# **Terms of Reference:**

# **UX/UI Design for Mykolaiv City Council Website**

**Introduction**

The European Union Anti-Corruption Initiative (EUACI) is seeking a UX/UI designer (or team) to create a modern, user-centric design system and interface for Mykolaiv City Council website that reflects our values of transparency, accountability, accessibility, and service orientation.

The City Council is launching a redesign of its official website to better serve residents, businesses, and visitors. The existing site has become outdated in terms of structure, usability, and design standards. The new website will serve as a central platform for transparent governance, digital service delivery, public engagement, and access to critical information.

This ToR provides further details about the EUACI programme, the role of the Contractor, and the expected qualifications of candidates interested in this assignment.

**The European Union Anti-Corruption Initiative (EUACI)**

The EUACI is a joint EU and Government of Denmark financed programme aimed at supporting Ukraine in its efforts to reduce corruption at the national and local level through the empowerment of citizens, civil society and state institutions. In January 2024, a new phase of the EUACI is launched. The strategic objectives are that: Corruption in Ukraine is reduced; Ukraine advances with anti-corruption reform; and Reconstruction in war-affected areas of Ukraine is implemented within a framework that incorporates transparency, accountability and integrity.

The EUACI has four intervention areas, namely:

* Support to independent state institutions fighting and preventing corruption;
* Transparency and accountability of the reconstruction process;
* Support cities in war-affected areas in enhancing integrity in the reconstruction process;
* Civil society and media in preventing and fighting corruption.

This specific assignment concerns the EUACI's support for Integrity Cities (intervention area 3).

**The Integrity Cities**

The six integrity cities with which the EUACI has entered into a partnership are Chernivtsi, Sheptytskyi, Nikopol, Zhytomyr, Mariupol and Mykolaiv. At the moment, the EUACI has no activities in Mariupol. Mykolaiv is an addition to five Ukrainian cities that have been selected for the implementation of the Integrity Cities concept of the Programme. Based on the agreement with the Mykolaiv City Mayor, the EUACI envisages an Integrity Support Office of experts in the local municipality, headed by an advisor to the Mayor to support the integrity transformation, transparency, and accountability of the reconstruction process.

**Background**

The Mykolaiv City Council is committed to upholding the principles of transparency, openness, and accountability in its operations. In line with this commitment, there is a need to redesign and modernize the Council’s official website to better serve the public, ensure timely disclosure of information, and implement modern digital tools for communication and service delivery.

The new web portal aims to become a centralized access point for comprehensive and up-to-date information about the City Council’s activities, services, news, and events. It will improve public awareness, facilitate citizen engagement, and strengthen institutional trust.

Additionally, the portal will provide a consistent and unified format for presenting information about the Mykolaiv City Council and its executive bodies. It will also enable authorized staff to manage and update content efficiently through a role-based content management system.

This Terms of Reference outlines the tasks and expectations for the development of a modern, user-centered UX/UI design that will serve as the foundation for the new municipal web portal.

**These Terms of Reference (ToR) provide more details about the assignment.**

## **Objective and results**

The objective of this assignment is to develop a user-centered, accessible, and visually appealing **UX/UI design** for the website. The design should align with the organization’s brand, objectives, and functional needs, and serve as a foundation for the development phase.

1. **Deliverables:**

The Deliverables are presented below in Table 1 with a tentative schedule.

All results are expected to be provided in Ukrainian unless otherwise agreed. Electronic copies are sent by email to the particular EUACI contact person.

