

Website Redesign & Redevelopment — The American University of Kurdistan (AUK)						
Office of Communications April 2026 Project Duration: 120 Days						
#	Service / Deliverable	Description	Unit	Qty	Unit Price (USD)	Total Price (USD)
1. UX/UI DESIGN						
1.1	Discovery & Requirements Workshop	Stakeholder interviews, audience analysis, current site audit, content inventory	Session	3		
1.2	Information Architecture (IA)	Site map, navigation structure, URL taxonomy, audience journey mapping incl. portals and giving subdomain	Lump Sum	1		
1.3	Wireframes	Low-fidelity wireframes for all key page templates (main site, portals, giving subdomain)	Template	28		
1.4	UI Design & Brand Application	High-fidelity mockups aligned with AUK brand; covers all 28 template types	Template	28		
1.5	Interactive Prototype	Clickable prototype covering main site, portal, and giving subdomain flows	Lump Sum	1		
1.6	Design Revisions	Up to 2 rounds of revisions per major template	Round	2		
2. FRONT-END DEVELOPMENT						
2.1	Front-End Architecture Setup	Technology stack, component library, build pipeline, version control — main site, portals, giving subdomain	Lump Sum	1		
2.2	Responsive Page Templates (coded)	Pixel-perfect coding of all 28 approved UI templates — mobile-first, WCAG 2.1 AA	Template	28		
2.3	Homepage	Dynamic homepage: hero slider, latest news feed, events strip, social media, chatbot entry	Page	1		
2.4	Interior Content Pages	All standard content pages across About, Admissions, Academics, Centers, Admin Units, Student Life sections	Page	120		
2.5	Advanced Search	Full-text search across all site content with filters and faceted results	Lump Sum	1		
2.6	News & Events Module	News listing, news detail, events listing, events detail, student articles, archive — CMS-driven	Module	1		
2.7	Faculty/Staff Directory	Searchable directory with profiles, filters by college/department/title	Module	1		
2.8	Newsletter Archive	30+ existing issues	Module	1		
2.9	General Forms & Contact Modules	General contact, scholarship inquiry, visit request forms with validation and email routing	Form	3		
2.10	Social Media Integration	Feed embeds (Facebook, X, Instagram, LinkedIn, YouTube, Threads), share buttons, Open Graph tags	Lump Sum	1		
2.11	Accessibility Implementation (WCAG 2.1 AA)	Full compliance across all templates, portals, and forms	Lump Sum	1		
2.12	Page-Flip Digital Catalog / Report Viewer	Animated page-flip viewer for AUK Catalog, Annual Reports, and Unit reports; PDF source, mobile-compatible, embed-ready	Module	1		
2.13	AUK Mascot-Branded AI Chatbot Assistant	AI chatbot branded with AUK mascot; FAQs, prospective student guidance, human escalation; trained on AUK site content	Module	1		
3. BACK-END DEVELOPMENT & CMS						
3.1	CMS Platform Setup & Configuration	Installation, configuration, multi-role setup, dev/staging/prod environments	Lump Sum	1		
3.2	Role-Based Access Control (RBAC)	Editor, publisher, admin roles — per department/college/office + portal-specific admin roles	Lump Sum	1		
3.3	Content Workflow & Approval System	Draft → Review → Approve → Publish workflow	Lump Sum	1		
3.4	Multilingual Framework	English active; Arabic and Kurdish ready. Bilingual toggle visible on current site (EN/کوردی)	Lump Sum	1		

3.5	Custom Content Types	Pages, News, Events, Faculty Profiles, Programs/Departments, Job Listings, Newsletter Issues, Giving Campaigns	Type	8		
3.6	Media Library	Image/document management with tagging, cropping, alt-text, metadata	Lump Sum	1		
3.7	API Development	RESTful APIs for portals, giving subdomain, student system, and external integrations	Lump Sum	1		
3.8	Security Hardening	OWASP top-10 mitigation, secure auth, HTTPS, input validation, rate limiting — across main site, portals, giving subdomain	Lump Sum	1		
4. WEBSITE FEATURES — PORTALS & ADVANCED FORMS						
4.1	Vendor Portal	RFP/bid submission: vendor registration, document upload, submission tracking, admin review dashboard	Portal	1		
4.2	Employment Portal	Job listings management, online application form, applicant tracking, HR admin dashboard, email notifications	Portal	1		
4.3	Complaints Portal	Anonymous/named complaint submission, case reference number, admin triage dashboard, status notifications	Portal	1		
4.4	Conflict of Interest Checklist Form	Structured online checklist with conditional logic, e-signature, automated routing to relevant office	Form	1		
4.5	Conflict of Interest & Commitment Disclosure Form	Multi-section disclosure form, conditional fields, reviewer approval workflow, PDF generation	Form	1		
4.6	Undergraduate Admissions Application	Full UG application: personal info, academics, document uploads, references, payment gateway hook, applicant status tracking	Portal	1		
4.7	Graduate Admissions Application	Graduate application: personal info, statement of purpose, transcripts, recommendations, separate review workflow, status tracking	Portal	1		
5. INTEGRATIONS						
5.1	Student Portal / SIS Integration	SSO or deep-link integration with existing student information system	Integration	1		
5.2	Email System Integration	Form and portal submission routing to institutional email; SMTP config	Integration	1		
5.3	Google Analytics 4 (GA4) Setup	GA4 across main site, portals, giving subdomain; event tracking, goals, dashboard	Lump Sum	1		
5.4	External API Integrations	Up to 3 third-party APIs (e.g. Google Maps for campus, calendar widget, WhatsApp API already on site)	API	3		
5.5	Social Media Feed Integration	Live feed integration: Facebook, X, Instagram, LinkedIn, YouTube, Threads	Lump Sum	1		
5.6	Payment Gateway Integration (Admissions & Giving)	Integration hooks for AUK-contracted payment gateway on admissions and donation forms	Integration	2		
6. GIVING SUBDOMAIN (giving.auk.edu.krd)						
6.1	Subdomain Setup & Configuration	DNS config, CMS section/instance, SSL, AUK branding alignment	Lump Sum	1		
6.2	Giving / Donation Landing Pages	Homepage, campaign pages, Alumni landing, donor recognition wall, impact stories	Page	5		
6.3	Online Donation Form	Secure form: one-time & recurring giving, amount tiers, fund designation, payment gateway hook	Form	1		
6.4	Donor Management & Reporting Dashboard	Admin: donor records, campaign tracking, export CSV/PDF	Module	1		
6.5	Email Acknowledgement & Receipt Automation	Automated thank-you emails and receipt generation on donation completion	Lump Sum	1		
7. CONTENT MIGRATION						
7.1	Content Audit & Migration Plan	Inventory all existing content, define migration approach, build redirects map	Lump Sum	1		
7.2	Automated Content Migration	Scripted migration of structured content: news articles, events, faculty profiles	Lump Sum	1		

