



ARIAS SOCIETY

Assam Rural Infrastructure and Agricultural Services Society

(An Autonomous Body of Govt. of Assam)

Project Management Unit (PMU) of the World Bank financed

Assam Citizen-Centric Service Delivery Project (ACCSDP)

Agriculture complex, Khanapara, G.S. Road, Guwahati-781022 (Assam, India)

Tel: +91 361-2332125; Fax: +91 361-2332564; website: www.arias.in; email :spd@arias.in;

Draft Indicative Terms of Reference (ToR) for UX-Designer during Development of RTPS Portal

Background and Objective of the Project:

1. The Government of Assam (GoA) through Government of India (GoI) has received a loan from the World Bank for the 'Assam Citizen-Centric Service Delivery Project (ACCSDP)'. The ARIAS Society is the implementing agency for ACCSDP.
2. The Government of Assam (GoA) is committed to improve governance in the state and public sector performance. It has already embarked upon a number of specific initiatives to support this objective. They include: the Right to Public Service Act (RTPS), RTI, a public grievance redress system, e-District, Common Service Centers, and establishment of State e-Governance infrastructure.
3. Affordable access to public services, especially for the poor people, is one of the key imperatives for inclusive growth. The Government of Assam (GoA) is committed to improve governance in the state and public sector performance and has recognized the need to strengthen the delivery of citizen-centric service, and had therefore enacted the Assam Right to Public Services Act, 2012 (ARTPS) to ensure citizens' access to public services in timely, efficient and accountable manner. The Act enables the citizens of Assam to get notified public services within a stipulated timeframe and also fixes responsibilities on public servants to provide these services in a time-bound manner. GoA has also embarked upon a number of specific initiatives to support this objective, a public grievance redress system, e-District, Common Service Centers, and establishment of State e-Governance infrastructure.
4. To strengthen and deepen these initiatives, GoA has received a \$39.20 million loan from the World Bank towards the 'Assam Citizen-Centric Service Delivery Project' (ACCSDP) [Project ID: P150308, IBRD Loan No. 8754-IN]. The ACCSDP aims to improve citizen access to targeted services under the ARTPS, particularly in remote areas. Citizens, especially the rural communities who are heavily dependent on government services, will be the principal beneficiary group of the project. The project will place citizens at the center of the service delivery process by strengthening feedback mechanisms and grievance redress.
5. ACCSDP will facilitate implementation of the ARTPS Act with efficiency and accountability for better delivery of citizen-centric services under ARTPS Act and will support the line Deptts. A high-level delivery unit will be established to monitor the implementation of the ARTPS Act. A blend of technological interventions and administrative reforms for 18 key services will be taken-up initially under the project in four Govt. agencies, viz. Transport, Revenue & Disaster Management, Welfare of Plain tribes & Backward Classes (WPT&BC Deptts) & the Guwahati Municipal Corporation. The project will assist implementing line departments/agencies in restructuring business processes so that citizens can access services digitally within the given timeline of ARTPS Act.
6. The Project Development Objective is to improve access in the delivery of selected public services in Assam. ACCSDP also aims to strengthen institutional operations and improve citizen awareness and participation in order to expand access to services to benefit the rural poor. This inclusive approach will contribute to access improvements in four key ways: (i) by expanding the number of Right to Public Services Act (RTPS) services which are digitized and available on-line; (ii) by improving connectivity infrastructure especially in underserved areas to enhance citizen access to services; (iii) by engaging local populations in service delivery (through both participatory and digital approaches) so that targeted priority services for the rural communities are accessible; and (iv) by rationalizing and strengthening service delivery by front-line institutions. This project design is pivoted around four interrelated components: (i) strengthening RTPS implementation; (ii) improving service delivery processes in targeted departments; (iii) setting up Public Facilitation Centers (PFC) to receive requests for RTPS services and electronically deliver select services to the citizens closer to their homes; and (iv) promoting citizen engagement.

7. A major component under Assam Citizen Centric Service Delivery Project (ACCSDP) is to strengthen RTPS implementation. In this regard, PMU is going to develop a RTPS portal for accessing services. Therefore, the ARIAS Society is seeking of interested and qualified professional for the position of a UX-Designer hereinafter referred to as collaborating with developers to create intuitive, user-friendly RTPS portal.

Key Tasks, Skills and Responsibilities

- a) Conducting user research and testing
- b) Understand the complete specifications and requirements along with users understanding and psychology.
- c) Conduct concept and usability testing and gather feedback
- d) Involve in UI designing of the applications to be developed
- e) Create personas through user research and data
- f) Define the right interaction model and evaluate its success
- g) Develop wireframes and prototypes around citizen needs
- h) Find creative ways to solve UX problems (e.g. usability etc)
- i) To Work with developer to implement attractive designs for users
- j) Communicate design ideas and prototypes to developers
- k) Communicating scenarios of hypothetical users, end-to-end experiences, interaction models, and screen designs to other team members.

8. Essential Qualifications & Experience

- a) **Educational Qualification:** The UX-Designer should possess Bachelor's Degree in Computer Science and Information Technology or more preferred in a design or computing-related subject, such as HCI (human computer interaction)
- b) **Working Experience:** The **UX-Designer** must have at least three years experience in UX-Design of projects for any public or private sector organization. Candidate should also have good experience on graphic designing activities. Candidates not having three years of experience shall not be eligible for appearing in the interview. Experience will be counted from the date of passing the required qualification.
- c) **Skills:** Proven experience as a UX Designer, UI Designer or similar role, Strong portfolio of design projects, Proficient in design software (e.g. UXPin, Balsamiq), Knowledge of HTML/CSS, Bootstrap, JQuery, Problem-solving aptitude, Analytical mind with a business acumen, Excellent communication skills
- d) **Language:** Good knowledge of written and spoken English, Hindi and Assamese;
- e) **Age:** Age of the candidate should not be more than **35 years** as on **1st February, 2019**.

9. Remuneration and payment terms:

Depending on the qualifications, experience, competency, and also the remuneration/ CTC of the last assignment, the consolidated fixed annual Cost to project (CTP) of the **UX-Designer** will be determined and mutually agreed with the successful candidate, which would be in between **Rs.5.40 lakh to 12.00 Lakh** per year.

10. Reporting and Performance Review

The **UX-Designer** will report to the Project Manager. In the absence of Project Manager, he/she will report to Deputy Project Director (DPD) or as directed by the SDP, ARIAS Society. Annual performance review will be done as per the HR Policy of the ARIAS Society.

11. Facilities to be provided by PMU

The **UX-Designer** will be provided access to all the required documents, correspondence, and any other information associated with the project and as deemed necessary. He/She will be provided with one office cubicle/workstation in the PMU/DITEC/NIC or as decided by the SPD along with computer, printer, computer/office consumables, and internet access. (No clerical assistance will be provided).

Note: This is a draft indicative ToR; The SPD, ARIAS Society reserves the right to change, update or modify this ToR at any stage during the recruitment process or at the time of signing of the Contract Agreement.