

TECHNICAL SPECIFICATIONS

Redesign of the website of
the French Institute of
Hungary

Summary

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1. CONTEXT

1. The French Institute of Hungary

The main mission of the French Institute of Hungary is to promote, advertise and develop French culture and language in Hungary. Founded in 1947, the French Institute of Hungary is one of the oldest foreign cultural centres in Budapest. Initially located on the Pest side, since 1992, it has been at 17 Fő street on the Buda side, on the banks of the Danube.

A multidisciplinary cultural centre offering French language courses, with a library, an auditorium, a space for promoting studies in France and a reception area, it also houses a bookshop and a bistro on the ground floor. As a relay for educational, academic, scientific and cultural cooperation, the French Institute strives to highlight the quality of bilateral relations between Hungary and France, while promoting the cooperation and the establishment as places of mediation and freedom of expression.

The French Institute of Hungary is part of the network of French cultural centres abroad under the supervision of the Ministry of Europe and Foreign Affairs in France. Its main partner is the French Institute of Paris, which sets the common graphic charter for the entire cultural network.

2. Activities of the French Institute

1. French language teaching, French classes at the Language Centre.
2. Organisation of indoor and outdoor cultural events, in collaboration with French, Hungarian and European partners (films, conferences, seminars, concerts, exhibitions, dance shows, performances, children's workshops, Micro-Folie, etc.).
3. Strengthen the relationship and the cooperation between France and Hungary in the scientific, university, linguistic, cultural and educational fields.
4. In the audiovisual field, promotion of French films within the Institute and among other film professionals in Hungary.
5. Training teachers and examiners of French.

3. Objectives of the website

The website is one of the main online surfaces of the French Institute of Hungary, which aims to appeal primarily to a young audience aged between 12 and 25. It is therefore important that the site meets the expectations of the audience in terms of both functionality and ergonomics. The redesign of the site is also an opportunity to introduce the new graphic charter common to all the Institute.

Qualitative objectives :

- make the UX better and more ergonomic
- meet the expectations of users and target audiences of today;
- make the user experience easier and more fluid;

- provide a better reflection of all the programmes organised by the Institute and its partners;
- promote events;
- reach a new audience that are likely to attend events;
- reach new students for the Language Centre;
- raise the number of students of the Language Centre's courses;
- communicate more effectively with partners and other professionals about the missions of the French Institute of Hungary.

Quantitative objectives :

- increase site traffic and diversify the audience reached ;
- attract more people to events organised at the French Institute of Hungary.

4. Target audience

The French Institute of Hungary's website is aimed primarily at the general public, with an interest in culture, learning the French language and studying in France. The content of the Institute's website is also consulted by its partners, as well as by various Hungarian and international institutions.

The persona profiles identified are the following ones:

- Hungarians
- French speakers living in Hungary
- film enthusiasts
- families
- professionals
- students
- French teachers and examiners
- academics (scientists, historians, etc.)
- learners of French
- an international audience

The target audience is a **Hungarian public aged between 12 and 25.**

2. PRESENTATION OF THE MARKET

1. Purpose of the contract

As part of this contract, the French Institute wishes to entrust a service provider with the design, production and corrective and evolutionary application maintenance of the www.franciantezet.hu website.

2. Conceptional phase

The contract will begin with a design phase enabling the contractor to specify its functional and technical recommendations and to define, on the basis of its response to the invitation to tender:

- the structure of the future site ;
- the necessary templates and wireframes;
- data management, indexing, taxonomy, etc;
- user paths and UX;
- graphic creations based on the design system provided by the French Institute of Paris (see Appendix).

To this end, the contractor will set up workshops with the Institut français teams in order to define its requirements and to co-construct the design of the site.

3. Production and development phase

On the basis of the technical and functional recommendations set out in its response and in application of the deliverables from the design phase, the contractor must propose an open-source CMS with the associated security guarantees during the development phase. It must ensure that the site and the technologies implemented are compatible with recent modern browsers and guarantee ease of use for all users (visitors and contributors).

The Institute is open to the possibility of versioning in order to prioritise certain developments in other words, to speed up the launch of the site.

For each delivery, the French Institute will expect the service provider to provide a test report setting out the various test scenarios. The French Institute will pay close attention to the involvement of the developers in the project in addition to the project manager in order to avoid time-consuming and unnecessary feedback between the institution and the project team as much as possible. For this reason, the French Institute would like the developers to be involved in the test scenarios.

The service provider will present an example of an acceptance specification as well as a brief description of the software used to monitor corrections. The service provider must indicate its methodology in terms of quality approach, indicating the types of tests carried out as well as the precise role expected by both parties to the project.

Following the production and development period, the documentation and training required to understand and use the site will be provided (functional specifications, technical architecture file, etc.).