**Table 1:** Summary of deliverables/outputs and the tentative timeline for delivery.

|  | **Deliverable/Output** | **Timeline** | **Note** |
| --- | --- | --- | --- |
| 1. | Consultant's **updated work plan** showing tentative timing for the start and completion of the activities listed in the scope of work section.  | 1 week after the contract signing | To be submitted to the EUACI contact person by e-mail ahead of the presentation during Kick-Off meeting |
| **2.** | Research summary with personas and user journeys | 2 weeks after the contract signing | Ukrainian and EnglishTo be approved by the EUACI and the city  |
| 3. | Presentation of UX draft | 6 weeks after the contract signing | onlineWith the involvement of top city council authorities  |
| 4. | UX Design including* Sitemap and navigation structure,
* Wireframes for key pages
 | 6 weeks after the contract signing | To be approved by the EUACI and the city |
| 5. | Presentation of UI mockups | 10 weeks after the contract signing | onlineWith the involvement of top city council authorities  |
| 6. | UI Design & Prototyping including* High-fidelity mockups (desktop + mobile) for core templates
* Interactive prototype (Figma or similar)
* Design system / style guide
 | 10 weeks after the contract signing | To be approved by the EUACI and the city |
| 7. | Presentation of final design | 11 weeks after the contract signing | onlineWith the involvement of top city council authorities  |
| 8. | Final export package for development handoff | 12 weeks after the contract signing | To be approved by the EUACI and the city |

The timelines indicated in the table above are indicative. The Service Provider will reflect on and update the timelines for different activities while preparing and updating the Work plan.

**4. Timing**

The expected duration of the assignment is 12 weeks (up to 280 hours) with a tentative start in June 2025 and completion at the beginning of September 2025.

**5. Payment**

Payment will be made in a maximum of two installments.

The first installment, representing a maximum of 30% of the total contract value, will be made upon receipt of the Service Provider's Deliverable 1 and invoice.

The second and final payment will be made upon receipt and approval of the Final export package and a Final Invoice.

Definition of indicators

The performance of the contractor will be judged upon reaching the purpose of this contract as well as obtaining its results, as indicated in the sections "Objective" and "Expected Deliverables" herein respectively.

Special requirements

By signing the contract, the contractor (and its representatives) agree to hold in trust and confidence any information or documents ("confidential information"), disclosed to the contractor or discovered by the contractor or prepared by the contractor in the course of or as a result of the implementation of the contract and agrees that it shall be used only for the purposes of the contract implementation and shall not be disclosed to any third party without EUACI authorization.

The contractor reports to the EUACI. The contractor shall de-brief the EUACI prior to finalizing the assignment.

The developed deliverables can be checked (as a quality assurance) and payments will be provided by the quality assurance results.

**6. Requirements for the Service Provider:**

**Registration as a legal entity, or private entrepreneur or NGO according to Ukrainian legislation.**

**General qualifications:**

**Business Analyst / UX Researcher**

* Higher education in business analysis, public administration, IT, or a related field.
* At least 3 years of experience in business analysis or UX research for digital products.
* Proven experience working on public sector or civic tech projects.
* Experience in conducting user interviews, usability testing, and stakeholder workshops.
* Strong analytical and communication skills.
* Familiarity with government service delivery principles and digital accessibility standards (preferably WCAG).

**UX/UI Designer**

* Deep knowledge of graphic design, digital design, or related field.
* At least 3 years of experience in UX/UI design, including for websites or portals.
* Demonstrated experience with accessibility-first design (e.g., contrast, font sizing, screen reader compatibility).
* Proficiency with Figma, Adobe XD, Sketch, or other modern design tools.
* Portfolio demonstrating design of public or social impact digital platforms.

**Preferred:**

* Experience designing websites for Ukrainian public institutions or international organizations.
* Understanding of the Transparent Cities rating criteria and requirements.
* Knowledge of Ukrainian government web design guidelines

**7. Estimated budget**

The maximum budget available for this assignment is **up to EUR 8000**.

HOW TO APPLY

**The deadline for submitting the proposal is June 3, 2025, 18:00 Kyiv time.**

All interested candidates should submit:

* Letter of Tender (Appendix 1)
* Portfolio of relevant projects demonstrating previous experience in

similar assignments (PDF, up to 10 pages);

* Financial offer (proposed budget) with a detailed indication of the fee for each team member separately (Budget template).

The proposal shall include the aforementioned information and should be submitted within the above deadline to **ulytyb@um.dk, cc euaci@um.dk**, indicating the subject line “UX/UI Design for Mykolaiv City Council Website”

You will receive an auto-reply from the EUACI@um.dk mailbox when the offer has been received. If you do not receive an auto-reply, your offer was not received and you should contact the EUACI by phone.

