



# UX research and design services, the Global Nutrition Report

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## Summary

The Global Nutrition Report (GNR) is seeking an agency with UX research and design expertise to research and supply CCS designs for a platform that will enable users to seek information on, register and report on commitments to improve nutrition globally. The agency will support the GNR to better define the product specifications and then design it. We have an in-house development team that can build the final product.

This piece of work will be instrumental to the build, piloting and roll-out of a platform to strengthen nutrition accountability. The agency may be asked to offer advice and collaborate with internal stakeholders on the piloting of specific aspects of the platform and to test the platform as a whole.

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## About the Global Nutrition Report

The [GNR](#) is the world's leading independent assessment of the state of global nutrition. We provide the best available data, in-depth analysis and expert opinion rooted in evidence to drive action on nutrition where it is urgently needed. A multi-stakeholder initiative comprised of [global institutions](#), the GNR is led by [experts in the field of nutrition](#). The GNR was established in 2014 following the first [Nutrition for Growth](#) (N4G) summit, as an accountability mechanism to track progress against global nutrition targets and the commitments made to reach them.

Through a comprehensive [report](#), interactive [Country Nutrition Profiles](#) and [Nutrition for Growth Commitment Tracker](#), the GNR sheds light on the state of nutrition. We aim to highlight progress and working solutions to tackle poor diets and malnutrition around the world. The GNR is leading coordinated efforts to develop an independent and unified accountability platform for nutrition, which will make use of existing mechanisms to strengthen global accountability for nutrition, driving faster and fairer progress to improve nutrition. We are a unifying voice, designed for and with the communities who can act. By informing the nutrition debate, we inspire action to create a world free from malnutrition in all its forms.

### Context

In 2020, the GNR worked with a group of partners in the N4G Accountability Working Group to come up with a set of recommendations to strengthen accountability around nutrition commitments globally. Through this process the need for an independent, coherent and unified global nutrition accountability framework (NAF) was identified, as set out in the [working group final paper](#). The NAF would make use of existing accountability mechanisms to streamline reporting on commitments and combat reporting fatigue, while setting the standards of what constitutes a 'nutrition commitment' and strengthening accountability on those commitments. As an independent body and the main accountability mechanism for the N4G process, the GNR was identified as best placed to lead on the development of the NAF, and in 2020 the Government of Japan (who are hosting the next N4G Summit in December 2021) officially endorsed the GNR as leading the NAF.

To maintain momentum around commitment-making to improve nutrition globally, a number of governments (including Canada and Bangladesh) hosted an event to launch the N4G '[Year of Action on Nutrition](#)' in December 2020. For this event, the GNR was tasked with rapidly creating a commitment registration guide and form, within the space of a couple of weeks. These can

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be found on the ['make a commitment'](#) page of the N4G site and linked to on the [N4G commitment tracker page](#) of the GNR site. Due to time constraints, the form is currently a Google form.

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## About the role

The GNR is required to produce a platform that will allow stakeholders (including governments, businesses, donors, philanthropic organisations, NGOs and consumer advocacy groups, among others) to easily register their nutrition commitments, check whether they qualify as recognised commitments and report on these commitments annually. The platform would also house a wide range of information including guidance for making commitments, and a classification system of nutrition action. This new platform would incorporate and replace the existing [commitment tracker](#).

The minimum viable product (MVP) requirements include the following.

Commitment tracking area (to be delivered by end of August 2021):

- User registration and login
- Commitment registration survey with basic validation
- Results of these surveys to be stored in a database so that in the future, various types of analysis can be run on the data
- Super users (GNR internal team) need to be able to view and make changes to the information uploaded by other users (users need to be able to log queries and the GNR team respond like in a CRM)
- Ability to 'lock' selected data to prevent unauthorised changes
- Piloting of the registration guide and form (in early July) and the platform more broadly by mid- to end-August.

Basic FE website for all public (to be delivered by end of August 2021):

- Language: English
- Basic front-end website with information including details about the technical accountability working group; commitment registration guide; methodology for the classification system; nutrition action classification system; and nutrition action qualification process/criteria
- Front end to be adapted for use from different devices

Interim product requirements (by November 2021):

- Minimal data visualisation (e.g. simple countdown)
- All automatic checks on the registered data (if not time to add (all) in July or if some checkpoints are not decided by then or modified based on feedback received)

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Future product requirements include (by end of Jan 2022):

- Users can report on their progress towards commitments made. The survey for tracking progress should be incorporated and available by year (Year 1 progress, Year 2, etc.)
- Users can make changes to their information
- Website to be a resource where the public can view progress by those who have made commitment (e.g. through further visualisations).
- The public should be able to query data or display different visualisations, aggregating data by commitment type or by geography etc.
- Act as a repository of progress against commitments – a database linked to commitments database
- Performs further automated checks on submissions (to support data integrity and quality checks, and standardisation)

Examples of user actions we know we will require:

- Checking the academic rigour of the accountability framework (methodology, classification and qualification system etc.) e.g., for research, or to check the credibility/legitimacy of the mechanism when considering making a commitment
- Stakeholders (including businesses, governments, CSOs, private individuals, philanthropic organisations etc.) who want to make a commitment
- Examining what kind of commitments are being made, have been made or could be made, and commitments made to date to inform their advocacy etc.
- Viewing progress of commitment makers towards their commitments (eventually)
- Changing a commitment
- Uploading data to show their progress towards a commitment

UX research would:

- Ascertain the user stories for all the different users of the platform
- Define the technical specification of the product that is to be built
- Establish where the platform should be housed to ensure it can be easily found in a way that enhances the GNR site (e.g. as part of the existing website or as a microsite) taking into account considerations for viability from internal stakeholders

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- Ascertain how the existing N4G commitment tracker and other existing accountability mechanisms will be incorporated into the new platform
  - Ascertain how users would navigate to the platform via the GNR site (once the above question has been answered)
  - Determine what internal systems and tools (on the current GNR site) such a platform would need to integrate with
  - Define what features would allow users to make and report on their nutrition commitment(s) in an easy way, without requiring technical knowledge

Once user needs have been assessed and recommendations made and discussed, the next stage would be for the agency or consultant to create responsive designs for the pages/views within the platform and to supply implementation notes so our in-house development team can continue with the build.