4. Site operation and maintenance

Maintenance enabling the equipment to be kept in operational condition on a preventive, corrective or evolutionary basis must therefore begin and be carried out **for a period of 12 months** after the website goes online.

Preventive refers to maintenance measures carried out to prevent faults from occurring. *Corrective* refers to measures to correct anomalies. *Evolutionary* refers to maintenance measures aimed at developing or adapting one or more applications, in order to integrate new content, improve operation or take into account new legislative or regulatory provisions.

In all cases, the French Institute expects the contractor to provide technical support and corrective maintenance for the software making up the technical base for the entire duration of the contract. This service includes telephone support and the correction of incidents and malfunctions.

Incidents that render the site unavailable are considered to be highly disruptive. They must be corrected within the hour, and partial unavailability must be corrected within 24 hours at the latest.

Non-blocking incidents that have no impact on the site must be corrected within 7 days of notification.

As part of this maintenance, the holder will provide the French Institute with improvements to the product or service. These updates will be the subject of prior information with a description of the changes made, in order to be validated by the French Institute.

3. TECHNICAL REQUIREMENTS FOR THE FUTURE SITE

1. Site administration / CMS

The French Institute would like to move towards a LAMP technology base with an open-source CMS such as Drupal or Wordpress.

The service provider is free to propose the CMS that it feels best meets its needs, taking into account the following criteria:

- its robustness, the fact that it is based on recognised and proven building blocks and solutions;
- its scalability and modular extension mechanisms, so that new functionalities can be added while preserving the core of the application;
- its performance and ergonomics, to make the administration interfaces more user-friendly for contributors;
- its security, in terms of its design, its history and the way in which the tool supports specific developments.

The back office must be easy to use so that content can be integrated on a daily basis, and **it must be easy for all administrators to edit, whatever their level of expertise in terms of website content management.**

Internally, the website is managed by one or more managers from the various sectors: each department manages its own page and sub-pages. However, the two-person communications unit and the Language Centre will be the main contacts.

2. Bilingual and mirror site

The site will be bilingual: Hungarian and French. The content of all the articles is written in both languages, with occasional differences in the text. This does not prevent an automatic translation from being integrated into the site.

3. Ergonomics and graphics

Particular attention must be paid to the ergonomic approach right from the design phase, guaranteeing users a comfortable browsing experience that meets their expectations, as defined throughout this document.

Based on the recommendations described, the contractor must ensure that the future site is legible, simple and interactive, with the aim of making navigation easy to use. He will take care to make the site stable, fast and accessible to all by guaranteeing a quality of service throughout the user's journey.

From the design phase of the future site, the contractor will apply the following key principles:

- Clear structure: users should immediately have a good overview of the site's structure and be able to find their way around quickly, in particular by setting up a clear and intuitive breadcrumb trail limiting the number of actions required to obtain the desired result.
- Intuitive operation: users will be able to obtain all the information they need using the various functions available (search engine, clear taxonomy, etc.).
- Relevant layout of content: each piece of content should be highlighted on the site, allowing users to navigate smoothly and continuously.
- Visible interaction elements: the introduction of contact forms, FAQs and the information needed to optimise navigation will be taken into account in the design of the site and its tree structure.
- On this basis, the contractor will have to develop the complete visual design of the site for all the pages and modules.

4. Consultation and accessibility

The site must be developed to enable it to be adapted to all screen resolutions whichever device is used (including the playback/visibility of video and photo type media), the smartphone currently being the most widely used tool for accessing the website according to the statistics.

5. Available content and integration of social media

The site must be able to host several types of multimedia content: photographs (JPEG), videos (via YouTube), PDF documents (some of which are quite large) and zip files.

All publications must be shareable on social networks using specific buttons via an appropriate extension.

The social network icons must be clickable via a link to the Facebook, Twitter and Instagram pages.

6. SEO optimisation

SEO standards must be respected and optimised for referencing. Particular attention should be paid to improving loading times, the main challenge facing the One Page site.

The chosen agency will have to propose a budget and an e-referencing plan (natural and paid) to guarantee the platform's access and visibility on Google and the most widely used search engines.

Where appropriate, a follow-up and analysis of the statistics should be presented at the end of the service.

7. Hosting

In principle, the contract holder will not be responsible for hosting the future site. This service will be provided by the French Institute's service provider.

Operator of the French Institute's portal and web applications:
MOON42 RDI Informatikai Szolgáltató Kft.

In the event of a change of hosting provider as part of the overall hosting contract for the French Institute of Hungary, the contractor will be able to migrate the site to the new provider, in accordance with the service requested in the unit price schedule.

8. Site statistics

Annual traffic: 120,000 unique visitors

Monthly traffic: 10,000 unique visitors

According to data collected in 2023, visitors look at the site:

52.4%: smartphone

46.1%: computer

1.5%: tablet.