Bidding language: English.

Any clarification questions for the bid request should be addressed: ulytyb@um.dk, cc yuliiamincheva@gmail.com no later than May 26, 2025, 18:00 Kyiv time.

Bidding language: English.

Evaluation criteria

Bids will be evaluated under the criteria provided below:

|  |  |  |
| --- | --- | --- |
| **#** | **Criteria** | **Weight** |
| 1 | Proposed budget | 20% |
| 2 | Relevant experience, skills, and competencies | 40% |
| 3 | Portfolio of projects  | 40% |

**Scope of work**

The UX/UI Designer will be responsible for:

**Research and Discovery**

* Conducting stakeholder interviews or workshops (as needed)
* Reviewing existing materials, services, and content
* Conducting user research (personas, needs, pain points)
* Benchmarking against similar websites (best practices and competitors)

**UX Design**

* Developing user personas
* Creating user journey maps or task flows
* Structuring information architecture (sitemap)
* Designing wireframes

**UI Design**

* Designing the user interface (high-fidelity mockups)
* Creating responsive designs (mobile, desktop)
* Developing a basic design system (colors, typography, components, icons)
* Ensuring visual accessibility (color contrast, font size, etc.)

**Prototyping and Validation**

* Creating interactive prototypes (e.g., in Figma)
* Conducting usability testing
* Collecting and integrating feedback from stakeholders

**Handoff**

* Preparing design handoff for developers (organized files, component specs, design tokens)
* Providing design documentation or style guide

**2.2 The structure of the web portal must meet the following requirements:**

* Logical and clear distribution of information that aligns with the primary tasks of users;
* Short, unambiguous, and easy-to-understand titles for sections and pages;
* The inclusion of mandatory sections in accordance with current legislation.

To facilitate navigation between pages, a two-level navigation menu must be created. This menu can include links to internal sections as well as external resources (which should open in a new window).

In line with the **Procedure for Publishing Information on the Activities of Executive Authorities** (approved by the Cabinet of Ministers of Ukraine on 04.01.2002, Resolution No. 3), particularly clause 8.1, the following information must be published on the portal:

* The name of the authority;
* The main tasks and legal framework for its activities;
* The structure and leadership of the authority;
* The names and positions of the leaders;
* The location of the authority's offices, government bodies created within it, territorial agencies, and relevant structural divisions of local state administrations (postal addresses, phone numbers, fax numbers, official website URLs, and email addresses);
* The main functions of the structural divisions, along with the names, positions, phone numbers, and email addresses of their leaders;
* Legal acts related to the authority’s competencies;
* Plans for preparing draft regulatory acts and amendments to them;
* Notifications about the publication of draft regulatory acts, the drafts themselves, and their regulatory impact analysis;
* Reports on monitoring the effectiveness of regulatory acts adopted by the authority;
* Information on the authority’s regulatory activities;
* A list of and procedure for providing administrative services by executive authorities and budget institutions under their management;
* Information about interactions with the Public Council at the executive authority;
* Information on consultations with the public, public expertise, and the consideration of public opinion in the authority’s activities;
* Samples of documents and other materials required for citizens to address the authority;
* Working hours and the time for meetings with the leadership;
* Enterprises, institutions, and organizations under the authority’s management;
* Target programs in the relevant field;
* Information about the procurement of goods (works, services) with state funds;
* Government information resources on matters within the authority's competence;
* Ongoing and planned events in the relevant field;
* Information about available job vacancies.

**Main Page**

The main page should include a list of the following blocks:

* **Dynamic content block**, which contains (configured by the administrator):
	+ News displaying the main news and the latest news, with a link to the full news feed. News should be displayed as a unified stream, filtered by news categories.
	+ Announcements of events showing the upcoming events with a link to the full event list.
* A subscription form for updates on dynamic content;
* Quick link blocks to main services, which may include images/icons, block titles, and links to relevant pages or external resources;
* An interactive search module for the web portal;
* Links to social media communities;
* Key operational contact block;
* Job vacancy block;
* Links to representative offices, institutions, and thematic collections of useful links.

