

Tender for E-learning Platform

How to Apply:

Proposals must be submitted by 14th February to eva.kestner@avaproject.org.uk. All proposals should include:

- Case studies of similar projects delivered in the past.
- Outline of how you meet all Key features - including Moodle version proposed (or alternative platform).
- Details of the project team and their experience.
- Ongoing support and hosting options, including cost.
- Details of proposed timetable and task points.
- Costing for the work including breakdown of staff costs based on the number of days and any additional costs including VAT.

If you would like more information or to discuss our requirements in more detail before submitting a tender please contact Eva Kestner on eva.kestner@avaproject.org.uk.

Project Background:

AVA currently has three E-learning offers *Understanding Domestic Abuse level 1 & 2*, *Complicated Matters* and *Prevention Platform*. We also have *Pushed and Pulled*, which is limited to youth boards. All courses have been developed as part of wider projects or as one off pieces of work. AVA currently has around 3,000 user accounts on the platform.

Currently, three of these are [hosting on Moodle](#) and [Prevention Platform](#) is hosted completely separately. We currently do not charge users, but we have charged organisations to transfer their own Virtual Learning Environments (VLE). AVA want to move all courses on to one platform and have designed simple templates to create new courses.

The current Moodle site is an old version which was developed over five years ago and is outdated both in terms of functionality and aesthetics. It needs an updated design and radically improved functionality.

1. Aims

The aim is to overhaul AVA's current e-learning platform to make it more appealing and easier to use. It should be a high quality product that makes AVA training more accessible, improves how our learning aims are absorbed by learners, and maintain our reputation as leading experts. Preferably in Moodle format.

2. Objectives

The main objective for this tender is to update and improve the AVA e-learning platform to make it more appealing to potential students and easier for staff to navigate the backend. AVA plans to accredit all of our online courses and change them to monetised product. The overall objective is to create a modern and fit for purpose platform. We aim to have around between 800-1,200 new learners a year.

User Interface:

- Simple login process, including paying and signing up for courses.
- Own homepage with their progress, courses completed, courses saved, certificates.
- Visually appealing platform that is simple to navigate.
- Multimedia and interactive content on course.
- Start and stop courses, ability to save and see progress.
- Course can be done in mobile format, Mac, Windows and iPads/tablets.

Backend:

- Simple to use backend for AVA staff to update and create new courses.
- Ability to add new features to existing courses.
- Greater ability to solve learner's technical issues, less technical issues in general.
- Simple student management, e.g. can view their activity/last log in, can resend confirmation email, can remove user account, can edit password for them.
- Ability to upload and store media content, especially in terms of course content and certificate styles.

Other:

- Downloadable courses that can be transferred to organisation own VLE environments, Notably SCORM compatible.
- Ongoing technical support and hosting options.
- Move all current course to new platform include the Prevention Platform.

3. Design

The new platform should reflect current [AVA website design](#) - graphics, logo and colour will be provided. It should have a simple and functional feel, readability in terms of text is a must. Example of ideal design style is - <https://moodle-1819.ucl.ac.uk/>

There need to be buttons so the student can return to AVA website, as well as a Help/FAQ buttons throughout the platform.

4. Audience

The audiences can be broken two section; Learners and Commissioners, and AVA staff. Below are assumptions about their needs based on who they are.

Audience	What they want to do
Public area	
New customers: <ul style="list-style-type: none"> • People who work with people experiencing VAWG e.g Frontline workers, including housing officer, DV workers, social workers • Professionals • Commissioners and Strategic leads Existing Learners	<ul style="list-style-type: none"> • Sign up to a online course on VAWG issues • Engaging course, with multimedia content • User friendly platform • Simple to sign up, both as individual and organisation • Record of the learning achievements, keep progress • Ways to do learning both on computer and mobile devices • Simple way to get help • Continue and sign up to new course • Commissioners and Strategic leads want a simple way to sign up multiple-learners • Have tailor made content (commissioners) • Availability to transfer course to the own VLE
Funders and policy professionals	Looking for best practice in terms of online learning around VAWG
AVA Staff	
Trainers Admin staff	<ul style="list-style-type: none"> • Template to create new course • Simple way to update edit course • Manage learner, both in terms of progress and payment • Simple upgrades

4. Key Features

Preferably Moodle platform version 3.1 or above, however other e-learning platforms would be considered. AVA also needs external/cloud hosting and ongoing technical support. We aim to have around 800-1,200 new users a year. AVA would like the ability to have platform available in mobile format and Moodle app.

Homepage:

- Simple login and sign up - including inbuilt payment system either via Paypal or offline through invoice.
- List of current courses - that links to a more in-depth course description, ability to have images and videos here.
- Buttons to AVA main website, FAQs and a support area.
- AVA email address for enquiries - training@avaproject.org.uk.



Course Features:

- A template theme design for all current courses and new ones (AVA logo and colour plate already loaded). This should also include AVA house style pre-set.
- In-course test features that are computer marked. If possible, not just multiple choice e.g. keyword match.
- Embed multimedia content, including video (both files and embed Youtube), audio clips, infographics (if possible plugin to build in platform) and all picture types.
- Simple way to include pop-outs/text reveals and text boxes with no need to code in HTML.
- Ability to upload and embed documents and links (notably Survey Monkey).
- Embedded Slack group, or away to link groups to each course.
- Zoom plugin feature for online conference/seminars.
- Custom made certificates - with more than one logo and custom text.

Student Login in Pages:

- Progress view on each course sign up.
- Quick access to grade and certificate.
- Other courses available.
- FAQs.

6. Backend features

The current platform is not easy to navigate and is hard locate the 'edit mode'. Key feature need to be:

- Easy way to edit and build new course.
- Search feature to find students by name and email.
- Record of new students over Quarterly periods.
- Restrict course to certain email type e.g. @avaproject.org or password projected for bespoke commissioned course.
- Approve students access who have made offline payments (invoices).

Inbuilt or embedded analytics feature to ensure we understand where our customers are geographically located.

7. Timeline

We would like to launch the new platform by the end of April (There is room for negotiations).

8. Budget

Our budget range is between £6k- £10k. We will be commissioning based the best value for money and would like to additional quotes for ongoing hosting and support.

9. The Procurement Process

The deadline for submitting proposals is **17th February** and should be sent by email for the attention of Eva Kestner to eva.kestner@avaproject.org.uk. The decision will be made within 1 weeks of the deadline date. The shortlisted companies will be invited to have a short phone call or via online chat week after the closing date .