9. Compliance with current standards for the public web

Online content and services provided must adhere to both international standards established by the World Wide Web Consortium (W3C) and specific Hungarian regulations. To ensure optimal alignment with current accessibility (RGAA - General Accessibility Reference for Administrations), interoperability (RGI - General Interoperability Reference), security (RGS - General Security Reference), and personal data protection (RGPD - General Data Protection Regulation) standards, the future website must comply with the specifications of these various standards at the national level.

10. Security

The contractor will be required to demonstrate compliance with security standards in its developments, and will undertake throughout the contract to follow best practice in terms of security.

It must take into account the most common threats relating to authentication, access control, code injection, data leaks, etc.

The following is a list of points to which the French Institute will pay particular attention and expects the holder to implement:

- Regular updating of the server (OS and software), in its latest stable version, applying all security patches within a reasonable timeframe

- Regular updating of the software and applications, including all security patches and bug fixes
- Access to the front office and back office of the site must be via a secure https protocol.
- Protection against standard attacks and flaws in specific developments (SQL injections, xss flaws, user input protection, etc.).
- If possible, implementation of the CSP (Content Security Policy) security mechanism, to restrict the origin of Javascript/CSS/Etc content.
- EV SSL certificate for the site and its sub-domains
- Firewall and its management
- Monitoring system alerting:
 - Attacks, their type, duration, origin and destination
 - Hardware problems
 - Software problems
 - Network problems
 - Quotas exceeded
- Automatic backup with the possibility of recovering data on D-1-->D-10 from the server, but also from the site and its content
- Protection for unpublished data (non-indexing by search engines, verification of links and verification of access)
- Two-factor authentication
- Ideally, "high availability" with redundancy and failover.

In the event of an intrusion or violation/corruption of data, the contractor undertakes to inform the French Institute in writing, providing as much information as possible, within a maximum period of 24 hours.

4. FUNCTIONAL REQUIREMENTS

1. Structure of the future site

The future site should have a simple structure highlighting the various possible entry points to make navigation optimal.

The structure of the website that the Institute wishes to build will be made up of main categories and their sub-categories (dynamic pages), which will be created on the basis of the workshops that the contractor will have organised during the design phase with the different sectors of the French Institute in order to gather the different needs and propose the entries and sections of the sub-pages.

Once the structure has been validated, the French Institute should be able to create/modify the various entries.

Content to be promoted by type of audience:

French learners: Centre de Langue (to be prioritised over the rest of the content and an online payment system added)

General public:

- Events organised or relayed by the French Institute of Hungary (cultural, scientific, educational, etc.): festivals, seminars, round table discussions, workshops, concerts, etc.
- News: e.g. Centre de Langue registration, competitions, calls for projects, etc.
- Cinema (programme of cinema screenings 3 times a week at the French Institute)
- Micro-Folie (weekly programme)
- Library: <https://mediatar.bibenligne.fr/>
- *Students:* Campus France: <https://www.campusfrance.org/fr/espaces/hongrie-budapest>
- *Professional public* (information sections): Cultural cooperation, Linguistic and educational cooperation, University and scientific cooperation
- Space rental (auditorium, glass roof)
- On-site partners: Le Troquet, Bistrot Français and La Librairie Française de Budapest
- Patrons
- Presentation of the French Institute, team/organigramme, contact

Examples of websites:

1. <https://www.ifp.cz/fr/homepage#/>
2. <https://ife.ee/fr/>
3. <https://www.ifturquie.org/fr/istanbul/>
4. <https://www.institutfrancais.at/fr>

5. CONTRACT METHODOLOGY

1. Market management

The French Institute of Hungary expects ongoing exchanges with the contract holder. These exchanges involve the implementation of monitoring and steering tools (project management tool, ticketing, etc.) proposed by the contractor, and the holding of weekly meetings.

For all committees and meetings, the contractor will propose the agendas, prepare the supporting documents and draw up the minutes. He prepares these meetings in conjunction with the French Institute project manager. The agendas and supporting documents are provided before a meeting, and the minutes are submitted for approval after the meeting and then circulated to all participants after validation by the French Institute.

Personal meetings will be organised as required with the initiative of the French Institute and/or the contract holder, fixed by e-mail or telephone, whenever necessary, in particular to resolve any difficulties relating to the work in progress.

In their responses, candidates will describe the project methodology and the setting up of monitoring meetings necessary for the proper conduct of the project.

2. Formation

The contractor will be expected to guarantee team training by means of documentation for administrators. The contractor will be required to update this documentation for each new function throughout the duration of the contract.