**Cross-cutting Elements**

**Header**

The header is displayed on every page of the portal and should contain:

* The logo;
* Information blocks with links to relevant services that can be updated by the administrator;
* Contact numbers for the Mykolaiv City Council call center;
* Portal menu with 5-7 top-level sections according to the structure;
* Portal search functionality;
* Language toggle (Ukrainian/English, toggle is activated by clicking);
* A block for "government websites gov.ua" containing links to other government resources.

The header should be designed in a unified style in line with the official resources of state authorities, taking into account the Mykolaiv city design code. It should also allow for deactivation of certain informational blocks without requiring changes to the portal’s software.

**Footer**

The footer is displayed on every page of the portal and should contain:

* Information about the portal’s ownership and the year of development;
* A license for content usage;
* Contact information for portal feedback;
* Language toggle;
* Links to social media pages.

**Note: Sections 2.3 to 2.18 and 2.20 outline the key functionalities of the website. While this information may support the UX/UI designer in shaping the overall interface concept, it is primarily intended for use by the development team during the implementation phase.**

**2.3. Portal Structure**
Content is divided into static (sections, static pages) and dynamic (publications that form chronological timelines).
The structure of static materials is hierarchical and may contain any number of levels. The hierarchical tree can include both internal (e.g., links to dynamic streams filtered by certain parameters) and external links (e.g., other services).

**2.4. Pages with Content**
The functionality should allow placing on final pages:

* formatted text with the ability to insert headings, lists, quotes, tables, links, etc.;
* individual images and photo galleries;
* videos, audios, and other elements (e.g., procurement lists, social media publications, etc.) in the form of embedded widgets;
* attached files.

The list of attached pages should be generated automatically with the ability to disable display.

**2.5. Chronological Streams of Dynamic Materials and Tag System**
To organize information conveniently, a tagging system should be used. Any material posted on the portal can be tagged with one or more tags.

The following tags are expected to be used:

* thematic tags, e.g., European integration, procurement, investments, international cooperation, services, etc.

Portal moderators can create new tags.

**2.6. Event Announcements and Media Accreditation**
Event announcements should form a chronological publication stream, indicating past events. For each event, the location, time of the event, authors, and the ability to add the event to popular calendars (iCalendar, Google Calendar, Outlook, etc.) should be displayed.
The media accreditation module should contain an online form (list of fields provided by the client). Accreditation will have a time limit for submitting. Through this module, journalists can apply for accreditation to a specific event, and the communications department staff can confirm or deny the accreditation, forming a list of accredited individuals for a particular event.

**2.7. Media Gallery**
A module for publishing photo and video materials.
Photos are sorted by albums, tagged with appropriate tags, and included in thematic chronological streams. A photo album can be added to any dynamic publication. There must be a mechanism for automatic resolution change for photo materials larger than a certain size.
Video materials are embedded as widgets and stored on external services such as YouTube.

**2.8. Official Document Database**
The official document database should include a form for filtering documents, as well as full-text search for words and phrases.
Each document type’s attributes should be agreed upon with the client.
The document storage system must support version control, allowing changes and current versions to be stored with the document’s revision history.
All official documents should be stored in a unified database, tagged with one or more thematic tags. To place a document selection in a certain section, the documents can be filtered by theme, type, or time period. A parameterized link to the selection must be included.

**2.9. Personal Directory**
The personal directory should maintain a registry by groups. The module should allow using a separate template for visual representation of the list and individual profiles for each group. Example profile details:

* Full name and position;
* Photograph;
* Biography;
* Links to social media, publications, etc.;
* Contact information, appointment booking, etc.

**2.10. Directory of Individuals Undergoing Verification**
This component should display and filter the registry of individuals undergoing verification according to the Law of Ukraine "On Purification of Power".
The functionality allows the administrator to enter the following data:

* Surname, first name, and patronymic;
* Position;
* Notification of verification (file);
* Declaration (file);
* Application (file);
* Verification results (file);
* Verification date.
Users can search for an individual by surname, name, patronymic, or position, filter by date range, and sort by date and surname.

