**Asian Productivity Organization
Date: September 16, 2015**

**Terms of Reference and RFQ of vendor for implementing self e-learning platform and Interactive content**

1. **Outline**
2. Name of project： Self e-learning platform (LMS) development with Interactive content based on APO supplied source material.
3. Timing and duration： 15th of October 2015 to 15th of September 2016 (one year contract and can be renewed based on performance).
4. Organizer： Asian Productivity Organization (APO)
5. Vendor: TBD
6. Objective: To implement new self e-learning platform with interactive content development based on APO supplied source material.
7. Activities: Source material preparation by APO selected experts, Self e-learning platform development (LMS), Interactive course content development, self e-learning related supports etc.
8. Submission deadline of signed Terms of Reference with deliverables: September 30th, Wednesday, 2015 JST 5p.m. (Prototype can be submitted by first week of October)
9. **Expected ability and demonstration**
* The selected vendor is expected to have broad experience on development of self e-learning area along with expertise in assisting self e-learning related support.
* The vendor is expected to coordinate in appropriate manner reflecting the various requirements of the stakeholders concerned.
* The vendor is requested to supply Five (5) minutes\* Level 3 based interactive content demo (please see below the definition of Level 3) for FREE in which source material is in here:
click this pdf icon:
*\*Above demo will be used for the selection of a vendor. If required, Subject Matter Experts (SME) support is highly possible during this five (5) minutes free prototype development.
\*In order to get the whole scenario of above module please browse below url:*
[*http://www.apo-elearning.org/moodle19/course/view.php?id=61*](http://www.apo-elearning.org/moodle19/course/view.php?id=61) *\*if needed, vendor can increase the above five minutes to more.*
1. **Working method of vendor**
2. Vendor should develop Interactive course material once and viewable in any form

factor/responsive design (desktop, laptop, smartphone-iOS/Android, tablet etc.).

 *(Interactive contents are expected to increase real life productivity, knowledge retention.)*

1. Vendor is expected to follow basic Instructional design model (case by case):
	1. ADDIE
	2. Merrill’s Principles of Instruction (MPI)
	3. Gagne’s Nine Events of Instruction
	4. Bloom’s Taxonomy
2. Vendor is expected to build each course materials in such a way (case by case)
	1. Story based (story should emotionally connect to learners, create curiosity; inspire action, easier to remember)\*
	2. Scenario based (including simplifies complex topics)\*
	3. Gamification based\*
	4. Emotional engagement based maintaining top most quality

Note:
*\*Vendor should continuously seek new ideas incorporation/rich and modern copyrighted graphics whenever design the courses.*

*\*Vendor should give attention to nice and elegant way use of navigation, sound, animation, links, bite-sized focusing on one skill etc.*

1. Vendor must use new version of authoring tools whenever needed for authoring the interactive content (after getting approval from APO).
2. Vendor should oblige to Intellectual property rights/Information security/NDA.
3. Vendor might ask to follow the Kirkpatrick 4 Model for training evaluation.
4. Vendor is expected not to use Flash technology to develop course material due to security

 issues (HTML5 conversion can be accepted).

1. Vendor is requested to follow APO’s project management steps when develop each course:

 Kick off -> Instructional Design -> Storyboard development ->Storyboard

 review-> Production-> QA & Testing-> Beta-> Review-> Go live

1. Vendor should provide the source file related to the course development with all assets as soon as course design is completed with a secured ftp environment.
2. Vendor should provide the documentation procedure of each course development (such as what tools are using for each course, what need to be done in future for updating the output file, bandwidth/loading time testing result with interactive content (in various bandwidth environmentor any others).
3. Vendor need to use American accent, clearly understandable audio when required.
4. **Vendor should provide consent regarding LMS platform that customization is possible whenever required by APO. *(****link in here)*
5. **Vendor should avoid these items when do Interactivity:** Redundant clicks, Next button fatigue, Inconsistent user experience, Interaction overload, Not putting learners in control, Overuse of certain elements, Interaction for the sake of it.
6. **Deliverables from vendor**
	* + 1. Vendor should provide previous/present portfolio (showcase link and the companies/organizations you have been working with). *(link in here)*
			2. Vendor should provide the work background of some of the expected staffs to its project
			*(link in here)*
			3. Vendor should provide below information:

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Established | Business | Market | Domains | Customers | Locations | Workforce | Accreditations/Awards | Performance data | Future vision |
|  |  |  |  |  |  |  |  | ■ Hours of eLearning developed=■ Customer retention rate=■ Countries –customer base= |  |

* + - 1. Vendor should provide guidance to subject matter experts regarding preparation of source

 content generation whenever needed.

