



REQUEST FOR PROPOSALS MICROTASKING MVP PLATFORM

BACKGROUND

ABOUT AMNESTY INTERNATIONAL

[Amnesty International](#) is a global movement of more than 7 million people campaigning for a world where human rights are enjoyed by all. We investigate and expose the facts, whenever and wherever abuses happen. We lobby governments, and other powerful groups such as companies, making sure they keep their promises and respect international law. By telling the powerful stories of the people we work with, we mobilize millions of supporters around the world to campaign for change and to stand in defence of activists on the frontline.

We are funded by members and people from all over the world and are independent of any political ideology, economic interest or religion.

SUMMARY OF THE PROJECT

“Alt Click” is a project aiming to inspire a new generation of tech savvy human rights activists to take action, effect change and to be part of Amnesty’s work on documentation, verification and collation of human rights abuse evidence. As part of this project, we will run a series of pilot projects, exploring various mechanisms to engage our membership in analysing satellite imagery, verifying and annotating videos and processing large amounts of documents or social media data through crowdsourcing and microtasking.

Our first pilot project aims to unlock data from urgent actions (UAs) with the support of digital

volunteers via a microtasking platform.

For over 40 years Amnesty has been supporting individuals at risk by issuing urgent actions and galvanising it's network of supporters and activists around the world to take action and protect people from torture, wrongful detention and other grave human rights abuses.

The UAs are documents (Word and PDF) containing information about the person suffering a human rights violation, a description of what happened and a call to action for our volunteers around the world. We curate a complete and comprehensive archive of these documents, in total amounting to approximately 25.000 (500 - 700 per year). All documents have accompanying metadata including unique ID, publication date, language, human rights keywords, region and country. However, it's very hard to analyse these documents and understand trends over time, geographies, types of individuals, type of violations, etc.

The objective of this consultancy is to develop a **microtasking minimum viable product** (MVP) where digital volunteers can help us categorise and analyse UAs, enabling Amnesty International and other partners to identify trends and patterns of human rights violations over time. The initial MVP will only focus on a subset of UAs and will engage a specific, limited audience.

SOLUTION REQUIREMENTS

ORGANISATIONAL GOALS

In deploying the envisioned solution, Amnesty International hopes to achieve the following:

- Unlock data from UA in a way that will enable us to understand trends and patterns over time
- Test microtasking as new way to engage our supporters and members in meaningful ways. If successful, we plan to extend the use of microtasking to analysis of other types of data such as satellite imagery, social media reports, videos, etc.
- Test microtasking as research tool; in particular test the potential to support Amnesty analyse data that would otherwise be time-consuming to process or impossible to access.

USER ROLES/ PROFILES

We are in the process of developing user stories for this platform and we will share those with the selected developer.

- Digital Volunteer - can contribute categorising and analysing urgent actions; she is able to choose whether to contribute anonymously or to log in and give her personal information
- Super Digital Volunteer - a trusted volunteer, who is either nominated by Amnesty International or gained trust though contributions; she can double check and validate other people's contributions

- Administrator - has access to an administrator panel where they can:
 - add/ edit/ delete information from the platform
 - manages users and validates content
 - is able to access and download complete or partial data

TECHNOLOGY

We have a strong preference for building on existing micro-tasking platforms, as opposed to developing from scratch a custom platform.

We researched existing solutions and documented them here:

<https://library.theengineeroom.org/microtasking/#tools-and-platforms>

We envisage this MVP as a standalone instance of the above cited microtasking platforms, customised to meet the specific needs of this project and having an Amnesty International look and feel.

Scalability

It is essential for the platform of choice to support scalability both for this specific project (in terms of number of documents uploaded on the platform and number of users contributing), and for future projects. Preference will be given to microtasking platforms that can support different types of data and interactions.

Browser and device support

We expect a fully responsive front-end solution, functioning optimally with the most common modern browsers (Chrome, Firefox, Safari, latest IE). Since the platform will require screen real estate, the focus will be on desktop/laptop and tablet resolutions first, smartphone second. The starting working resolution should be 1280 x 800, or a common 13" laptop screen.

Licensing

The final code output (codebase and all working files) will be open sourced, through a Creative Commons or similar license agreed between the developer and Amnesty International.

The content (UAs, user input) has data privacy considerations that need to be assessed during and after the MVP process; for that reason, the content will not be shared publicly until a subsequent phase.

