



SPEAKGAELIC WEBSITE TENDER

SpeakGaelic is the unifying brand of a once-in-a-generation, highly ambitious language learning campaign. The vision is to transform the uptake and usage of Gaelic.

It is an innovative and co-ordinated project, which will combine community learning and media, and is intended to provide a clear, comprehensive, integrated structure for Gaelic language learning.

The user will have the option of experiencing SpeakGaelic in three key ways, all of which will be integrated, but also capable of being consumed discretely:

- taught through a SpeakGaelic course; and/or
- consumed in complementary BBC ALBA/BBC Radio nan Gàidheal media content;
- and/or self-guided through the SpeakGaelic website

The SpeakGaelic curriculum will be based on CEFR (Common European Framework of Reference for Languages) learning outcomes, where each speaker is placed at one of six levels (A1, A2, B1, B2, C1, C2).

SpeakGaelic will cover levels A1, A2, B1, B2. Provision for proficient users at levels C1 and C2 will be strengthened through existing channels.

This document sets out the commissioning specification for the SpeakGaelic website.

We seek to commission a new bilingual website comprising the following:

- two types of optional user login (learner and tutor). User can navigate the site without registering.
 - The site should remember the user (learner and tutor). and allow them to pick up where they left off
- a learners' website
 - with four levels (each with 13 units: each unit will have its own test with about 10 learning outcomes and mini-tests)
 - which is media rich with video, audio snippets, images and interactive tests (tests feature a variety of question styles)
- a method by which short-form content can be viewed passively
- an associated app
- a tutor's area including a library of the course, tutor marketing materials.
- a user-friendly CMS
- the site should be responsive to all platforms and browsers and have a fast page load speed

Level one (A1) will go live across all platforms and mediums in September 2021 and each level (to B2) will follow in successive years.

Budget: £125,000 in total

Deliverables: as above.

Timetable

Tender published	Friday 13/11/20
Deadline for submissions	Friday 27/11/20, 5pm
Deadline for MG ALBA decisions	Friday 4/12/20
Wireframes and infrastructure Architecture	Friday 18/12/20
Design high fidelity mockup	Friday 15/1/21
Front end build and CMS build delivered	Friday 28/2/21
User acceptance testing	Wednesday 31/3/21
Front end and CMS packaged and delivered	Friday 14/5/21
Content population complete	Friday 30/7/21
Site soft launch	Friday 27/8/21
Site go live (subject to change)	Saturday 11/9/21

Final submissions and any questions on anything contained in this Website Tender Process should be addressed to SpeakGaelic@mgalba.com

Other elements which will be created as part of project will be:

- course and tutor materials;
- TV, radio and digital media content
- a brand design concept and bible.

Assessment criteria

Value-for-money - 20%

Track record on delivering to project timescales - 20%

Experience of similar projects - 20%

Page load speed of previous projects - 20%

Has the brief been followed? - 20%

FULL REQUIREMENTS

Current website

SpeakGaelic will be part of the LearnGaelic family. LearnGaelic is a collaborative brand between a partnership of MG ALBA, the BBC, Sabhal Mòr Ostaig and the Board of Celtic Studies.

LearnGaelic.Scot was set up in 2011 and currently employs 3.5 FTE who work on the site, social media and day-to-day content. The website is hosted by Sealgar, who also provide technical support and webmaster services. There are a number of language learning tools, free courses and resources on the site, comprising of 12,000 URLs and fully interactive tools such as a course finder, dictionary and thesaurus. The site currently has 40,000 regular users per month.

OBJECTIVES

The main objective of the SpeakGaelic website, and indeed the project, is to get more people learning Gaelic. We want learners to progress further on their learning journey and a coherent, integrated path should assist speakers at all levels in making progress.

SpeakGaelic will have its own self-contained website. The site will create user accounts, for both learners and tutors. Learners accounts will allow users to measure and track their individual progress. It will also generate automated, personalised social media and email marketing campaigns to incentivise and maximise user engagement to progress on their learner journey. The biggest development on the site will be the ability to test users' skills and

this facility will be the backbone by which all individual user progress is measured and tailored marketing plans are set. A desired future goal is that we have the capacity to create an accurate means to test a first-time user's skills and accurately determine their level, however it will be up to individual to select their own level.

