LPI - Multimodal Platform in English

Support to English literacy

TECHNICAL ANNEX

1. OBJECTIVE

The objective of this call is to acquire a **Multimodal Platform in English** (including contents) as a "finished product" in SaaS mode, aimed at students and teachers, to promote strategies and opportunities for exposure to English materials in different formats and modalities, with special attention to reading - written language - as well as visual and auditory. We are looking for a product that is aimed at the development of literacy in English in a broad sense, with special attention to digital reading. It aims to acquire a product that allows to personalize the teaching, attending to the own abilities of English language students of Primary and Secondary Education.

The main objective of the tool is to expand and promote the exposure and development of children's and adolescents' literacy in English, both inside and outside the educational context, so the quantity and diversity of materials available (in subjects and levels) is especially valued.

No customized development offers will be accepted. The evaluation will prioritize the quality of the web experience, in particular navigation, adaptability and contents offered.

Currently Plan Ceibal Uruguay has different platforms for students and teachers in Primary and Secondary Public Education, covering a quota of more than 600,000 beneficiaries.

The minimum time horizon that Ceibal is able to guarantee a contract for is 3 years, provided that the project is successful in its first year of implementation.

Each bidder must submit their offer according to the specifications of section 7.

OFFER. Ceibal Center reserves the right to reject an offer that is not presented in accordance with this budget scheme and prices.

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2. INTRODUCTION

The platform is intended to offer a motivating and rewarding multimodal digital reading experience, enabling the student to enjoy his / her learning process of English as a foreign language, through relevant, meaningful and varied proposals that respect different learning rhythms. The material to be acquired could include books, authentic articles, material created for didactic purposes, interactive digital content, videos, and audios, among others). This content should be aimed at the target audience - children and adolescents between 10 and 17 years.

It is especially important that the tool is targeted at a population we describe as "high interest - low proficiency," i.e. adolescents and children with varying interests but limited knowledge of English. It is sought that in this platform the students of Primary and Secondary Education can access material on topics relevant to them, but accessible from the point of view of their linguistic complexity.

In parallel, we seek to support the teachers work, providing a tool that allows accompanying the students in their particular capabilities and difficulties, serving as a source of information relevant to the efficient accompaniment of their students. Likewise, it is also important for students to find a guide in the same tool that guides them in the use of the reading material, which accompanies their level of understanding, and helps them advance in their English learning.

We seek to acquire a modern tool that enhances collaborative spaces at multiple levels and above all, focused on the user experience, with priority being its usability and ease of appropriation by Ceibal's target audience in all of its programs.

3. FUNCTIONAL REQUIREMENTS

This section describes the requirements of the product sought.

3.1. MANDATORY REQUIREMENTS

3.1.1. Usability

Friendly, intuitive and of easy appropriation by users.

3.1.2. Contents

The proposal must contain multimodal texts in English, that is to say, texts in English of varied support, with special emphasis (but not exclusive) in the written language. Content can offer a combination of written, visual and auditory material. We are looking for a platform that contains interactive digital material. The materials must present different levels of difficulty in English, starting from the initial basic level.

3.1.3. Adequacy of contents

The platform must meet the needs of teaching English to children and adolescents, offering a variety of materials on subjects (especially taking into account the interests of the adolescent public) and varying levels starting from the initial level.

3.1.4. Customization and adaptation of the proposal

The materials should promote active learning and allow accompanying different modalities, capacities and levels of knowledge of the students. We will value functionalities developed so that students can make their own learning process and consider personal paths and goals in relation to it.

3.1.5. Tracing

The platform should include functionalities developed for the teacher to obtain continuous information of the evolution of the learning processes of its students.

3.1.6. Reports

The platform must provide usage statistics at the user level, in the style of a log of interactions with the site. As an example, a non-exhaustive list of certain indicators to be measured is listed:

- ○ Visited resources.
- ○ Downloaded resources.
- ○ Text books visualized online.
- ○ Online visualization time.
- ○ Text books visualized in "preview" mode.
- ○ Comments done.
- ○ Resources ratings.

3.1.7. Export

A mechanism must be provided to export all information generated in the system, as well as documentation (data dictionary) of such information. For example an API (preferably REST services) or possibility to export to .csv or another format automatically, to integrate with other Ceibal tools.

At a minimum, it is required that all interactions made by users (entry to the platform, visualization of content, progress in reading, etc.), generate events, with date-time, user identifier, type of event, and specific information of each event. Specify.

3.1.8. Users

The tool must support the configuration of different categories of users and permissions.

