for headless development, such as React, Angular or Vue.js.
- Ensure a modular structure to facilitate the addition of new features in the future.
- Create a scalable and flexible architecture that allows you to add additional sections or features without having to redesign the entire site.
- Use performance optimization principles to ensure fast loading times and smooth browsing.
- Implement WCAG 2.1 accessibility standards to ensure optimal use by users with disabilities.
- Any other best practices, new technologies shall be proposed in the offer

6.BUDGET & TIMING

The budget is left to the proposers and the same will be for the project timeline and the different phases of implementation.. Following the completion of the procurement process work must start by the beginning of Q2 2025 and completed by the end of Q3 2025.

7. QUALIFICATIONS REQUIRED OF PROPOSERS

The following qualifications required of the proposers for the evaluation of the proposal will be considered:

7.1. Experience and Technical Skills

- Demonstrable Experience: At least 5 years of experience in developing complex and customized websites.
- Technical Skills: Proficiency in modern web technologies, such as HTML5, CSS3, JavaScript (React, Angular, Vue), PHP, Python, Ruby on Rails, etc.
- Professional Certifications: Relevant certifications (e.g. Adobe Certified Expert, Microsoft Certified Solutions Developer, React Certification, Vue.js Certification, API Development Certifications, Contentful Certified Professional, Strapi Certification).

7.2. Portfolio and Case Studies

- Project Portfolio: A detailed portfolio showing a variety of web projects, preferably in similar industries.
- Case Studies: Descriptions of previous projects with details on objectives, solutions implemented, results achieved and success metrics.

7.3. Project Management Skills

- Working Methodologies: Evidence of the use of project management methodologies such as Agile, Scrum, or Kanban.
- Project Management Tools: Familiarity with tools such as Jira, Trello, Asana or Microsoft Project.

7.4. Skills in UX/UI Design

- Experience in UI/UX Design: Proven experience designing intuitive and user-friendly user interfaces.
- Design Tools: Proficiency in design tools such as Adobe XD, Figma, Sketch.

7.5. SEO knowledge and Accessibility

- SEO Optimization: Advanced knowledge of SEO practices and experience implementing on-page and off-page SEO strategies.
- Web Accessibility: Knowledge of accessibility guidelines (WCAG 2.1) and experience implementing them.

7.6. Integrations and Backend Development

- Experience in Integrations: Ability to integrate the site with other systems and services (e.g. Infinity Platform, CRM, ERP, payment systems).
- Backend Development: Experience in backend development, including database management (MySQL, PostgreSQL, MongoDB).

7.7. Support and Maintenance

- Support Services: Availability to provide ongoing support and post-launch maintenance services.
- SLA (Service Level Agreement): Commitment to defined SLAs for response times and problem resolution.
- Economical offer: An economical offer for the support & maintenance service at the proposed SLA must be provided.

7.8. References and Testimonials

- Client References: Provide at least 3 client references with contact details.
- Testimonials: Testimonials written by previous clients describing the experience of working with the proponent.

7.9. Innovation Capacity

- Previous Innovations: Examples of innovative solutions developed in previous projects.
- Innovative Approach: Description of their approach to innovation and how they intend to apply it to the project.

7.10. Ability to work in a team

- Internal Team Collaboration: Experience working with internal client teams, including collaborating with other agencies or vendors.
- Communication Skills: Excellent communication skills, both written and oral.

7.11. Documentation and Training

- Comprehensive Documentation: Ability to provide detailed technical documentation and user manuals.
- Staff Training: Experience training staff on the use and management of the site.

7.12. Regulatory Compliance

- GDPR Compliance: Experience designing sites that comply with data privacy regulations, such as GDPR.
- Web Security: Skills in web security and protection against cyber threats.

Below is the table for evaluating applications:

Qualification	Request	Satisfied BUT	Note
Demonstrable Experience	At least 5 years		
Technical skills	HTML5, CSS3, JavaScript		
Professional Certifications	Adobe, Microsoft, ecc.		
Project Portfolio	Variety of web projects		
Case Studies	Detailed with metrics		
Working Methodologies	Agile, Scrum, Kanban		
Experience in UI/UX Design	Adobe XD, Figma, Sketch		
SEO optimization	SEO on-page e off-page		
Web accessibility	WCAG 2.1		
Integrations	Infinity Platform, CRM, payment systems		
Backend Development	MySQL, PostgreSQL, MongoDB		
Support Services	Post-launch		
SLA	Defined by response times		
Customer references	At least 3		
Testimonials	Descriptives		
Previous Innovations	Specific examples		

