Call for proposals (for firms/companies only)

UX research for the International Organization for Migration (IOM) mobile app for migrants

Estimated start and end date: July-September 2021

Location: Interviews with IOM stakeholders will be conducted remotely around the world, but interviews with migrants and usability tests are to be ran in person in at least four countries (5 in depth interviews and 6 UX tests per country). The working countries can be agreed upon with the IOM team. Two must be in Latin America (Central America and South America, one each), one in Africa and one in Central Asia.

IOM seeks to hire a qualified research company with a global presence to lead data collection and analysis on the Organization's app for migrants: MigApp. This activity is to be supervised by the IOM Migrant Solutions Team, thanks to the support of the Swiss Agency for Development and Cooperation (SDC) and the IOM Western Hemisphere Program, funded by the United States Department of State Bureau of Population, Refugees and Migration.

The objectives of the project are as follows:
- Map strategic interest and desired functionality of MigApp within ten key management subdivisions of IOM: headquarters and nine regional offices.
- Identify the main needs MigApp could solve for migrants.
- Conduct full usability tests for the app with actual audiences, in *at least* four countries representing different regions (Americas, Africa, Asia). Additional countries might be tested in coordination with the relevant IOM Regional Offices.
- Generate specific recommendations and lines of action to address the identified gaps and opportunities to boost the functionality and usability of the app.

Background

In 2017, IOM launched MigApp. MigApp offers a central and user-friendly, one-stop-shop application where migrants can log on using their mobile phones. Migrants can then access readily available

information and services relevant to their specific migration process as well as directly engage with IOM. With the increasing number of migrants in the world, many of whom use mobile phones to access information, there is enormous potential for such an engagement to be harnessed. The ultimate objective of this initiative is to reduce the human and financial costs of migration through increased engagement with migrants, furthering IOM's commitment to the principle that humane and orderly migration benefits migrants and society.

Ever since, many countries have come onboard with varied interests and goals, which has resulted in an application that hosts several topics and is of interest to many people in and outside of IOM.

As new IOM missions show an interest in joining the app, the MigApp global team –based in Switzerland— with support from WHP team, have identified the need to survey the general expectations of IOM staff and audiences have for the app, as well as how the current version of it is performing with target audiences.

Earlier attempts have surveyed migrants' information needs in specific countries or regions, but to provide a truly global product, research should not be confined to a piece of the world. Therefore, it is proposed that the research team surveys management at all IOM regional offices, surveys the interests of migrants in such a tool and probes the usability of the app at least in four very different regions.

General Functions

Under the overall guidance of the IOM Migrant Solutions Team and the Western Hemisphere Program, the incumbent contractor will take responsibility for the quality of the assessment and report and should include the following tasks:

Tasks	Deliverables
12 July-19 July 2021	
- Develop methodology and instruments. - Arrange remote interviews with five relevant persons in HQ and one in each of the nine regional offices of the International Organization for Migration.	- Brief document describing the methodology. - Interview protocols and instruments for usability tests. - IOM stakeholders interview schedule and participant details. Payment: 20%

19-30 July 2021	
• Conduct all HQ interviews and two in IOM regional offices. • Arrange in-person interviews and usability tests with migrants in at least four countries.	• IOM stakeholders' full interviews, notes and analysis. • Workplan for field activities Payment: 20%
31 July – 31 August	
• Conduct usability tests with migrants in no less than four countries, but in up to nine, depending on the budget and the logistical possibilities of the contractor. Each additional country must be in a different IOM administrative region (more information below). • Conduct 5 in-depth personal interviews with migrants in each of the selected countries. •	• Notes and recordings for a minimum of 24 usability tests conducted in four different countries. • Full migrant interviews, notes and analysis. • Field work report Payment: 35%
1- 15 September	
• Analyse the current design of the app. • Provide recommendations for redesign, based on the research	• Design audit report. • Full report, including results of the usability testing, interviews with IOM stakeholders and migrants, and recommendations for design improvement. Payment: 25%

All deliverables are subject to the approval of the Migrant Solutions Team.

If revisions are requested, the contractors must make the appropriate changes before the deliverables can be approved.

This contract is considered all-inclusive, and the firm is expected to arrange for their own travel and health-related safety precautions during the fieldwork, in accordance with IOM protocol. Field teams of two or more persons are preferred.

All interviews with IOM staff can be conducted remotely. **Participant firms, however, are expected to have teams in various countries around the world, because migrant interviews and usability tests must be conducted in person, with 6-11 people in each chosen country.**

Applicants must budget a minimum of four separate field visits, but scenarios in which in which the contract samples more IOM regions are encouraged, if the firm has the expertise and geographic reach to do so. Find [here](#) the IOM regional division.

Financial proposal must detail costs of the proposed field visits (minimum of four and up to nine), indicating each visit separately, report layout and all additional costs.

Interested firms must submit a proposal including technical and financial proposal and previous work references to iomsanjoseprocurement@iom.int by June 27, 2021. Please indicate in the subject "MigApp UX research".