3.1.9. Authentication and authorization

The platform should be integrated with the centralized login system of Ceibal using CAS protocol. For more information consult https://wiki.jasig.org/display/CAS/Home

It also must authorize the privileges of the user, interacting with the Ceibal API to obtain the profile of the user (students, teacher, supervisor, etc.)

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3.1.10. Massive and incremental load

A mechanism must be provided for registration, withdrawal and modification of educational centers and groups (and users if necessary) on a massive basis to the platform. It will be appreciated if it can be done through REST services, Specify.

3.1.11. Web Compatibility

The platform and content should work correctly in the latest versions of the three most common browsers: Chrome, Firefox and Microsoft Edge.

3.1.12. Compatibility with the equipment (laptops and tablets) delivered by Ceibal

The platform and the contents must work correctly in the devices delivered by Plan Ceibal, both in its Web version and mobile version if available. The web version should work in Chrome version 48 and above.

The behavior of the tool in the Ceibal devices will be evaluated taking into account, among other aspects, adequacy to the size of the screen and the performance on the equipment.

For more information on the Ceibal equipment consult: http://www.ceibal.edu.uy/es/dispositivos

3.1.13. Customization of web - interface

Possibility of personalizing the look & feel of the platform (web version) according to the aesthetics of Plan Ceibal.

3.1.14. Autonomy for operation

Facility and independence from the bidder for Ceibal to manage and operate

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the platform.

3.2. DESIRABLE REQUIREMENTS

3.2.1. Application for Mobile Devices

Mobile application that allows offline reading. Should work at least on Android 5.0. Working on earlier versions will be appreciated.

In case the application is included in the offer, the provider must allow Ceibal to distribute the application through its application repository and include it in the software images developed for its devices.

3.2.2. Integration with CREA (LMS Schoology)

Integration with the existing content management platform. Specify in an accurate way the level and form of integration with Schoology, clarifying if it includes a data feedback with said LMS.

- For LTI see https://support.schoology.com/hc/en-us/articles/204377963-A-How-to-Guide-for-Schoology-s-LTI-Integration)

- For API see https://developers.schoology.com/app-platform

3.2.3. Distribution

Possibility for administrator users to customize content submissions, individually or in batches, to user groups. For example, send the users of each grade the set of textbooks corresponding to the grade.

3.2.4. Offline content for web solution

Ability to download content to work or access offline. In case of including this functionality, keep in mind that it should work on the following operating

systems: Linux (Ubuntu 12 distribution onwards), ChromeOS. and Windows 10.

For more information on the Ceibal equipment consult: http://www.ceibal.edu.uy/es/dispositivos

3.2.5.   Customization of app - interface

We will value multiplatform performance and the possibility of adapting the app's look & feel to the aesthetics of Plan Ceibal.

3.2.6.   Orientation Guide for Students use

We will appreciate that students can find a guide in the tool itself that guides them in the use of reading material, which accompanies their level of understanding, and helps them to advance in their learning of English.

4.   NON-FUNCTIONAL REQUIREMENTS

4.1.   SLA – SERVICE LEVEL AGREEMENT

The offer must include a description of the proposed service level, including:
- A description of the service being provided (which areas are included in the service and which are Ceibal's responsibility).
- UpTime: Time of activity percentage and maximum limits for service interruptions.

- Problem notification procedure: who can be contacted, how problems will be reported, escalation procedure and what other steps are taken to solve the problem efficiently.
- Incident response time: average response time, resolution and fault recovery; distinguishing different levels of criticality to agree with Ceibal.
- Monitoring and reporting - who monitors performance, what data will be collected, and how often and how will Ceibal access performance statistics.

Ceibal may negotiate with the winning bidder the characteristics of this agreement, including penalties for non-compliance.

It is also requested to describe the work methodology to inform and validate the management of changes (functional and technical) in the platform that can affect Ceibal's operations, for example at the level of compatibility with devices or integration with other systems.

4.2. CONFIDENTIALITY AND DATA PROTECTION

The contract winning Company, expressly obliges itself to keep in the strictest confidentiality all the information that it processes or uses during its relationship with Centro Ceibal. Confidential Information includes, among others, the following information: any strategy, business plan and procedure, proprietary information, software, tool, process, images, personal data, methodology, information and trade secrets, and other information and material of Ceibal, as well as students, beneficiaries, teachers, study centers, that could be obtained by the Company from any source or could be developed as a result of this contract.