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## Requirement

An agency with UX research and design expertise to support the GNR team to better define the product requirements for a platform that will enable users to make and report on commitments for nutrition. The agency will meet the needs listed above and document the user requirements for a GNR-supported nutrition commitment registration and tracking platform. The agency or team would then work with a team of in-house developers and internal and external stakeholders to design the platform based on the above requirements and timeline. This would inform the build, pilot and roll out of the platform. The consultant/s should have experience in UX research and tool design. The ability to design UX research projects is essential, together with the ability to understand and describe complex systems in sketches and/or writing.

Led by the GNR team working on the development of the platform and drawing upon knowledge of internal and external stakeholders, an agency or team with staff experienced in UX research and design is required to:

- Undertake desk research to get up to speed with existing GNR commitment registration tools (the commitment registration guide and form and the N4G commitment tracker) and which user needs they meet, and material around what is envisaged for the platform and what user needs it should meet
- Design and deliver a UX research project that will answer the key questions outlined above
- Deliver user personas and user journeys
- Work with our in-house development team to define the technical product specification
- Supply designs in CSS for the NAF platform
- Work closely with internal and external stakeholders to inform the build, piloting and roll out of the commitment registration guide and form and the platform as a whole.

## Deliverables

- Workplan, informing the internal stakeholders on the GNR team of the timeline and likely moments when input to the research and design process will be required
- User personas, user journeys and wireframes
- Technical specification of the platform
- Handover documentation for developers
- Responsive designs in CSS



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## Timeframes

This project has a very short timeline as we need to have an MVP available in August. Meeting the deadline is the priority, and the scope of the product could be altered if absolutely necessary. Therefore, please only submit a proposal if you have the capacity to deliver the work within this tight timeline.

## Qualifications

The consultant/s should have:

- Demonstrated experience in UX research, tool design and representing complex data (Essential)
- Ability to design UX research projects (Essential)
- Ability to understand and describe complex systems in writing (Essential)
- Ability to schedule the work, organise the collaborative processes and communicate effectively with the GNR project team members to deliver the outputs on time (Essential)
- Knowledge of international development data (Desirable)

## Personnel

The consultant/s must designate and define key personnel for this project, including a lead who will be responsible for the supervision and management of the consultants' personnel and the organisation and communication of the schedule.

## Timeframes

- Submission deadline: 14 May at 00:00 UTC
- Submission evaluation and selection to be completed by: 19 May
- Consultancy start date: 24 May (or as soon as possible)
- Consultancy end date: 30 September 2021

We would like the consultant/s to be on board before 30 May.

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## Application details

### Application process

A submission must consist of the following and be submitted to Nathalie Willmott, GNR Project Manager ([nathalie.willmott@devinit.org](mailto:nathalie.willmott@devinit.org)), copying Telche Hanley-Moyle ([telcheh@devinit.org](mailto:telcheh@devinit.org)).

A technical proposal describing how you would undertake the research, including:

- Details of similar projects or projects that show you have the requisite skills.
- Staffing proposal showing the person or team that will conduct the work, together with their CVs
- Timeline and milestones, showing how you would phase deliverables that enable design and build to work together so that the MVP can be delivered in August (followed by a second release in November and the final product in January 2022. Further work to support these releases would be approached as part of an extension or new agreement)
- Financial proposal

### Evaluation process

Submissions will be reviewed by a staff panel and will be evaluated on:

- The extent of the applicant's understanding of the details of the project's requirements, i.e. responding to the requirements, not simply repeating the requirements
- The extent of the tailored approach, showing milestones and checkpoints relevant to this project and an understanding of risk to successful delivery
- The makeup of the proposed team, their qualifications and experience
- The extent of the applicant's similar experience of projects that are reliable in size, complexity and content
- Transparency of cost and value for money evident in the financial proposal

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Contact  
Connie Fitzgerald  
Human Resources Officer  
[Connie.Fitzgerald@devinit.org](mailto:Connie.Fitzgerald@devinit.org)

To find out more about our work visit:

[www.devinit.org](http://www.devinit.org)

Twitter: @devinitorg

Email: [info@devinit.org](mailto:info@devinit.org)

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#### **GLOBAL HUB**

Development Initiatives  
First Floor Centre, The Quorum  
Bond Street South  
Bristol  
BS1 3AE, UK  
+44 (0) 1179 272 505

#### **EAST AFRICA HUB**

Development Initiatives  
Shelter Afrique Building  
4th Floor, Mamlaka Road  
Nairobi, Kenya  
PO Box 102802-00101  
+254 (0) 20 272 5346

#### **AMERICAS HUB**

Development Initiatives  
1100 13th Street, NW  
Suite 800, Washington DC  
20005, US