



## Invitation to Tender: LearnGaelic Website Redesign/Rebuild

MG ALBA invites bids to re-design the LearnGaelic website. Bids should be submitted by 12 noon on Friday 30 November 2018 and short-listed bidders will be invited to make presentations in Glasgow on Monday 10 or Tuesday 11 December 2018. The initial design phase of this project will have a target completion date of Friday 22 February 2019. A detailed brief can be obtained from [tender@mgalba.com](mailto:tender@mgalba.com)

## Background

MG ALBA, Scotland's Gaelic Media Service, is responsible for the following:

- **BBC ALBA**, the Gaelic television channel, *in partnership with the BBC*
- **FilmG**, the digital participation project - [www.filmg.co.uk](http://www.filmg.co.uk), with Cànan Graphics Services,
- **LearnGaelic** - <https://www.learnghaelic.scot/> - the Gaelic learners' website, in collaboration with Bòrd na Gàidhlig, BBC, Sabhal Mòr Ostaig, Bòrd na Ceiltis (Alba) and others.

**LearnGaelic** was established in 2011 to support learners of Scottish Gaelic. It describes itself as “a first stop for everyone interested in learning Scottish Gaelic” and offers:

- Basic online courses
- Previously broadcast radio and television content created specifically for learners or versioned for learners;
- A Gaelic dictionary with sound files; and
- Information about Gaelic language courses in Scotland and elsewhere.

## Scope

The LearnGaelic partners wish to transform the online user experience.

The single biggest challenge will be the reorganisation of the site to the blueprint of a new digital learning framework. This will seek to position both users and (current and future) site content either in a pre-learning phase (information and prompts about learning Gaelic) or in a particular learning stage (from beginner to proficient - A1, A2, B1, B2, C1, C2<sup>1</sup>) of the five language skills (Listen, Speak, Converse, Read, Write). Please note that we see this redesign as a two-phase process. The initial phase will implement the CERFL (Common European Framework of Reference for Languages) stages as the structure of the site and phase two will introduce new language learning content into that structure.

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<sup>1</sup> This follows the Common European Framework of Reference for Languages.

	Pre-learning	A1	A2	B1	B2	C1	C2
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The redesigned site will aim to:

- Offer an attractive and easily accessible source of information about the Gaelic language to first time users;
- Offer credible learning journey information, advice and motivation to users in different circumstances, including:
  - Users (in Scotland and elsewhere) who are primarily seeking courses, tutors or mentors in communities and places of learning, either now or at future times (eg vacation-time courses, summer schools);
  - Family and friends of pupils in Gaelic medium education who seek to learn Gaelic;
  - People who have some level of Gaelic and wish to develop their skills
  - People of all backgrounds and ages who wish to understand what options they have to suit their lifestyles;
- Allow users to self-assess their current language abilities and needs (note: this functionality is expected to become an increasingly important part of the site), to find relevant content, measure progress and plan for further progression;
- Match users to the right resources;
- Build in future capacity for personalisation and interactivity;
- Build in future capacity for new learning content;
- Offer useful language tools (dictionary, grammar aids, pronunciation guides) for users of all levels of competence;
- Offer resources to tutors and language learning mentors.

Ideally the site will also allow users to pick up their learning where they left off.

## Invitation to Tender

Your bid should include:

- Full details of your proposed process, key deliverables, design routes offered and timescales for delivery;
- Your experience of conducting similar projects;
- Insights on target audience behaviours and solutions to challenges ;
- Proposals for obtaining user feedback (user co-development);
- Details of your team, their expertise and experience of direct relevance;
- A full project budget breakdown;
- References who can be contacted as appropriate.

You do **NOT** need to submit design ideas. However you should submit case studies of your past work that you believe illustrates your ability to create the right solutions for LearnGaelic.

Bids should be submitted by email to [finance@mgalba.com](mailto:finance@mgalba.com) no later than noon on Friday 30 November 2018.

If you are shortlisted, you will be invited to make a presentation for up to 30 minutes, followed by up to 30 minutes of Q+A.

Potential bidders may submit questions for clarification to [tender@mgalba.com](mailto:tender@mgalba.com) prior to bid submission. Any new information shared with bidders will be published as an annex to this Invitation to Tender.

The budget range for the project is £20,000 - £30,000.

Bids will be assessed on a “best value” basis:

- Price and Value for Money (20%)
- Track record and team key personnel credentials (20%)
- Understanding of brand and key user groups (20%)
- Innovation / creativity of design (30%)
- Usability of site for current and future target user groups (10%)

## Appendix A – Detailed Brief

The current website was launched in 2011 and aims to provide, free of charge, content for people interested in learning Gaelic.

The website can be found at LearnGaelic.Scot (and LearnGaelic.net). It comprises of eight different learning websites, which include an extensive back catalogue of audio, video and text content and three resources which are complex databases comprising of a Gaelic course finder, a dictionary (with sound files) and a thesaurus (with sound files).

