

Terms of Reference (ToR)

Design and Development of a Citizen-Centric Government Super App Branding & User Experience

1. Introduction and Background

Recognizing the transformative potential of digital technologies in enhancing citizen engagement and streamlining public service delivery, the Government of Sri Lanka, through its Ministry of Digital Economy, is embarking on a significant initiative to develop a comprehensive Super App for citizen-centric government services in line with Sri Lanka's Digital Economy Blueprint. This strategic move aligns with a global trend towards digital transformation and the creation of unified platforms that simplify interactions between citizens and governments.

Currently, Sri Lankan citizens often need to navigate multiple websites, applications, and physical touchpoints to access various government services. This fragmented landscape can lead to inefficiencies, increased complexity for users, and a less than optimal experience.

2. Objective of the Consultancy

The Ministry of Digital Economy, Sri Lanka, invites Expressions of Interest (EOI) from qualified and experienced service providers for the design, development of a Super App's Branding & User Experience for citizen-centric government services. This initiative aims to provide a unified digital interface and experience for Sri Lankan citizens to access a broad range of government services securely, efficiently, and conveniently using the Super App.

3. Scope of Work

The selected consultancy firm will be required to undertake the following tasks:

3.1. Brand Identity Development and Strategic Naming:

- Conduct comprehensive research and develop 5 strategic name options for the Government Super App and Sri Lanka Unique Digital ID (SLUDI) with distinctive brand identity that reflects government credibility and aligns with Sri Lanka's Digital Economy Blueprint.

3.2. Logo Design and Visual Identity System:

- Design at least 5 comprehensive logo concepts for the Government Super App and Sri Lankan Unique Digital ID (SLUDI) with multiple variations, develop scalable logo systems for digital and print media, and create usage guidelines ensuring cultural appropriateness for Sri Lankan citizens.

3.3. Comprehensive Brand Guidelines and Style Guide:

- Establish complete visual identity system including color palettes, typography hierarchy, image guidelines, iconography, and graphical elements with trilingual support (Sinhala, Tamil, English).

3.4. User Experience Strategy and Design Framework:

- Conduct user research, develop personas and journey mapping, create information architecture for intuitive navigation, and design accessibility-first approach complying with WCAG 2.1 AA standards (Web Content Accessibility Guidelines).

3.5. Interactive Prototype Development:

- Create comprehensive interactive prototype demonstrating key user flows, responsive design for mobile and web platforms, implement user testing and iteration, and incorporate trilingual (Sinhala, Tamil & English) and accessibility features.

3.6. Design System and Component Library Foundation

- Establish reusable UI component library with design tokens, create developer style guides, and ensure scalable design system for future modular expansion.

4. Expected Deliverables

The consultancy firm is expected to deliver the following:

4.1. Brand Strategy & Naming:

- 4.1.1. Super App Naming Report with at least 5 strategic name options including rationale and trademark analysis
- 4.1.2. Sri Lankan Unique Digital ID (SLUDI) Naming Report with at least 5 strategic name options including rationale and trademark analysis

- 4.1.3. Brand Strategy Document with positioning, target audience analysis, and competitive landscape

4.2. Logo Design / Visual Identity System:

- 4.2.1. Logo Portfolio with at least 5 comprehensive logo concepts and variations (Vector Files in AI, SVG, EPS, PNG formats) each for Government Super App and Sri Lankan Unique Digital ID (SLUDI)
- 4.2.2. Logo Usage Guidelines with technical specifications and application examples

4.3. Brand Guidelines & Style Guides:

- 4.3.1. Comprehensive Brand Guidelines Document (PDF) including color palette, typography system, image guidelines, iconography, and brand voice guidelines
- 4.3.2. Digital Brand Asset Library with organized visual elements

4.4. User Experience / Design Framework:

- 4.4.1. User Research Report with persona development, user journey maps, and accessibility audit
- 4.4.2. Information Architecture Document with site mapping and navigation structure
- 4.4.3. Wireframe Documentation showing key user flows

4.5. Interactive Prototype:

- 4.5.1. Complete Interactive Prototype (Figma Files) demonstrating key user flows, responsive design, trilingual interface (Sinhala, Tamil & English), accessibility features, and service module integration points
- 4.5.2. Prototype Testing Report with user feedback analysis and recommendations

4.6. Design System / Component Library:

- 4.6.1. UI Component Library with reusable elements and design tokens
- 4.6.2. Style Guide for Developers with implementation guidelines
- 4.6.3. Design System Documentation for future expansion and maintenance

5. Required Expertise and Experience of the Consultancy Firm

The ideal consultancy firm should possess the following expertise and experience:

5.1. Brand Development Expertise:

- 5.1.1. Minimum 5 years proven track record in comprehensive brand development for product branding which includes minimum 5 real world projects
- 5.1.2. Portfolio showcasing successful brand identity systems for trilingual (Sinhala, Tamil & English), diverse audiences

- 5.1.3. Experience in conducting trademark research, brand naming strategies and trademark registration

