



**THE TIRUR URBAN
COOPERATIVE BANK LTD.**

REQUEST FOR PROPOSAL FOR BANK'S CORPORATE WEBSITES REVAMP AND MAINTENANCE

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Table of Contents

1. Introduction and Background:.....	5
2. Project Objectives:	5
3. Scope of Work:	6
4.1 Website Analysis and Planning:.....	6
4.2 Website Design:	6
4.3 Front-end and Back-end Development:	7
4.4 Security and Data Protection:	7
4.5 Testing and Quality Assurance:	7
4.6 Website Launch and Deployment:	8
4. Questions to be answered by the service provider (Keep the same format):	8
5. Design and Technical Specifications:	9
6. Functionalities:	11
7. RFP Terms and Conditions:.....	12
8. Details regarding submission of RFP:.....	13

1. Introduction and Background:

The Tirur Urban Co-operative Bank was started as early as 1916. The Bank has a humble but potential birth in terms of the economic conditions that prevailed at its inception. In 1930 the Bank was upgraded and renamed as Tirur Urban Co-operative Bank. In 1973 the Bank was brought within the purview of the Banking Regulation Act. With effect from 1.4.1973, it was finally reorganized and renamed the Tirur Urban Co-operative Bank Ltd. In 1967 the Bank began to function on its premises. Tirur Urban Co-operative Bank, Reg. No: F 1818 has 13 branches.

The Tirur Urban Co-operative Bank Ltd ('TUCB' / 'Bank') invites Request for Proposal (RFP) and Quote from eligible service providers (having demonstrable experience in creating and maintaining websites) for Bank's Corporate Websites Revamp and Maintenance.

2. Project Objectives:

The primary objective of this project is to revamp our existing website to deliver an exceptional user experience while maximizing conversion rates. The update aims to provide a modern, intuitive, and visually appealing website that aligns with our brand identity and effectively engages our target audience of the Bank.

Through this revamping initiative, we seek to achieve the following specific goals:

- ⇒ Improved User Experience: We aim to create a seamless and user-friendly experience for our website visitors. This involves enhancing navigation, simplifying the user journey, and optimizing the website's layout and content presentation. The goal is to ensure that users can easily find information, access services, and complete desired actions with minimal effort.
- ⇒ Enhanced Visual Appeal: We recognize the importance of visually captivating design elements in capturing users' attention and conveying our brand image effectively. The revamped website will feature a modern, visually pleasing design showcasing professionalism, trustworthiness, and innovation.
- ⇒ Mobile Responsiveness: With the increasing use of mobile devices, our website must be fully responsive and optimized for various screen sizes. The revamp will prioritize mobile compatibility to ensure a consistent and engaging user experience accessing our website through smartphones and tablets.

- ⇒ Streamlined Content: We will review and refine the website's content to ensure clarity, conciseness, and relevance. The revamp will focus on presenting information in a structured and easily digestible manner, enabling users to grasp key messages and benefits of our services quickly.
- ⇒ Conversion Optimization: Our goal is to improve the conversion rates on the website, whether it's generating leads or encouraging users to take specific actions. By implementing effective call-to-action elements, optimizing landing pages, and leveraging user data analytics, we aim to create a persuasive and conversion-focused website.
- ⇒ Throughout this project, we will prioritize aligning our website with industry best practices, accessibility standards, and security protocols. By revamping our website to achieve these objectives, we aim to create a robust online presence that engages users, fosters trust and drives tangible business results.

3. Scope of Work:

The scope of work for revamping the website encompasses all the tasks, deliverables, and activities required to enhance and improve the existing website. The primary objective of this project is to create a modern, user-friendly, and visually appealing website that effectively meets the needs of our target audience.

The below-mentioned description serves as a general outline to guide potential service providers in understanding the scope and nature of the website revamp project.

3.1 Website Analysis and Planning:

- a) Conduct a thorough analysis of our current website, identifying strengths, weaknesses, and areas for improvement.
- b) Collaborate with our team to define project goals, target audience, and key performance indicators (KPIs) to guide the revamp process.

3.2 Website Design:

- a) Develop a fresh and visually appealing website design that enhances the user experience.

- b) Create wireframes and prototypes to demonstrate the website's layout, navigation, and key features before proceeding to development.