7.3	Manual Content Migration	Migration of static/formatted pages requiring manual QA, reformatting, and image replacement	Page	120		
7.4	Newsletter Issues Migration (Page-Flip)	Convert and upload ~30 existing newsletter PDFs into page-flip viewer CMS	Issue	30		
7.5	URL Redirect Mapping	301 redirects for all changed URLs to preserve SEO equity	Lump Sum	1		
7.6	Content QA & Validation	Post-migration review: formatting, broken links, images, metadata accuracy	Lump Sum	1		
8. SEO & PERFORMANCE OPTIMIZATION						
8.1	On-Page SEO Implementation	Meta titles, descriptions, heading hierarchy, schema markup, canonical tags — main site and giving subdomain	Lump Sum	1		
8.2	Performance Optimization	Image compression, lazy loading, caching, CDN config, Core Web Vitals	Lump Sum	1		
8.3	XML Sitemap & Robots.txt	Auto-generated sitemaps + Google Search Console setup for main site and giving subdomain	Lump Sum	1		
9. QUALITY ASSURANCE & TESTING						
9.1	Functional Testing	End-to-end testing of all pages, forms, portals, modules, and user flows	Lump Sum	1		
9.2	Cross-Browser & Device Testing	Chrome, Firefox, Safari, Edge; iOS, Android, Desktop	Lump Sum	1		
9.3	Performance Testing	Load testing, stress testing, response time benchmarking	Lump Sum	1		
9.4	Accessibility Audit (WCAG 2.1 AA)	Automated + manual audit with compliance report	Lump Sum	1		
9.5	Security Vulnerability Assessment	OWASP-based scan and remediation across main site, portals, giving subdomain	Lump Sum	1		
9.6	User Acceptance Testing (UAT) Support	Vendor support during AUK-led UAT; issue tracking and resolution	Week	2		
10. TRAINING & DOCUMENTATION						
10.1	CMS Admin Training	Hands-on training for AUK content editors and administrators	Session	2		
10.2	Portal & Forms Admin Training	Training for staff managing portals (HR, admissions, procurement, compliance teams)	Session	2		
10.3	IT Staff Technical Training	Technical handover: architecture, deployment, maintenance, API documentation	Session	2		
10.4	End-User Manual (CMS & Portals)	Written guide for editors and portal administrators	Document	1		
10.5	Technical Documentation	System architecture, API docs, deployment guide, DB schema	Document	1		
10.6	Video Tutorials	Screen-recorded tutorials: creating pages, uploading media, news/events, faculty profiles, portal management, giving admin	Video	8		
11. WARRANTY & ONGOING SUPPORT (Year 1)						
11.1	Go-Live Support & Launch	Cutover support, DNS coordination (incl. giving subdomain), launch-day monitoring	Lump Sum	1		
11.2	Post-Launch Hypercare	Dedicated support in first 2 weeks after launch for critical issues	Week	2		
11.3	Bug Fixing & Corrective Maintenance	Resolution of defects across main site, portals, and giving subdomain (12 months)	Month	12		
11.4	Security Patches & Updates	CMS core, plugins, and dependency updates (12 months)	Month	12		
11.5	Preventive Maintenance	Monthly performance checks, uptime monitoring, backup verification	Month	12		

11.6	Minor Change Requests	Up to 8 hrs/month of minor content/layout change requests	Month	12		
11.7	SLA Response Commitment	Critical <4h, High <8h, Medium <24h, Low <72h — covers all deliverables	Lump Sum	1		