The website receives regular feedback from our users - they like the site and that they like the content, style and tone. It works well on all mobiles platforms.

The site was last redesigned in 2015 with a focus on ensuring that the content was suitable for mobiles and tablets . The site was very much focused on being 'above-the-fold'. We know that user behaviour has changed since and this should be reflected. The content is also from different providers and although we have a consistent look over the LearnGaelic site, it is apparent that the sites have come from various producers.

The site received 2.5million pageviews in 2017 and the site receives about 30,000 unique browsers each month. About 44% of the traffic is from mobile, 43% is desktop and 13% is tablet. The UK has 51% traffic, US 23%, Canada 7%, Australia 3% and Germany 2%.

The site is updated by the site producer.

The biggest challenge with the current site is that it is essentially a collection of assets with only two learning levels, one for beginners and one called "Use Gaelic" which is aimed at anybody who considers themselves to be beyond a beginner. This is not a great user experience.

### *Language*

The current website is bilingual in both Scottish Gaelic and English

The redesigned site will be aimed primarily at users whose first language is English and who are likely to be accessing learning, at least in the early stages, through the medium of English. This invitation to tender is not prescriptive about language but bidders will be expected to have given it consideration.

### *Future capacity*

The site should be have the capacity to host significant new volumes of audio and audiovisual learning content, much of which may be created in partnership with television and radio.

The site should also have the future capacity to integrate interactive self-assessment tools and the functionality to enable personalisation if required.

### *Issues*

The current site has a lot of bespoke, complex content which may not be easy to lift and shift.

Introducing future self-assessment tests will be dependent on the nature of future new content.

### *The new website*

We want to provide the learner with a more coherent learner journey and be a companion rather than a friendly acquaintance. The new site will have a more progressive path. Learners will be able to start at the relevant level and progress up and locate all appropriate content.

Rather than having two broad sections for content, we will target users at different stages of their learning journey – ranging from pre-learning to proficiency.

The spine of the site will be a seven-stage digital learning framework in each of the five language skills (based on the competence levels of the Common European Framework of Reference for Languages). This can be represented as follows.

#### *LearnGaelic Digital Learning Framework*

	<b>Pre-learning</b>	<b>A1</b>	<b>A2</b>	<b>B1</b>	<b>B2</b>	<b>C1</b>	<b>C2</b>
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This project expects that all existing and all future site learning content will be “findable” by reference to this schema, and that users will be able to self-assess by reference to the learning outcomes specified for each level.

Current content provision (legacy content), although hugely valuable in its own right, is not adequate to populate this framework and as such we plan (depending on future funding) to commission new audiovisual learning content at least for levels A1 through to C1. The site needs to be ready to accommodate the new content and future courses and it needs to present legacy content in a new way. It should be noted that we are making some improvements to legacy content to optimise it. This includes quizzes, videos and sound files.

Users will self-assess by reference to the same schema. We wish to create placement tests, and the new site needs to allow development of this functionality.

Learners might aim to make consistent progress in all five skills through this schema, but it will be more common to see users will advance in some skills at a faster rate than others.

We will be looking to redesign the site, with subindexes and new article pages which are simple for the site producer to update and replicate. These article pages should accommodate different assets such as audio, video text and games. Pagination should also be considered.

The “Course Finder” needs to meet user expectations. Users are familiar with finding fitness classes and driving instructors and we want to emulate that experience. Bids will be expected to address this.

We want to reduce the bounce rate and encourage users to use the resources rather than just dip in and out of the dictionary.

The target audience demographic has not changed. We want adult learners to access the site via their mobiles, tablets and desktops, but we want to direct them to more of areas of interest.

### *Specialisms*

We do not expect bidders to have previous experience or expertise in designing language learning websites, but it will help, particularly in terms of the usability criteria for assessing bids and how proposals demonstrate why the site will suit the target audiences and how this will be tested or co-developed with users.

### *Descriptions of existing content*

#### *Find a Course*

A list of Gaelic courses. These include formal courses, informal classes, distance learning and skype classes

#### *LearnGaelic Dictionary*

The LearnGaelic.Scot dictionary is a comprehensive language tool for Gaelic learners containing 70,000 definitions and sound files.

#### *LearnGaelic Thesaurus*

The LearnGaelic.scot Thesaurus is a comprehensive language tool for Gaelic learners containing synonyms and sound files.

#### *Beginners' Course*

This is a flashcard-based course for Beginners.

#### *Little by Little*

This uses a traditional approach to Gaelic learning. It was originally produced by BBC Gàidhlig for their site.

#### *Speaking Our Language*

A programme that was first broadcast in the 1990s. We have all the clips, with transcripts online. We are currently adding sound files and quizzes to this

#### *20 Words*

A number of word lists with audio.