3. Expected project team

For the entire duration of the contract, the contractor will put in place a project methodology and a detailed schedule adapted to the requirements and services expected. The composition will respect the profiles mentioned in its technical proposal. It must guarantee the consistency and reliability of the team that's being showcased.

After notification of the present contract, the contractor will submit the composition of the team, the project manager and his/her team - in accordance with the profiles, experience and skills mentioned in the methodological brief - to the French Institute for approval, indicating the details of their responsibilities, their level, etc.

The project manager will be the French Institute's main point of contact. He/she will be in direct and regular contact with the French Institute project manager. He/she will take part in all meetings and will be responsible for the management and proper execution of the contract.

He/she will be responsible for ensuring that the services are carried out in accordance with the required service levels, deadlines and all the stipulations of the contract.

4. Selection procedures and requirements for applicants

After a personal interview, the service provider will be selected in response to the call for tenders on the basis of the criteria described. The service provider must meet all the requirements described in the specifications.

Technical and methodological criteria:

- Overall ability to meet the needs of the contract and knowledge of the Hungarian cultural sector;
- Proposed solution, analysed on the basis of the technical and functional note;
- Human resources and methodology for carrying out the services;
- Proposed provisional schedule.

Price criterion:

- Total amount including VAT indicated in the FMPD
- Total amount including VAT indicated in the DQE

Social and environmental criteria:

- Candidate's social and environmental policies in relation to the subject of the contract

5. Planning

Applications must be sent to the **French Institute of Hungary by midnight on Wednesday 1 November 2023 at the latest.**

In its application, the service provider will submit:

- a methodological brief including the detailed provisional schedule and associated deliverables for each stage of the project;
- The completed FMPD and BPU;
- A presentation of the steering team.

Notification of the contract will take place from the 8 November 2023. It will be sent by email to all candidates.

Once the contract has been awarded, the project will begin at the kick-off meeting. This meeting will make it possible to:

- identify the stakeholders;
- define a method of operation with the French Institute;
- validate the scope of the project;
- detail each of the requirements defined in the specifications;
- detail the working methodology;
- qualify the schedule and expected deliverables;
- define the validation process for the work phases.

The contractor will draw up and distribute the minutes of this meeting, after approval by the French Institute. The kick-off meeting is included in the fixed-price part of the contract.

The conceptional phase can then begin with the organisation of workshops **from November 2023.**

The development and production phase will begin in 2024.

6. REVERSIBILITY AND MARKET TERMINATION

In the event of breach or termination of the contract, the holder must allow its successor to manage the site and all its functionalities and modules by sending it the relevant hardware and information in its possession. The feasibility of this reversibility implies that the contractor has implemented standard solutions.

The contractor must provide a reversibility plan for:

- development;
- maintenance

During the reversibility period:

- The holder undertakes to collaborate loyally with the French Institute of Hungary and/or the company that will take over the management of the site and all its functionalities and modules. The holder undertakes not to obstruct this decision and undertakes to provide the French Institute with all the assistance necessary for the successful completion of this operation.
- The holder will carry out the activities assigned to it as part of the transition with the teams that will take over the management of the site and all its functionalities and modules. It will provide operational training for these teams in the functionalities and technical environment.

The service must continue to be provided in accordance with the terms and conditions defined in the contract. In this context, it will guarantee the smooth operation and optimisation of all the site's functions, as well as the stability of the developments carried out upstream and downstream of the takeover. It will ensure that SEO is optimised in line with changes in search engines and practices, and guarantee high-quality referencing. It will take care to carry out its work without disrupting the site's activity.

Under no circumstances may the holder and/or the French Institute modify or reduce the reciprocal services and obligations.

The reversibility phase is carried out in accordance with the reversibility plan. The cost of reversibility operations is included in the fixed price indicated in the Unit Price Schedule completed by the holder and will not be subject to any compensation or additional cost.

The reversibility period is a maximum of 3 months. The contractor must submit the elements required for reversibility before the end date of its contract.

7. CONTRACT VALUE

In 2023, the budget allocated to fees for the launch of the design phase and, in particular, for the organisation of the workshops planned during the design phase, is set by the contracting authority at 4,000 euros including VAT, payable before 6 December 2023.

In 2024, a new budget will be allocated to fees, design, front and back-end development and maintenance.

8. CONTACTS

For any questions, you can contact:

- [Sophie Sellier - Cultural Attaché and Project Manager](#)
- [Eszter Takács – Communication assistant](#)

9. ANNEXE

1. Graphic identity of the French Institutes

2. Design System:

[https://www.figma.com/file/oDvX6hm6hCZsGqODWG5uCO/Design-System---IF-\(English\)?type=design&node-id=17-663&mode=design](https://www.figma.com/file/oDvX6hm6hCZsGqODWG5uCO/Design-System---IF-(English)?type=design&node-id=17-663&mode=design)