The Company undertakes to process the personal data to which it has access through this contract, in accordance with Law No. 18.331 of August 11, 2008 and Decree No. 414/2009 of August 31, 2009, only for the service and in the framework of the contracted service, not being able to use them for any other purpose, neither for their own benefit, whether free or onerous, nor give, communicate or transfer them to third parties, unless prior authorization from Centro Ceibal.

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In no case, access to personal data may be understood as a transfer or permission for its free use by the Company.

The Company undertakes to adopt the necessary security measures to guarantee the security and confidentiality of the personal data and to prevent its adulteration, loss, consultation or unauthorized treatment, as well as to detect deviations of information.

In the event that personal data is stored, even temporarily, outside the national territory, the Company undertakes that the importer will be in countries with adequate levels compared to European data protection standards, in accordance with Directive 95/46 / EC of the European Parliament and of the Council, amending, concordant and complementary. Otherwise, the Company undertakes to have the consent of the data holder for the transfer to a territory not suitable, or that the importer is adhered to the framework of Privacy Shield, has signed model contractual clauses with the exporter or has a registered Code of Conduct, with the consequent authorization of international transfer of data processed by the Control of Personal Data and Regulatory Unit, in the last two cases.

Upon the conclusion of this contract, the Company undertakes to return or delete all personal data accessed, obtained or processed under this contract from all its physical and logical files and systems, whether owned or contracted to third parties, as well as the associated metadata, in case it corresponds and without prejudice to the particularities of each service, which will be considered by Centro Ceibal in the specific cases for this obligation to be fulfilled.

For the purposes of this agreement, personal information is considered information of any kind referred to natural or legal determined or determinable persons, by way of example, any numerical, alphabetical, graphic, photographic, acoustic or any other information referring to them directly or indirectly, in accordance with the provisions of article 4 of Law No. 18,331 and articles 1 and 4 of Decree No. 414/009.

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4.3.   SECURITY OF THE INFORMATION

The offer must include information on information security, according to the following detail:

- Specify where the data will be hosted and present the privacy policy and terms of use for the tool.
- Specify if you have processes and certifications of Information Security Management. Ex: ISO 27001/272002
- Specify documented protocols for managing access to information. Include documentation detailing the roles and responsibilities of the personnel providing the service, including management by third parties.
- Specify the access protocols to domain information directories with which the product allows integration. Ex: Google, Active Directory, LDAP.
- Data protection protocols used:
    - Detail architecture of service
    - Specify data encryption method
    - Specify data transfer protocols
- Security of the application:
    - Detail the tools/processes used to manage and prevent vulnerabilities and threats of the application.
- Security of IT infrastructure:
    - Detail the network Security protocol
    - Detail backup protocols, including contingency plans and recovery tests of the information and the service.
    - Description of registry log
    - Specify the defined monitoring and alarm
    - Specify physical security protocols

5. IMPLANTATION PROJECT

5.1. PROJECT PLAN

The offer must include a project plan for the implementation of the platform, as well as training in the administration and operation of the platform, including the following points:

- Work methodology.
- Detailed chronogram.
- Testing plan.

At least the following documentation must be submitted:

- User manual for all user profiles provided by the tool (administrator, client, etc.)
- System requirements for all components of the solution.
- Data dictionary generated by the platform.

5.2. TRAINING

A training plan should be proposed for the administrators, technicians and officials that Ceibal considers, in order to acquire knowledge for the correct operation of the platform.

A maximum of 10 people will receive the training, among the different profiles. Training can be face-to-face or remote.

6. EVALUATION

Without loss to what is established in the General Bidding Document on the evaluation of bids, these will be evaluated taking into account the fulfillment of the mandatory and desirable requirements presented, and the user experience. Likewise, the quality of the product will be taken into account, according to the needs of the Ceibal Plan, its target audience and its responsibilities, as well as the background of the offeror and similar projects implemented, among others. For the technical analysis, the factors listed in Annex I - Compliance Table will be considered.

6.1. TEST USERS

Test users are required so that Plan Ceibal can evaluate the tool, verify its performance and fulfillment of the requested requirements, prior to the award. Plan Ceibal may ask the offeror for technical assistance during this process.

6.2. DEMO

Centro Ceibal may request a demo of the solution, either face-to-face or remote, after the opening of bids and to coordinate later with the offeror.

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The demo will evaluate, among other aspects, all the functionalities that the platform presents and the user experience in Ceibal devices.

6.3   PILOT

If deemed necessary, Ceibal may call for the realization of a pilot of the product that has been selected based on the technical-economic evaluation. Licenses and parameterization of the platform for the realization of the pilot will be on charge of the Company that presents the product.

