

REQUEST FOR SERVICE No 2021/05/05

Annex 1 - Approximate description of the platform structure

Preliminary technical requirements to the website:

- video placement, including a possibility to hold webinars on the platform;
- placement of materials for download by users and the ability to view web pages (brochures, etc.);
- placement of infographics, pictures;
- built-in contact collection form;
- placement of FAQ with deployment of answers;
- adaptation for mobile devices;
- authentication by users;
- ability to search on website;
- ability for the Solidarity Fund team to access the admin panel for changes to the website after the project is completed

Technical realisation - CMS WordPress, Google Analytics

Website language - only Ukrainian

Browsers

Latest versions:

Opera

Google Chrome

Mozilla Firefox

Safari

Design and UX

NUS identity

Colors in the style of NUS / MES or the EU4Skills project

Hosting and domain name

Included in the cost of the project - purchase for three years with the possibility of extension.

Content (site content and content transfer)

Part of the content is provided by the customer at the design stage. The names of the sections to be agreed. Each section will be given a brief description or table of contents (if there is no table of contents, a short description of what will be there in the future).

Tentative website structure

Already have account? Register /Log in

Button: Join the innovative experiment "Professional orientation in NUS"

1. Above on the page – main info menu

1.1. About project	1.2. Why is professional orientation important?	1.3. Interesting resources	1.4. Innovative experiment "Professional orientation in NUS"	1.5. Community (schools & Co that are involved in disseminating career guidance ideas)	1.6. Partners
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2. Below main info menu – attracting attention:

Videos / photos about professional orientation / GIFs/ or product teasers. As here <https://citizen.in.ua/> - on the main page there is a slide show from various products or messages.

3. In the middle – chapters for various audiences:

3.1. For school teachers Training materials and videos	3.2. For parents tips & recommendations	3.3. For school children How to make an educational and professional choice?
3.4. For VET students and teachers Materials on entrepreneurship		3.5. For hromadas (school founders) How to create a career guidance ecosystem?

4. Below – links to our key textbooks for different levels of the school:

4.1. Textbook on professional orientation 1-4 grades	4.2. Textbook on professional orientation 5-6 grades	4.3. Textbook on professional orientation 7-9 grades	4.4. professional orientation for upper secondary school
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5. Footnote:

5.1.Our contacts	5.1. About	5.1.MoES	5.1.IMZO	5.1.UIED	5.1.EU4Skills	5.1.Solidarity Fund
Confidentiality policies				All rights reserved		

More about these blocks/chapters:

1. Main information

1.1. About the project

- project purpose, goals and objectives
- who will be interested in the project
- which products will be developed
- briefly about the experiment
- briefly about the connection with the NUS reform
- about EU4Skills, Solidarity Fund

1.2. Why professional orientation is important?

- What is professional orientation?
- Why is it important?
- How can you make it cross-cutting, interesting and practical?
- Why professional orientation should be an integral part of education
- Links to various supporting sources - publications, articles, etc.

1.3. Interesting resources

- links to various related projects, materials
- YouTube videos lectures (type TEDx)
- Use tag cloud to search

1.4. Innovative experiment “professional orientation in NUS

- briefly about professional orientation in NUS
- about the experiment - how it will unfold; purpose, task stages
- list of participating schools
- materials, best practices of participating schools
- placement of materials (including videos, links to webinars) for teachers of the experiment - access to them through authorization

1.5. Community

- Info about the network of other educational institutions (schools, vocational schools, free educational institutions) that develop professional orientation and how
- Info about employers, companies that are involved in the dissemination of professional orientation

1.6. Partners

- info about official partners - MES, IMZO, UIRO, EUDel
- info about other partners

2. In this part will be placed in large size, to attract attention, videos and other materials of the project

3. Sections for different audiences

3.1. For school teachers

This section will be divided into the following sections:

3.1.1. Educational materials	Materials on P.O. for 1-4 grades Materials on P.O. for 5-9 grades Course on P.O. for 9th grade Materials on P.O. for 10-11()12 grades Course on P.O. for 10th grade
3.1.2. Educational opportunities for teachers (trainings, online courses) - "heavy" materials will be posted here; the site needs to provide the ability to post them	For primary school teachers For basic school teachers For upper sec. school teachers

3.2. For parents

This section will be divided into the following sections:

3.2.1. Materials for working with children at home - short manuals	Placing just text pages, or video pages
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with exercises for career guidance, professions	
3.2.2. Recommendations for choosing an educational and professional trajectory - how to choose an educational institution? how to navigate the labor market?	Placing just text pages, or video pages
3.2.3. Useful resources	Link to 1.3. Interesting resources

3.3. For school children

This section will be divided into the following sections:

3.3.1. My prof. interests	Materials and tools for determining interests, preferences, assessment of one's own skills to determine a possible career path 3-5 short videos
3.3.2. On professions	Info about industries and professions - how to navigate the world of professions? 3-5 short videos
3.3.3. How to choose education after school? Lifehacks of choice	Tips; Links to the lists of schools 3-5 short videos
3.3.4. How to upgrade your skills?	Info about opportunities for professional growth - through the development of their own skills and more 3-5 short videos

3.4. For VET schools students & teachers

This section will be divided into the following sections:

3.4.1. How to successfully use your professional skills in the labor market?	Materials for students; links to videos; success stories
3.4.2. Planning own enterprise	Recommendations for students on how to start their own business with a vocational education

3.4.3. Materials on entrepreneurship for teaching in VET schools	Curriculum for economic courses; methodological materials
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3.5. For hromadas (founders of schools)

This section will be divided into the following sections:

3.5.1. Why should communities develop systematic career guidance in their region?	Texts
3.5.2. How can communities become drivers of career guidance?	Texts; videos
3.5.3. Establishing a connection with the labor market	Texts

4. Below will be separate banners-links to our manuals for different levels of the school

4.1. Textbook on professional orientation 1-4 grades	4.2. Textbook on professional orientation 5-6 grades	4.3. Textbook on professional orientation 7-9 grades	4.4. professional orientation for upper secondary school
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The list of sections of each manual (table of contents) can be displayed in the following way (for example, 13 topics of the career guidance manual for grades 1-4):

<https://citizen.in.ua/chapter-osobistist-ta-ii-identichnist-ua>

But each section must be displayed in full + be able to download in PDF. And not just download in PDF as here <https://citizen.in.ua/topic-YAk-zaxishhati-vlasni-interesi-Advokaciya-Lobizm-ua>