**2.11. Postal and Telephone Directory**
The component should maintain a structure of executive bodies of the Mykolaiv City Council and municipal enterprises.
The functionality includes the administrator entering the following data:

* Name;
* Subordination;
* Address;
* Official website;
* Coordinates for display on the city map;
* Link to the personal directory of the leadership.

**2.12. Interaction Forms**
The form creation mechanism should allow building web forms for interaction with portal users. Forms are placed on static pages accessible to all portal users.
After filling out and submitting the form, the request is sent to the specified email address. The text of automatic emails to users can be edited in the administrative section.
The portal administrator can create new forms. The form fields, their format, and mandatory fields can be edited by the administrator through the administrative center.

**2.13. Integration with Major Social Networks**
Each content page, including news, announcements, and other static or dynamic media materials, should include buttons for sharing via social media.
When shared, the image, title, and description of the material should be displayed correctly. If the material does not contain a photo, a default image will be shown.
For mobile views, sharing buttons should also include options for sending links via popular messengers.

**2.14. Integration with News Services**
A module to create an RSS feed according to the requirements of <https://adline.kiev.ua/tt/>.

**2.15. Portal Map**
A page with a complete catalog of links to all sections of the resource. This page should be automatically generated based on published sections and pages on the portal.

**2.16. Multilingual Support**
The portal should support multiple language versions: Ukrainian and English, with the ability to add other languages.
Content can be written in different languages independently. This means a publication can be created in one language or multiple languages. If a publication is available in the chosen language, it will display in that language. If the translation is unavailable, it will show the base language version with a note about the missing translation. The default language is Ukrainian.

**2.17. Information Search System**
The search system should be used for indexing and searching information with a query processing speed of no more than 1 second.
The search should account for different word forms.
The search engine should support distributed search and analytics engines. The interface should support the standard REST and JSON for data exchange.
The search database should use an open-source NoSQL database. Balancing and routing should be performed automatically.

**2.18. Digest Module**
Subscription to newsletters, latest publications, or materials from the website with user-defined distribution parameters. The connection should use the client’s SMTP server.

**2.19**

**Graphic Design**
The Contractor shall develop a modern graphic design for all standard pages, interface elements, and text formatting. The design must be easy to perceive, visually appealing, and aligned with the desired image of the Client’s organization, the design code of the city of Mykolaiv, and the design standards for Ukrainian government websites.

It is recommended to use the **e-Ukraine** font, which is licensed for use within the **gov.ua** domain zone.

Colors of interface elements should be selected to draw attention to key controls used for solving primary tasks. All interface elements must be easily recognizable on monitors with any contrast and brightness settings.

All images and fonts must be properly licensed. Graphic elements must be optimized for the web. Animations of elements should be moderate and smooth.

Color must not be used as the sole visual method of conveying information that indicates an action or distinguishes a visual element from others. Such information will be inaccessible to users who have difficulty distinguishing colors in bright sunlight, on black-and-white printouts, etc.

The visual design of interface elements must be developed for all states:
● Menu – open, closed, on hover;
● Links – default, on hover, on click, visited;
● Buttons – active, inactive, on hover, on click;
● Input fields – active, inactive, error state;
● Checkboxes and radio buttons – selected, unselected, inactive.

The Contractor shall provide no more than three different design concepts in stages.

**2.20. Design Adaptation for Users with Perceptual Impairments**
Information on the official web portal must be accessible to users with perceptual impairments in accordance with established requirements, specifically:
● High-contrast colors and legible fonts must be used;
● The minimum text contrast ratio must be 4.5:1 (except for large text – 3:1);
● Font size must be no less than 16 pt;
● The font must scale correctly using browser tools up to 200%;
● Animations with a frame change frequency of less than 3 seconds are not allowed;
● Text alternatives must be provided for images and media content;
● Text embedded in images is not allowed (except for logos);
● Keyboard navigation must be supported;
● Valid HTML markup must be used.