5.2. Digital Design and User Experience:

- 5.2.1. Minimum 3 years proven track record with minimum 3 real world projects specialized experience in digital services or citizen-facing platform design
- 5.2.2. Proven expertise in responsive web design and mobile app design
- 5.2.3. Experience with accessibility-first design principles and WCAG compliance
- 5.2.4. Portfolio demonstrating complex user experience projects with multiple stakeholder groups

5.3. Technical Design Capabilities:

- 5.3.1. Proficiency in industry-standard design tools (Figma, Adobe Creative Suite, Sketch)
- 5.3.2. Experience in creating interactive prototypes and design systems
- 5.3.3. Knowledge of front-end development principles to ensure design feasibility
- 5.3.4. Understanding of design token systems and component-based design approaches

5.4. Cultural and Market Understanding:

- 5.4.1. Deep understanding of Sri Lankan culture, demographics, and digital literacy levels
- 5.4.2. Experience working with trilingual design requirements (Sinhala, Tamil, English)
- 5.4.3. Knowledge of local government structure and citizen service delivery challenges
- 5.4.4. Proven ability to create inclusive designs that serve diverse user groups

6. Duration of the Consultancy

The estimated duration of the consultancy is two (2) months. A detailed timeline will be agreed upon during the inception phase.

7. Reporting Requirements

The consultancy firm will report to the Project Management Unit of Ministry of Digital Economy. Regular progress meetings will be held to discuss progress and address any issues.

8. Proposal Submission Requirements

Interested consultancy firms are invited to submit a proposal that includes:

8.1. Company Profile:

- Overview
- Legal status
- Organizational structure

8.2. Relevant Experience:

- Details of similar projects

- Emphasis on government or large-scale citizen services

8.3. Technical Capability:

- Overview of technical skills
- Frameworks proposed
- Platforms proposed

8.4. Approach and Methodology:

- High-level understanding of the project
- Delivery approach
- Team structure

8.5. Consortium Details (if applicable):

- Roles and responsibilities of each partner

8.6. References:

- At least two references from previous clients for similar work

8.7. Declaration:

- Statement of interest
- Commitment to participate in the subsequent RFP process

8.8. Additional Submissions (Mandatory):

8.8.1. Sample UI/UX Proposal:

- Illustrative wireframes or mockups
- Demonstrating user experience and accessibility
- Super App's UI/UX guidelines

8.9. Submission Format:

- 8.9.1. All documents must be submitted in English
- 8.9.2. Electronic submission via email to: procurement@mode.gov.lk
- 8.9.3. Maximum file size: 50MB (use cloud sharing links for larger files)
- 8.9.4. All documents must be in PDF format
- 8.9.5. Clear file naming convention: "CompanyName_SuperApp-C1_EOI_2025_DocumentName"

9. Evaluation Criteria and Scoring Matrix

Proposals will be evaluated based on the following criteria: The following evaluation criteria is a **guideline only**.

9.1. Scoring System Overview

9.1.1. **Total Maximum Score:** 100 points

9.1.2. **Minimum Qualifying Score:** 70 points

Criteria	Maximum Score	Score Bands	Score Breakdown
Brand Development Expertise	30	Experience in comprehensive brand development for product branding (>5 years)	10
		Experience in brand identity systems for trilingual (Sinhala, Tamil & English), diverse audiences (>3 projects)	10
		Experience in trademark research, brand naming strategies and trademark registration (>3 projects)	10
Digital Design & User Experience	30	Specialized experience in digital services or citizen-facing platform design (>5 years and >3 projects)	10
		Experience in responsive web design and mobile app design (>3 projects)	10
		Experience with accessibility-first design principles and WCAG compliance (>3 projects)	10
Technical Design Capabilities	30	Proficiency in industry-standard design tools (Figma, Adobe Creative Suite, Sketch)	10
		Experience in creating interactive prototypes and design systems	10
		Experience in front-end development principles to ensure design feasibility	10

Cultural & Market Understanding	10	Experience working with trilingual design requirements (Sinhala, Tamil, English) (<3 projects)	5
		Deep understanding of Sri Lankan culture, demographics, and digital literacy levels	5

9.2. Evidence Requirements

Criteria	Required Documentation
Brand Development Expertise	<ul style="list-style-type: none"> • Brand portfolio • Client testimonials • Trademark registration certificates • Brand guidelines documentation
Digital Design & User Experience	<ul style="list-style-type: none"> • Digital project portfolio • UX case studies, • Accessibility audit reports • Responsive design examples
Technical Design Capabilities	<ul style="list-style-type: none"> • Tool proficiency certificates • Interactive prototypes • Design system documentation • Component libraries
Cultural & Market Understanding	<ul style="list-style-type: none"> • Sri Lankan project portfolio • Trilingual design samples (Sinhala, Tamil & English) • Government sector project references • Cultural research documentation

10. Confidentiality

All information shared with the consultancy firm will be treated as confidential