In such case, the final award will be made conditional on the pilot being successful.

The pilot will consist of a reduced implantation project, for a maximum of 15 classes during a period of not more than 4 weeks, with the objective of evaluating and collecting feedback from the end users. For that instance, the provider must load the assigned classes and parameterize the platform so that the user can use 100% of the functionalities.

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7. OFFER

In order to facilitate the evaluation, it will be appreciated that the presentation of the offers is segmented as specified in sections 7.1 "Items to be estimated" and 7.2 "Presentation." In addition, Ceibal will request test users, as specified in section 6.1 and a DEMO, specified in section 6.2 DEMO.

In order to ensure the completeness of the information provided in the offer, in Annex III, a checklist is presented with everything it should include.

7.1. ITEMS TO BE ESTIMATED

7.1.1. Student user active licenses (Mandatory/Contents included)

The objective of Ceibal is that the products and services that are acquired, can be used by all beneficiaries of the Plan (students, teachers, family, etc.). That is why the systems must be able to be configured in such a way that any user of the Plan that wants to access them, can do it. However, this does not imply that all beneficiaries will use the services or have the same level of use.

For this reason, Ceibal requires a mechanism for recipients to use the platform with a trigger criterion by which only those user licenses who have passed a minimum usage threshold are paid.

An active user is considered to be that user who registers activity on 5 different days during the school year.

Therefore, in order for a license to be considered active (and therefore corresponds to pay the price thereof), the student must have registered activity in 5 different days in a school year.

The supplier must estimate active user licenses in SaaS mode (Software as a Service), which implies that the cost must include the license of use, but also the hosting and backup services, update services,

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maintenance and support.

The item Student User Active Licenses must be estimated according to the following detail:

Up to 5.000 licenses*	Up to 10.000 licenses*	Up to 25.000 licenses*	Up to 50.000 licenses*	Up to 100.000 licenses*	More than 100.000 licenses*

Estimate unit price of the Active Student User License for each of the stripes.

Licenses for teacher profiles, guest teachers or parents should be provided free of charge.

As an example:

(merely illustrative numbers)

Up to 5.000 licenses*	Up to 10.000 licenses*	Up to 25.000 licenses*	Up to 50.000 licenses*	Up to 100.000 licenses*	More than 100.000 licenses*
USD 2	USD 1,90	USD 1,75	USD 1,5	USD 1,5	USD 1,5

Example 1: 4000 licenses are consumed so the amount to be paid is USD 8,000

Example 2: 7000 licenses are consumed so the amount to be paid is USD 13.300

Example 3: 24.000 licenses are consumed so the amount to be paid is USD 42,000

Example 4: 52.000 licenses are consumed so the amount to be paid is USD 78.000

The stripes refer to the total number of users accumulated during a school year.

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7.1.2. Cost of implantation

The supplier must indicate whether there is a cost of deployment and parameterization as part of the one-time implementation process in the first year. If it exists, it is required to indicate the equivalent cost in development hours [1].

7.1.3. Development Hours (mandatory)

The item Development Hours must be estimated, which will be demanded in case Centro Ceibal requires adjustments for the adaptation, integration with external services or customization of the Platform independent of changes to "look and feel".

This item should be estimated according to the following detail:

Up to 200 Hours*	Up to 500 Hours*

* Estimate unit price Hour for each of the stripes

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[1] Ex: If the implementation cost is USD 100 and the development hour was estimated at USD 1, the equivalent cost is 100 hours.

7.2. PRESENTATION

The offeror must submit its offer segmented into folders according to the following guidelines:

1. Folder with Annex I: COMPLIANCE TABLE, and Annex II: BUDGET, complete.

2. Folder with functional description and technical specifications of the platform.

3. Folder with functional description, technical specifications and budget of the optional functional

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requirements requested in section 4.3 OPTIONAL.

4. Folder with project plan as specified in section 6. PROJECT.

5. Folder with complementary technical information that the offeror considers pertinent to contribute.

6. Folder with description of the offeror's background.

8.   INTELECTUAL PROPERTY

The winning Company is obliged to grant to Centro Ceibal a non-territorial, non-exclusive use authorization for the duration of the contract, for access to the platform, developments, materials, etc., in the terms provided in point 7.1., as well as to reproduce, distribute, publish, communicate to the public, modify them, and create derivative works from it and the materials and pre-existing work, for the sole purpose of complying with the requirements of the agreement between parties.