Version control and collaborative development

The version control environment of choice is GitHub.

User engagement measurements

Given that this is a pilot project, we want to learn as much as possible what works and what doesn't work based on user engagement data.

The platform should be able to provide detailed data and analytics about users including (but not limited to):

- user provenance
- browser/ OS used
- time spent on platform
- number of tasks completed
- time per completed task
- number of other actions completed
- clicks on certain features/ pages
- etc.

AB testing

The platform should support A/B testing to allow us to pilot various approaches with different users. For example, we want to test whether users are prone to take other actions supporting Amnesty International after they completed a certain number of tasks (for example sign petitions, become an Amnesty member, take an urgent action, etc)

Features

Amnesty International underwent a feature sorting process with internal stakeholders to identify MVP priorities and other desirables. The following non-exhaustive list of features serves to give an idea of desired functionalities for the MVP, in priority order:

- **Must-be** features
 - Tutorial, About page, tooltips and terminology explanations
 - User feedback form
 - Admin interface for overview, upload, management of content and users
 - Multi-language support
 - Analytics and reports on user engagement and website performance
 - Conversion and calls to action integrated with AI campaigns
 - Data export
 - Low-bandwidth access
 - Integration with AI CRM
 - User registration, email updates, anonymous login
- **Performance** features
 - Social sharing
 - Conversion of users into AI members
 - Links to related content
- **Attractive** features
 - Contextual information (more about this, suggested keywords)
 - Gamification features (per-country contests, user groups)
 - Different user levels based on quantity and quality of engagement
 - Visualizations (top 10 lists, progress, etc)

COEXISTENCE AND COMPETITION

The current Amnesty [website](#)/ IT architecture has the following components:

- Content Management System – [Umbraco](#)
- Campaigns Platform – [Engaging Networks](#)
- Document Management – [Sharepoint](#)
- CRM and Email – SalesForce and [ExactTarget](#)
- Hosting – [Azure](#)

DESIGN/ LOOK SPECIFICATIONS

The developer will receive wireframes, AI branding guidelines, and MVP branding/design static mockups, to guide development. We expect the developer/company to have the necessary front-end skills to translate static mockups and wireframes into working web-based solutions, knowledgeable and experienced with the design rules of the online medium.

Wireframes and static mockups will cover most of the necessary features; however, we expect you to be able to adapt designs and develop additional graphic content (within reason) that works with the proposed UX and design structure.

If you wish, you can also propose a quote for the visual design of wireframes. In that case, please make the two quotes (development and design) clearly distinct in your proposal. The wireframes will be developed internally.

TIMELINE

Desired launch: approximately May 1st 2016

Review and testing:

Amnesty will designate a product manager who will work with the developers on a regular basis and provide feedback and all the necessary information. As well as this, Amnesty has the support of the engine room, an organisation with extensive experience in developing technology for NGOs - they have an advisory and support role interfacing with Amnesty and the developers.

Prior to the site's formal launch, we will have agreed milestones and corresponding periods of testing to ensure site functionality and stability.

PROFILE OF DEVELOPER/ COMPANY

- We are looking for individuals or companies with strong expertise in designing/developing

interactive content-heavy websites for not-for-profit organizations, with specific experience developing crowdsourcing and microtasking platforms;

- Excellent track record of delivering projects on time and on budget

WHAT WILL BE PROVIDED BY AMNESTY INTERNATIONAL

- Wireframes
- User stories
- Brand guidelines: a document defining the general visual look and feel of the platform: logo, fonts, colors, white space, icons, symbols, layout ideas etc. (*unless the company proposes their own visual design creation and gets selected*)
- Kano model feature sorting

HOW TO APPLY

The deadline for applications is February 17 but we encourage you to apply early: we'll be reviewing applications as they come in and possibly making a final selection before the deadline.

We welcome both complete applications and questions. Please write to Milena Marin at milena.marin@amnesty.org

A full submission must include:

- Links to similar sites/ platforms done within the last two years
- Explanation of approach and platform used
- A concise narrative component that addresses the Solution Requirements section of the RFP, expanding on your vision, thinking, preferred approach, and any doubts about the proposed components
- Suggested budget: please submit a budget for the completion of the MVP as well as day rates for additional work that falls outside the scope of this contract.