#### *LearnGaelic with An Là*

Programme clips from BBC ALBA's news programme, An Là, with transcription, translation and vocabulary.

#### *The Little Letter*

BBC Radio nan Gàidheal's weekly letter to Gaelic learners with audio, transcription and translation.

#### *Letter to Gaelic Learners*

BBC Radio nan Gàidheal's weekly letter to Gaelic learners with audio, transcription and explanations.

### *Look@LearnGaelic*

Videos which are suitable for learners at every level. This is a mix of monologues, interviews and grammar advice.

### *Watch Gaelic*

Un-subtitled clips from BBC ALBA programmes with a Gaelic transcription, an English translation and vocabulary.

### *Grammar Morsels*

Quick text fixes to help Grammar

### *New 2018 content*

#### *Why Gaelic?*

A page which aims to show the benefits of the Gaelic language and motivating reasons to learn Gaelic

#### *Reasons*

Reasons to learn Gaelic

#### *Myths*

This aims to bust common misconceptions about Gaelic.

#### *Sounds*

A section containing 40 pages and images helping people to learn Gaelic sounds

#### *Grammar*

Quick fixes

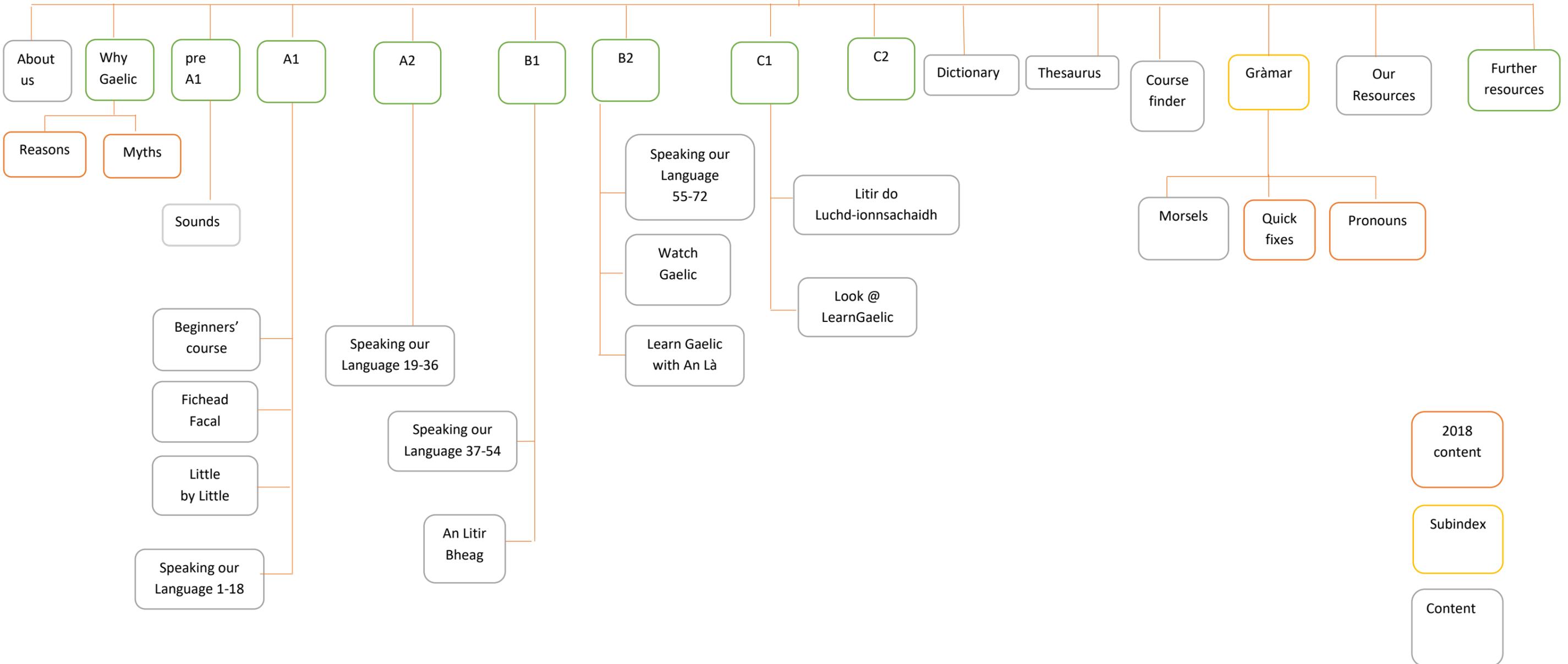
Videos to help common Gaelic grammar errors

#### *Pronouns*

Common Gaelic pronouns

Proposed phase two sitemap

Homepage



Please note that the site map for phase two and wireframes for phase one and phase two can be given if requested.

Legacy content has been placed in its lowest CEFR rating. It may be linked to from other sub-indexes but that will be referenced in the wire frames and site-bible

- 2018 content
- Subindex
- Content
- New subindex