* + - 1. Pricing:

Interactive content development cost (based on APO provided source material):

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Level 1\*****(Minimum level of interactivity)** | **Level 2\*(Mid level of Interactivity)** | **Level 3\*(High/Top level of Interactivity)** |
| **Sample URL** |  |  |  |
| **Per hour course development cost in USD (Grand Total)***\*HTML5 SCORM Package\*SCORM can have note taking feature, resume function.* | Using Adobe Captivate 9= In USD | Using Adobe Captivate 9= In USD | Using Adobe Captivate 9= In USD |
| Any other tool/s= In USD | Any other tool/s= In USD | Any other tool/s= In USD |

And (course wise development cost)

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Level 1\*****(Minimum level of interactivity)** | **Level 2\*(Mid level of Interactivity)** | **Level 3\*(High/Top level of Interactivity)** |
| **Sample URL** |  |  |  |
| **A course\* development cost in USD (Grand Total)** \*(100 A4 size pages/course)*\*HTML5 SCORM Package\*SCORM can have note taking feature, resume function.* | Using Adobe Captivate 9= In USD | Using Adobe Captivate 9= In USD | Using Adobe Captivate 9= In USD |
| Any other tool/s= In USD | Any other tool/s= In USD | Any other tool/s= In USD |

**\*If you have volume discount, please indicate in here:**

\*Definition of Level 1, 2 and 3 Interactivity:

|  |  |  |
| --- | --- | --- |
| **Level 1****(Minimum level of interactivity)** | **Level 2(Mid level of Interactivity, includes Level 1 and Level 2 interactions)** | **Level 3(High/Top level of Interactivity, includes Level 1, 2 and 3 interactions)** |
| * Static presentation
* Process – click and learn
* Multiple choice
* True and false
* Bloom’s Level 2 (Recalling relevant knowledge from long term memory + Understand Cleary what a learner have learnt)
 | Besides all features of Level 1, it should include:* Time line interaction
* Accordion
* Image, Tab - click and learn
* Drag and drop
* Visual menu
* Scenarios and Scenario based interaction, Scenario/conversational based interaction
* Scenario based question
* Rich media animations, real-life case studies and examples.
* Role play
* Process
* Bloom’s Level 3(Recalling relevant knowledge from long term memory + Understand Cleary what a learner have learnt + Use the knowledge gained in new ways)
 | Besides features of Level 1 and Level 2, it should include:* Gamification, Assessment gamification
* Scenario based with decision making
* Rich character interaction
* Interactive video, Audio with leap syncing (when required)
* White board animation
* Branching
* Role play interaction
* Combination of any of the below elements: audio-video, animations, scenarios, real-life case studies and examples.
* Conversational learning
* Inquiry-based learning (where the users are given a scenario or a problem and are assisted in finding the solution)
* Story-based approach (where the concepts are taught using a story involving relevant characters)
* Bloom’s Taxonomy

Bloom’s Level 5 (Recalling relevant knowledge from long term memory + Understand Cleary what a learner have learnt + Use the knowledge gained in new ways +Breaking the concept into parts and how each part is related to one another) |
| **Please indicate in %:**Non-interactive = %Scenario with interactivity = %Animation/Scenario = %Knowledge Check + Assessment = %Cognition level= %Visual=%Audio= %Navigation=% | **Please indicate in %:**Non-interactive = %Scenario with interactivity = %Animation/Scenario = %Knowledge Check + Assessment = %Cognition level= %Visual=%Audio= %Navigation=% | **Please indicate in %:**Non-interactive = %Scenario with interactivity = %Animation/Scenario = %Knowledge Check + Assessment = %Cognition level= %Visual=%Audio= %Navigation=% |

