

## **TERMS OF REFERENCE**

### **UI/UX Consultant for Enhancing the Business and SME Portal**

#### **Background**

The Business Portal (BOLI) of Ministry of Economic Development is a web based information system designed and developed (<https://business.egov.mv>) to manage delivery of over the counter services relating to registration of business entities, issuance of licenses and permits to the general public. The portal system provide access to business registration and company registration services on a 24/7 basis through making it an online system.

Under the Inclusive Micro Small Medium Enterprise Development project is aiming to enhance the system to ensure greater connectivity and data sharing among key government agencies to aid efficiency in public service delivery, data collection and management, information dissemination and regulatory functions of the public service, particularly those relating to business entities. As such, a team of technical developers are recruited for enhancing the system further.

Through this (6 month) local consultancy, Ministry of Economic Development is seeking a talented web designer (UI & UX) with frontend development skills to join our team to play a leading role in designing and developing the appearance and usability of the Business Portal (both web and mobile/app versions).

The consultancy will involve researching other similar international portals, its online applications, translating the application's features to market leading user interface usability, creating wireframes and graphical concepts, and the frontend development of the Portal. The consultant would also be responsible for designing and developing the web interface for the Enterprise Development (ED) website, which would also be developed by the team.

#### **Scope of Work**

- Execute all visual design stages from concept to final hand-off to engineering for the revamped Business Portal and upcoming SME Portal.
- Conceptualize original ideas that bring simplicity and user friendliness to complex design roadblocks during the full implementation of the Business Portal from end user perspectives.
- Create wireframes, storyboards, user flows, process flows and sitemaps to effectively communicate interaction and design ideas for the implementation of the Business Portal.
- Present and defend designs and key milestone deliverables for the Business Portal (web and Mobile application) and SME Portal (website).
- Web designing of the revamped Business Portal and SME portal, including the mobile applications designs.
- Establish and promote design guidelines, best practices and standards.
- Collaborate with the Lead Developer of the Business Portal and BR Team and engineering to define and implement innovative solutions for the product direction, visuals and experience.
- Conduct user research and evaluate user feedback.
- Deliver creative and innovative ideas for web and interactive presentations.
- Any other duties as may be requested.

## **Qualifications**

### **Education and Experience**

- Degree in Web Interface Design/Software Engineering/IT/Graphic Designing or Diploma & above in a related field.
- Solid experience in creating wireframes, storyboards, user flows, process flows and site maps.
- Experience in UI / UX development in CSS, Sass or Less.
- Experience in Graphic Designing applications such as Adobe Creative Suite, Including Photoshop.

### **Skills and Knowledge**

- Demonstrable graphic design skills with a strong portfolio.
- Possession of creative flair, conceptual/visual ability and originality, with a user- system interaction mindset.
- Understanding web technologies including HTML5 and CSS3.
- Up-to-date with the latest Web trends, techniques, and technologies.

### **Added Advantage**

- Strong programming background with knowledge in modular based programming and use of emerging trends.
- Mobile Application Development skills for both IOS and Android.
- Knowledge in full software development cycle including project formulating, version control and maintenance after deployment.
- Good writing skills in Dhivehi and English.

### **Evaluation Criteria**

- 10% for Education
- 50% for Experience
- 40% on Professional Reference