3.3 Front-end and Back-end Development:

- a) Develop a responsive and mobile-friendly website using the latest web technologies and best practices.
- b) Implement interactive elements, forms, and functionalities required to facilitate seamless user interactions, such as contact us, location in Google maps , grievance logging, etc.
- c) The website should be multilingual, with the functionality to switch between English and Malayalam from day one.
- d) Ensure cross-browser compatibility and optimize website performance for fast loading times.

3.4 Security and Data Protection:

- a) Implement robust security measures to safeguard user data and protection against known and common vulnerabilities.
- b) Comply with industry standards and regulations to ensure the website's security and data privacy.
- c) Preventing automated spam submissions

3.5 Testing and Quality Assurance:

- a) Conduct comprehensive testing to identify and address functional, usability, security, and performance issues before the website's launch.
- b) Perform cross-device and cross-browser testing to ensure consistent performance and display across various platforms.

3.6 Website Launch and Deployment:

- a) Coordinate the final deployment of the revamped website on our chosen hosting environment or infrastructure.
- b) Provide post-launch support to address any immediate issues or bugs that may arise.

4. Questions to be answered by the service provider (Keep the same format):

SL#	Question	Answer	Comments
1	The number of live commercial websites created till now. List down the website URLs for Top 10 in comments column.		
2	The number of websites created for Banks (if any). List down the website URLs in comments column.		
3	Does the service provider have experience in creating secure dynamic pages		
4	Does the service provider have capability to provide ongoing support		
5	Does the service provider follow W3C standards on 'Web Design and Applications'		
6	Does the service provider have experience in Migration, Development and Implementation of Website and maintenance thereof in line scope and best industry standards.		

5. Design and Technical Specifications:

1. The website should include sections for static information, dynamic promotional content/banner, product information, online application forms, maps and locators, a tender section, search options, download options for forms/brochures, requests for additional information/enquiries, photo/video gallery, links to internet banking, and other websites/microsites. These sections should be in addition to a financial website's standard/mandatory units.
2. When designing the website, it is crucial to prioritize SEO-friendliness in the design and structure. This involves optimizing and scaling the website to enhance its SEO ranking. To achieve this, it is necessary to utilize unique page definitions and establish clear URL structures.
3. Before proceeding with the site's development, the service provider must define the information architecture hierarchy/approach and provide a rationale for their chosen strategy.
4. The websites should consistently open on major operating systems (Mac OSX, Windows OS, and Linux) and popular browsers (Chrome, Safari, Firefox, Edge, and Bing). The website structure should be compatible with all these browsers, ensuring a consistent platform experience.
5. The service provider should help transfer the domain from the current vendor to the Bank, ensuring a smooth transition.
6. Include social media plugins where necessary to make sharing pages, content, and articles easy for users.
7. The service provider shall provide links to external governmental and non-governmental sites such as RBI, other regulatory/statutory authorities, and UIDAI-Aadhaar. The service provider shall incorporate a facility of a disclaimer message displayed to the visitors when these links are clicked.
8. Provide a visitor counter to track website traffic and ensure the website remembers the visitor's last page.
9. The website should prioritize user-friendliness to ensure customer satisfaction. The service provider should offer the bank multiple layout options for the homepage and internal pages (minimum of 3 votes). These options should be distinct from each other and not simply modified versions. The service provider should propose unique and innovative designs that stand out from existing website layouts in the market/competition. The rationale, logic, and

approach from an information architecture/UI/UX perspective should be submitted along with the designs.