Collaboration with Internal Team	Experience		
Communication skills	Excellent		
Complete documentation	User manuals		
Training for Staff	Experience		
GDPR compliance	Compliant design		
Web security	Protection against threats		

8. ASSESSMENT CRITERIA

The proposals will be analyzed with the following structured approach in order to allow the objective comparison of the different proposals and consequently choose the one that best meets the needs of World Skate.
To ensure that the choice of proposal meets the needs of World Skate, below are the evaluation criteria that will be taken into consideration:

8.1. Experience and Technical Expertise

- Project Portfolio: Evaluation of the company's previous work to understand the quality and variety of websites created.
- Technical Skills: Checks skills in specific technologies (for example, HTML, CSS, JavaScript, frameworks like React or Angular, CMS like WordPress or Drupal).
- Certifications and Awards: any professional certifications or awards received.

8.2. Technical Proposal

- Site Architecture: Evaluation of the clarity and robustness of the proposed architecture.
- Design and UX/UI: Analysis of the provided mockups or prototypes to understand the user experience and design aesthetics.
- Accessibility and SEO: Check whether the proposal includes best practices for accessibility and search engine optimization.

8.3. Implementation Plan

- Timeline: Evaluation of the feasibility of the proposed timeline for the development and launch of the site.

- Budget: Breakdown of the budget based on the timeline proposed.
- Working Methodology: Consideration of the proposed development methodologies (e.g. Agile, Scrum).
- Project Management: Check how the company intends to manage the project, including project management tools and communication methods.

8.4. Support and Maintenance

- Post-Launch Support: Evaluation of the support services offered after the launch of the site, including SLA (Service Level Agreement) for troubleshooting.
- Continuous Maintenance: Consideration of proposed maintenance plans for ongoing updates and improvements.

8.5. Costs

- Cost Transparency: Analysis of the clarity and transparency of the quote, including development costs, maintenance and any additional costs.
- Quality/Price Ratio: Evaluation of whether the proposed costs are justified by the quality and services offered.

8.6. References and Reviews

- References: Request and evaluate references from previous clients.
- Reviews: Consider online reviews and feedback to get an idea of the company's reputation.

8.7. Innovation and Additional Proposals

- Technological Innovations: Evaluation of whether the proposal includes innovative solutions or cutting-edge technologies.
- Added Value: Consideration of any additional proposals that can bring value to the project.

8.8. Compliance and Security

- Regulatory Compliance: Check that the proposal complies with current regulations (e.g. GDPR for data protection).
- Security: Evaluation of the security measures proposed to protect the site from vulnerabilities and cyber attacks.

8.9. Scalability and Flexibility

- System Scalability: Evaluate whether the site can easily scale to handle increased traffic and usage without compromising performance.

- Design Flexibility: Consideration of the ability to make future changes to the site's design and functionality without having to rebuild everything from scratch.

8.10. Integrations with Other Systems

- API and Integrations: Evaluation of the site's ability to integrate with other systems and platforms (CRM, ERP, marketing tools, etc.) via API or other means.
- Third Party Compatibility: Consideration of the ease of integration with third party services, such as payment gateways, analytics services, social media, etc.

8.11. User Experience on Mobile Devices

- Responsive Design: Check that your site is optimized for a wide range of mobile devices, ensuring a consistent, high-quality user experience.
- Mobile Performance: Evaluate site performance on mobile devices, including load times and ease of navigation.

8.12. Content Management

- Content Management System (CMS): Consideration of the ease of use and flexibility of the proposed CMS.
- Ease of Updating: Taking into account how simple it is for internal staff to update and manage the contents of the site.

8.13. Usability and Advanced Accessibility

- Usability Tests: Evaluation of whether usability tests are planned with end users to collect feedback and improve the design.
- Enhanced Accessibility: Consideration is given to whether the site follows enhanced accessibility guidelines, such as WCAG 2.1 AA or AAA.

8.14. Analysis and Reporting

- Analysis Tools: Check which web analysis tools are offered (e.g. Google Analytics, Hotjar) will be integrated into the site to monitor user behavior.
- Custom Reporting: Consideration of the possibility of obtaining customized reports on site performance and usage metrics.

8.15. Training and Documentation

- Staff Training: Evaluation whether the proposal includes training sessions for internal staff on the use and management of the site.
- Detailed Documentation: Consideration of the quality and completeness of the documentation provided, including user manuals and technical guides.

8.16. Approach to Privacy and Data Protection

- Privacy by Design: Check whether the site is designed with user privacy in mind from the early stages of development.
- GDPR and Other Regulations Compliance: Verify and ensure that the site complies with applicable data protection regulations.

The deadline for receipt of proposals is 4 April 2025.
The mail to submit the proposal is martina.aiello@worldskate.org