The Company assures Centro Ceibal that the platform, developments, materials, etc. acquired shall be original and do not infringe any right of Intellectual or Industrial Property of third parties, including but not limited to copyrights, trademarks and other distinctive signs, patents, utility models, industrial designs, trade names, Internet domain, commercial secret, or undisclosed information, image rights or similar legal rights, and that are not encumbered, subject to inhibition or affected in any way that affects their free availability to the Centro Ceibal. Likewise, the Company assumes full responsibility for legal actions and / or claims of any nature - including, but not limited to, extrajudicial, judicial, civil, criminal or administrative claims - that may arise from the use of the software offered, and will respond damages, penalties, costs, attorney's fees, expenses, and any other losses that may be levied to Centro Ceibal for such reason.

9. ANNEX I: COMPLIANCE TABLE

The offeror must complete the compliance table for all requested requirements. For reference to the evaluation team, you must also indicate in which part of the presented proposal is the corresponding information to the request.

The **COMPLIANCE** column will be completed with the Yes / No options.

FUNCTIONAL REQUIREMENTS			Reference in Offer	Compliance	Remarks
MANDATORY					
3.1.1	**Usability**	Friendly, intuitive.			
		Easy appropriation by users.			
3.1.2	**Contents**	Contains multimodal texts in English			
		Contains combination of written, visual and auditory material.			
		Contains interactive digital material			
		The materials present diverse levels of difficulty (English language)			
3.1.3	**Adequacy of contents**	Meets the English teaching proposals in Primary and Secondary education.			
		Variety of materials according to level and interests			

3.1.4	Customization and Adaptability of the proposal	Has functionalities for the student to pursue its own learning process			
		The student can consider personal paths and goals in relation to it.			
3.1.5	Tracing	Has functionalities that enable teachers to access information regarding the learning process of the student.			
3.1.6	Analytics	User-level statistics			
		Considers indicators to be assesed			
3.1.7	Exportation	Has mechanisms to export all the information generated			
		Generates Events with any user interaction (date-time-id user-type event)			
3.1.8	Users	Allows configuration of different user categories and permits			
3.1.9	Authentication Authorization	CAS Integration			
3.1.10	Massive Load	Load mechanism specification (API. Import .csv, REST services, etc.)			
3.1.11	Web compatibility	Correct performance in Chrome, Firefox and Internet Explorer browsers			
3.1.12	Compatibility with equipment	See compatibility with equipment delivered by Ceibal (Web - Mobile)			
3.1.13	WEB interface customization	Customize look & feel of plataform			
3.1.14	Autonomy	Facility and independence from the offeror for Ceibal to administer and operate the platform.			

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The **COMPLIANCE** column will be completed with the options Yes / No / Partial. In case of partial compliance, it will be clarified in the REMARKS column.

		DESIRABLE	Reference in Offer	Compliance	Remarks
3.2.1	**Application for mobile devices**	Running on Android			
		Allows offline reading			
3.2.2	**Integration with CREA**	Specification of level and form of integration with Schoology			
3.2.3	**Distribution**	Content submission by admin users			
3.2.4	**Offline contents for web solution**	Downloads contents to work or access offline			
3.2.5	**App interface customization**	Look & feel adaptation for Ceibal			
		Multi-platform operation			
3.2.6	**Built-in user guide**	Built-in user guide for students use			

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The **COMPLIANCE** column will be completed with the Yes / No options.

	NON-FUNCTIONAL REQUIREMENTS		Reference to Offer	Compliance	Remarks
4.1	**SLA**	Proposed service level description			
4.2	**CONFIDENTIALITY AND PERSONAL DATA PROTECTION**	Complies with legal provisions			

10. ANNEX II: BUDGET

Active Licenses Budget					
STRIPE 1	**STRIPE 2**	**STRIPE 3**	**STRIPE 4**	**STRIPE 5**	**STRIPE 6**

Quotation stripes:
1. Up to 5.000
2. More than 5.000, up to 10.000
3. More than 10.000, up to 25.000
4. More than 25.000, up to 50.000
5. More than 50.000, up to 100.000
6. More than 10.000 licenses

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Development Hours Budget	
STRIPE 1	**STRIPE 2**

Quotation stripes:
1. Up to 200 hours
2. More than 200, up to 500 hours

11. ANNEX III: OFFER CHECKLIST

1. Complete ANNEX I: COMPLIANCE TABLE

2. Complete ANNEX II: BUDGET TABLES

3. Submit PROYECT PLAN according to specifications in section 5.1

4. Submit TRAINING PLAN according to specifications in section 5.2

5. Submit proposed SLA description

6. Segment offer into 6 folders according to specifications in section 7.2