10. The design should be visually appealing, utilizing the latest technology and allowing easy access to information with minimal clicks, ensuring a logical and intuitive user experience.
11. The website should be compatible with mobile, tablet, and similar devices, following a mobile-first approach. All major browsers and platforms should support it.
12. The website shall be readable whether Cascading Style Sheets are switched off or not loaded.
13. The website should be fully responsive and optimized for retina displays, providing an optimal user experience on tablets and mobile devices by adapting to different screen sizes.
14. Keep navigation simple, easy, and intuitive, with defined customer journeys for each target segment.
15. Prepare and make available a site map for easy navigation.
16. Optimize the websites thoroughly, paying attention to details, using well-written code, and optimizing images.
17. Design the pages in a way that avoids clutter, ensuring an intuitive user experience where customers can easily find the information they need. Implement a quick search option and a dropdown menu on the homepage to enable visitors to navigate directly to their desired pages.
18. Strategically use high-resolution images on the homepage and in key website sections, ensuring no copyright issues. Utilize attractive and self-explanatory icons. Optimize images for SEO to maintain site speed.
19. Optimize the website to function effectively in low-bandwidth environments and on devices with limited connectivity.
20. Ensure fast response times for visitors on the home page and other pages, excluding downloads. The Bank will provide the hosting infrastructure.
21. The Bank's Website operates within the guidelines and recommendations set forth by regulatory authorities such as Cert-In, GOI, RBI, and others. To comply with these regulations, the service provider is responsible for promptly addressing any issues, security threats, or

vulnerabilities brought to the Bank's attention by these institutions. The service provider will diligently resolve these concerns to satisfy the regulatory authorities and the Bank.

22. The Solution implementation shall be considered formally accepted (commissioned and operationalized) after signing off jointly by the Bank's Project Manager and the Project Manager of the service provider.
23. The website must be beta tested to Bank's satisfaction before the final go-live.
24. The websites should be compliant with the latest versions of W3C standards on 'Web Design and Applications' standards available at <http://www.w3.org/standards/webdesign/>
25. Bank will provide a hosting infrastructure facility with the service provider. The service provider will host the website on this infrastructure. Should be able to revamp and maintain the Website of the Bank for five years from the date of implementation.

6. Functionalities:

Please visit <https://tirururbanbank.com> for an initial understanding of the content and information that must be covered.

In terms of pages, *apart from the existing pages*, we require dynamic pages/functionalities for the following:

1. Grievances / Complaints capturing and tracking.
2. Product display
3. Interest rate display
4. Positive payment -Information capturing
5. Incident/ Complaint reporting
6. Payment gateway
7. Non-operative account list
8. Provision for integrating with Cookie consent popups.
9. Apply Now – Accounts / Loans
10. Loss of card reporting (Hot listing)

The tentative list of additional pages that need to be created is given below:

1. Tenders
2. Notice for Sale / Auction
3. News and Events
4. DICGC deposit insurance

5. Board subcommittee details
6. Privacy policy
7. Information security policy
8. Third-party link policy
9. Information Security Awareness
10. Cookie Policy
11. Forms Download
12. Branch & ATM location details, along with the location in Google map
13. Annual reports
14. Gallery Audio / Video
15. Fees
16. Social Responsibility
17. Cards
18. Payments
19. Investments
20. FAQ
21. Regulatory Disclosures
22. Statutory Downloads (Sarfaesi, Unclaimed etc)

The tentative list of links that are required from the site is given below:

1. Mobile Banking App Download
2. Internet banking
3. Links with social media handles

7. RFP Terms and Conditions:

1. The Bank reserves the right to reject any or all offers based on its own evaluation of the offers received, or based on stability, capabilities, track records, reputation among users and other similar features of a service provider. When the Bank makes any such rejection, the Bank will not be bound to give any reason and/or justification in this regard to the service provider. The Bank further reserves the right to reject any or all offers or cancel the whole RFP process due to change in its business requirement.
2. The service provider is solely responsible for any legal obligation related to licenses during contract period for the solution proposed.
3. The Bank reserves the right to modify any terms, conditions, and specifications of this request for submission of offer and to obtain revised proposals from the service providers with regard to such changes. The Bank reserves its right to negotiate with any

or all service providers. The Bank reserves the right to accept any proposals in whole or in part.

- The RFP response should include a quote with a detailed breakdown of costs for each category, such as per static page, per dynamic page with the content management system, maintenance, SEO, CMS, Other software licenses, fees, cost of content translation, cost of pictures, anti-defacement monitoring, WAF etc.

8. Details regarding submission of RFP:

Email Id for sending RFP response	cbs@tirururbanbank.com mail@tirururbanbank.com
Last date for submitting the RFP response	18 th Apr 2024
Website Link	https://tirururbanbank.com
Designing of Sample Layout and handing over to Bank	10 th May 2024
Expected go-live date	20 th May 2024
Final go-live date	30 th May 2024