LMS Platform cost (based on APO requirements\*):

|  |  |
| --- | --- |
| **LMS cost in USD (Grand total):**(perpetual license, if it is year wise please indicate year, APO prefers perpetual license)*\*Please ignore above for Moodle platform. But include the basic installation cost.\*Please include LMS Roadmap for 3 years (if there are no confidentiality issues) (link in here)**\*Please include disaster recovery methods and policy(link in here)* |  |
| **If you have Annual License model, please indicate cost in USD (total) / year:** |  |
| **Initial customization cost:** |  |
| **LMS mobile app cost for iOS, Android, Windows (if any):** |  |
| **Support & Maintenance cost / Year:***(Please provide details on different support package, link in here)* |  |
| **Gold Support Package:** |  |
| **Silver Support Package:** |  |
| **Bronze Support Package:** |  |
| Below items can be under maintenance contract above or separate if it is separate then |  |
| **Upgradation cost / hour:** |  |
| **Customization cost / hour:** |  |
| **Troubleshooting cost / hour:** |  |
| **Users query support / month:** |  |
| **Hosting cost /month:***(Please provide hosting company name and make sure that it can be accessible from all over world)* |  |
| **Up to 500 concurrent users:** |  |
| **Up to 1,000 concurrent users:** |  |
| **Up to 2,000 concurrent users:** |  |
| **Unlimited concurrent users:** |  |
| **Webinar cost / month:***(Using third party services like live meeting/Cisco WebEx etc.; given that 100 users participate each webinar with recording facility.)* |  |
| **Security certificate (SSL) cost / month** **including app based SSL communication:***(Please provide SSL certificate vendor name)* |  |
| **Video teaser cost per minute (for web marketing of each course):** |  |
| **Any others cost, please add a row below and specify:** |  |

**\*List of specifications/features for self e-learning platform (LMS):***Please carefully read each of the below item and give tick mark* (✓ / 🗷 / Customization needed / your timeline of development)

