TOR for Consultancy Service to Conduct a Desk Review and Develop an Integrated Mobile Application for AYSRH (2)

1. Background

Adolescents and youth make up a significant proportion of Ethiopia's population and are central to the country's social and economic transformation. However, access to accurate, reliable, and youth-friendly sexual and reproductive health (SRH) information remains limited. This gap contributes to low SRH literacy, poor decision-making, and vulnerability to early marriage, teenage pregnancy, sexually transmitted infections (STIs), and other SRH challenges.

In recent years, various mobile applications have been developed by government institutions, NGOs, and private developers to disseminate SRH information to young people. Although these applications are valuable, they often operate independently, with overlapping content, limited interactivity, and inconsistent quality and usability.

To address this fragmentation, the **Ministry of Health (MOH)**, in collaboration with the **Consortium of Reproductive Health Associations (CORHA)**, intends to undertake a **desk review of existing SRH mobile applications** targeting adolescents and youth through hiring qualified and experienced team of consultants. Based on the findings, the team of consultants will be tasked with **designing and developing an integrated SRH mobile application** to support informed decision-making among adolescents and youth and enhance advocacy efforts to improve SRH literacy and service uptake.

2. Purpose of the Assignment

The purpose of this consultancy is to:

1. Conduct a **comprehensive desk review** of existing SRH mobile applications in Ethiopia.
2. Assess their technical, functional, and content aspects, including alignment with national SRH priorities.

3. Provide recommendations for integration and improvement.

4. Based on the review findings and stakeholder feedback, **design and develop an integrated, youth-friendly SRH mobile application** that consolidates relevant features and content for adolescents and youth.

3. Specific Objectives

1. Identify and document all SRH-related mobile applications developed or used in Ethiopia that target adolescents and youth.

2. Assess the quality, relevance, and usability of existing apps in terms of SRH content, design, and accessibility.

3. Identify overlaps, gaps, and opportunities for integration or harmonization.

4. Develop a concept, prototype, and final version of an integrated mobile application for SRH information.

5. Pilot test and refine the application based on user and stakeholder feedback.

4. Scope of Work and Key Tasks

The consultant will undertake the following key tasks:

Phase I: Desk Review

- Map and compile all existing mobile applications and digital tools on SRH for adolescents and youth in Ethiopia.

- Analyze each app's content, functionality, target audience, language, platform, and accessibility.

- Assess strengths, weaknesses, and gaps in usability, inclusivity, and compliance with MOH's digital health strategy.

- Prepare a comprehensive desk review report with clear recommendations for integration.

Phase II: App Integration Design

- Present findings and recommendations to MOH, CORHA, and partners for validation.
- Develop the concept, design architecture, and technical specifications for an integrated SRH mobile application.
- Develop content framework and UX/UI mockups ensuring inclusivity (gender, disability, rural-urban youth), cultural sensitivity, and accuracy.

Phase III: App Development

- Develop and test the integrated mobile app based on approved design and content.
- Ensure compatibility with Android and iOS platforms and accessibility in low-connectivity areas.
- Integrate interactive features such as quizzes, chatbots, referral directories, and anonymous question forums.
- Conduct pilot testing and refine the application based on user feedback.

Phase IV: Handover and Dissemination

- Deploy the finalized integrated app.
- Provide user manuals, technical documentation, and source code.
- Conduct training and orientation for MOH, CORHA, and key stakeholders.
- Submit a final report summarizing processes, findings, and recommendations for sustainability.

5. Expected Deliverables

Deliverable	Timeline	Output
Inception report and detailed work plan	Week 1	Approved methodology and timeline

Deliverable	Timeline	Output
Comprehensive desk review report	Week 3	Detailed analysis and recommendations
Presentation and validation of findings	Week 4	Stakeholder-validated concept
Prototype (UI/UX) of integrated app	Week 6	Interactive prototype for review
Beta version of integrated app	Week 10	Tested and functional app ready for pilot
Final app, documentation, and training	Week 12	Fully functional app and final report submitted

6. Duration and Level of Effort

The assignment is expected to take **12 weeks (3 months)** from contract signing to final deliverables, with defined milestones and progress reviews.

7. Required Qualifications and Experience

The consultant (individual or firm) should possess a blend of **technical expertise in digital health systems** and **understanding of adolescent and youth SRH programming in Ethiopia**.

A. Academic Qualifications

- Advanced university degree (Master's or higher) in **Public Health, Health Informatics, Information Technology, Computer Science, or related field**.
- Additional certification in **digital health innovation, mobile app development, or ICT for health** is an advantage.

B. Professional Experience

- Minimum **7 years of professional experience** in **digital health system design, app development, or ICT solutions for health**.
- Demonstrated experience conducting **desk reviews, digital assessments, or health information system evaluations**.

- Proven record in **mobile app development** (Android/iOS) with focus on usability, user engagement, and accessibility.
- Prior experience in **sexual and reproductive health (SRH)**, **adolescent and youth health**, or **health communication programs** in Ethiopia.
- Familiarity with **Ethiopian national digital health and adolescent health strategies**.
- Sound knowledge of **data protection, cybersecurity, and ethical standards** in digital health tools.
- Experience applying **human-centered design (HCD)** and **user experience (UX/UI)** approaches.
- Excellent analytical, writing, and presentation skills in English; knowledge of Amharic or other local languages is desirable.

C. Team Composition

The assignment is undertaken by a firm or team and should include:

1. **Team Leader / Principal Consultant** – Public health or digital health expert with SRH program experience.
2. **Software Developer / ICT Specialist** – Experienced in mobile app development, integration, and data security.
3. **UX/UI Designer** – Skilled in youth-friendly interface design and user testing.
4. **SRH Content Expert** – Public health professional specialized in adolescent and youth SRH information design.

Each team member should have at least **five years of relevant experience** in their area of specialization.

8. Management and Reporting

The consultant will report to the **Ministry of Health (MOH)** and **CORHA**. Monthly regular progress updates and validation meetings will be held with the Technical Working Group (TWG). Finally, all deliverables will be reviewed and approved by MOH and CORHA before payment.

9. Ethical Considerations

The consultant must ensure compliance with national data protection regulations, confidentiality standards, and ethical guidelines for working with adolescent and youth-related SRH information. No personally identifiable data shall be collected or stored without explicit consent.

10. Payment Modality

Payments will be made as per the contract agreement signed with CORHA upon satisfactory completion of key deliverables.

11. Application Procedure

Interested and qualified consultants or firms should submit the following:

- Technical proposal outlining understanding of the assignment, methodology, and work plan.
- Financial proposal (itemized budget in ETB).
- CVs of key personnel highlighting relevant qualification and experience.
- Evidence of similar assignments completed (with contact references).
- Sample of previous relevant mobile application (if available).

12. Submission Details

Interested and qualified consultants should submit their **technical and financial proposals** electronically or in person to:

Consortium of Reproductive Health Associations (CORHA)

Location: Bole sub city, around 22 Mazoria, Near Metas Hotel and Spa

Email – info@corhaethiopa.et. Or mekonnennj@gmail.com Tel. 0911887755

Deadline for submission: is within 10 working days of announcement