|  |  |
| --- | --- |
|  | **Tick in below column** |
| **Base LMS Features:** |
|  | Manage Users |  |
|  | Content repository – Upload and manage various formats of content, such as SCORM 1.2, TinCan API, HTML, Flash, Video, PPT, PDF, Word Documents and many more |  |
|  | Enrollment based on criteria (suppose if passed a course then auto enroll to another level of course) |  |
|  | Create comprehensive and personalized learning plans |  |
|  | Create time bound learning plans |  |
|  | Define rules for the learning plan – learner can navigate through the plan as per his/her learning requirements |  |
|  | Browse and select courses from the available catalog |  |
|  | Restrict course access on basis of pre-requisites set or learner’s role |  |
|  | Recommend more courses on completion of one course (like amazon recommendation) |  |
|  | Self-subscription to courses by learners |  |
|  | Assign courses to individuals or group of learners |  |
|  | Manage multiple customized interfaces through the same installation |  |
|  | Generate comprehensive analysis reports to monitor and track learner’s progress |  |
|  | Graphical representation of data – Bar charts, Pie charts etc. (Dashboard) Tracking learners activity, ROI calculation, Account creation trend etc. |  |
|  | Impact analysis and KPI (overall and student wise level KPI) |  |
|  | Self-registration, integration with Human Resource System, CRM, Office 365 etc. Import data from Excel |  |
|  | Comprehensive user management module – create and customize user roles, define their login policy, customize the user interface for different user roles |  |
|  | Group users together for easier management, define workflow for course approval, define parameters such as Location, Department, and Reporting Authority for various kind of analysis |  |
|  | Auto mailers in html format to send notifications at various events |  |
|  | Integration with Microsoft Outlook: Any scheduled course/event confirmation is sent as a meeting invitation and the Outlook calendar gets automatically blocked |  |
|  | Calendar functionality to monitor dates for various events |  |
|  | Unicode support for different languages |  |
|  | Support Post – Post display with contact details for any support required by users |  |
|  | Offline Player – To download the course and sync to reconnecting to internet |  |
|  | Course complete notification to assigned stakeholders of course |  |
|  | Quiz submission notification to each stakeholders |  |
|  | Award certificate with security feature |  |
|  | Course status monitoring as an admin teacher and students |  |
|  | Gamification (Gamified LMS: make learning more engaging through Badges/levels/competitions and redeemable points.) |  |
|  | Ability to organize course pages by admin (please check Moodle) |  |
|  | Course ranking system plus amazon style star like ranking |  |
|  | Spaced Learning – Create a re-enforced program by sending information nuggets automatically after the completion of a course or classroom training. (Feb 16) |  |
|  | SMS integration – send automatic SMS alerts through the LMS |  |
|  | Please list up the exam cheating prevention method |  |
|  | LDAP integration |  |
|  | Course feedback/evaluation form from students/participants and displaying graphically on dashboard and sending email notification if forgot to give evaluation graphically |  |
|  | Secure Hosting & Automatic Backups |  |
| **Webinar/Virtual Classroom Features** |
|  | Create and invite users to an online classroom session |  |
|  | Supports - Live audio / video transmission, text chat, shared whiteboard, upload and share different file types (PPT, BMP, JPEG, GIF, SWF, WAV, AVI and many more), and polls |  |
|  | Classroom control features, such as Raise Hand, Pass Control |  |
|  | Session Recording and Playback – allows you to record a live session and then play it online. |  |
|  | Live streaming |  |
| **Collaboration Items Features** |
|  | Blogs |  |
|  | Wikis |  |
|  | Podcasts |  |
|  | Question and Answer Panel |  |
|  | Discussion Forum - course based or generic |  |
|  | Message Board (Internal message exchange system) |  |
|  | Survey Management – course based or generic |  |
|  | News Management – course based or generic |  |
|  | Announcement Management - course based or generic |  |
|  | FAQ Management - course based or generic |  |
|  | Note taking feature (this is not related to SCORM note taking feature) |  |
| **Assessment Engine Features** |
|  | Develop an online assessment including various kind of questions |  |
|  | Global question bank management |  |
|  | Assign online assessment in training and evaluation mode to individuals or group of learners |  |
|  | Questions format supported - true and false, multiple choice, multiple responses, match the following, fill in the blanks and object sequencing essay |  |
|  | Randomizing questions |  |
|  | Create time-bound assessments |  |
|  | Customize welcome message in an assessment |  |
|  | Customize response for each correct and incorrect answer |  |
|  | Manage the internet/network connection lost mechanism |  |
|  | Flagging - this enables the test takers to mark questions for revisiting |  |
|  | Attach supporting content like pictures, videos etc. |  |
| **Skill-gap and Competency Module Features** |
|  | Create organization specific job profiles and assign them to learners |  |
|  | Allow learners to conduct their own skill gap analysis |  |
|  | Verification of self-skill-gap analysis by the respective managers |  |
|  | Suggesting list of courses that learners should go through to bridge the gaps |  |
|  | Conduct skill gap analysis on organization’s workforce (for a particular group, location, or job profile) |  |
| **Classroom and Logistics Management Features** |
|  | Define various logistic items, such as class rooms, presentation material, instructor calendar |  |
|  | Schedule session, search for available instructor with required skills |  |
|  | Self-nomination, manager subscription, assign sessions to individual users, or club users in batch and assign sessions to batches |  |
|  | Notification e-mail, and then confirmation email to participants |  |
|  | Upload session attendance, student feedback, assessment marks |  |
|  | Students can provide feedback for teachers using Survey feature |  |
| **Authoring capability** |
|  | Web based authoring capabilities (Please check Moodle for others authoring capabilities) |  |
| **E-Commerce Features** |
|  | Assign price to courses |  |
|  | Publish courses to course catalog, which can be displayed on your portal |  |
|  | Integrate with Online Payment, mobile based payment or any when required |  |
|  | Reports to view courses sold, payment details |  |

***\*Please make sure APO that customization is possible whenever required by APO.***

Standard LMS should include:

* Standard features (Some are mentioned above)
* Site branding and look and feel (responsive design with several themes)
* Initial customization with next periodical updates.
* Manual for Admin, Teacher and Student etc.
* Policy for backup and disaster recovery *(link in here)*

Please provide trial account URL, user id and password of future LMS:

URL:
User ID:
Password:

Sample LMS URL (How APO self e-learning can be in terms of branding/look and feel):

<http://www.udemy.com>; <http://ocw.mit.edu/index.htm>; <http://online-learning.harvard.edu>; <https://www.coursera.org>; <https://www.edx.org>; <http://www.wiziq.com/>; <https://www.khanacademy.org/>; <http://www.lynda.com/>; <https://www.udacity.com/>; <https://www.futurelearn.com/>; <http://www.solarenergy.org/careers-job-board/>

1. **Payment Schedule**

Depend on the contract.

1. **Contact Information**

If there are any queries, please contact us directly via e-mail using the contact information below.

Attention:
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*\*Please do not submit your own format.*

*\*Please sign and sealed by your CEO or higher position official.*

*\*Attachment should be inline or link in here section.*

*\*Exact ballpark figure (not in range) in* ***USD****.*