It's essential we have the correct Content Management System (CMS) platform to host the website. SpeakGaelic will be based on the four levels, 13 modules and learning outcomes as specified in the SpeakGaelic National Course. These will all be based on the CEFR for Gaelic. The SpeakGaelic content will be repurposed from the training and teaching materials, long-form BBC ALBA and Radio nan Gàidheal content. In addition to this, the website will have exclusive digital content including short-form video content, infographics, audio snippets and test questions. Tests should have a variety of question styles. We would like a mobile app which the user can sign into and pick up their journey on-the-go. This will essentially be a presence on Google play and App Store but will lead to the mobile browser.

As well as a focus on learners, we also would like a Tutors' support area which would hold all worksheets, tutors' guidance, classroom-based activity sheets and marketing materials and checklists. It may be practical to have these as PDFs and SEO and search solutions may have to be considered. Terms and conditions of use of materials will be required.

The site should follow the SpeakGaelic branding guidelines for look and feel. SpeakGaelic is part of the LearnGaelic family and navigation between the two brands should be seamless.

KEY AUDIENCES

We envisage a number of audiences coming to this site. These are the key ones.

Absolute beginners who have stumbled on the site through Google or another recommendation – They want to find out more about the SpeakGaelic initiative and to learn Gaelic quickly! We want them to sign up to the website! We also want to encourage this user ultimately to convert to a face-to-face class.

People who want to learn Gaelic but can't attend classes – They want good quality resources which they can learn from and access some degree of support. We want to offer them the best accessible, free experience which we can. We want them to sign up to the site and engage with the content and, if circumstances change, sign up for the classes.

People undertaking face-to-face classes – They want to build on the knowledge from their classes. They want complementary resources which bolsters their learning. They will also want to check and double-check learning points. We want them to go back to their class empowered and confident.

Tutors teaching face-to-face classes – They want access to their tutor resources. They want to see where the common errors and stumbling blocks lie in their classes and where to focus energy. We want to give them the free resources.

Tutors who don't teach the SpeakGaelic face-to-face classes – They want to see what the resources are and how they can benefit. We want them to start teaching SpeakGaelic classes.

Learners who have tried and given up – They want something new. They want something different. They want to learn Gaelic. We want to show them that this is something new and we want them to sign up for the course provided by our partners.

Existing LearnGaelic users – They want more accessible, free, high-quality resources. They have told us they want online courses beyond A1 and A2. We want to offer them something more and have them sign up to the national course provided by partners. We want to give them the B1 and B2 digital experiences they crave.

CPD providers (employers with a vested interest in Gaelic, Gaelic tourism champions) - They want a credible resource to send people to before committing money to tutors. We want to offer a credible resource in which people have confidence to recommend. We want them to engage with our stakeholders' courses.

Polishers (People who can speak Gaelic but cannot write it, people who want to improve their Gaelic literacy) – They want to dip into resources at an appropriate level and get quick answers to their queries. They also want something that offers definitive answers and confirms to their existing knowledge base. We want to offer them those answers and to get them to sign up to the site and realise that a class would be even better support!

GME parents – They want to support their children's learning. They want common themes, learning structures and vocabulary which does not contradict their kids' learning in the classroom. We want to offer them that seamless support and get them to sign up to the site and engage with it and the face-to-face classes.

Heritage speakers/learners - They want to connect to their heritage. This is a tricky group as it will comprise of learners with different language profiles. If they have any level of Gaelic, the learning structures and vocabulary should confirm to their knowledge base. We want to offer them support. It will be difficult to cater to all dialects and their individual dialects, but it is a challenge we recognise and hope to meet.

People who are following the media content (BBC ALBA, Radio nan Gàidheal) – They want to consolidate their learning. This might be in a more passive offering, just by watching all the video clips we have on offer. We want them to stay on the site and watch the videos as they would like, but we also want them to have such a great experience that they sign up to the site and face-to-face classes.

Duolingo graduates – They want more games-based learning! They want more language trees to climb! We want to offer them the same incentivised approach and encourage them to sign-up to the site and engage in our partners' content and classes.

Fluent speakers with language questions – They want to dip into resources at an appropriate level and get quick answers to their queries. They also want something that offers definitive answers and confirms to their existing knowledge base. We want to offer them those answers and to champion our resources to others.

A common theme is that users expect a personalised, tailored course which remembers them as an individual, follows their journey and offers encouragement them to keep going.

KEY STAKEHOLDERS

Community groups, Class providers, the BBC, Sabhal Mòr Ostaig – They want to know that their hard work and knowledge is being used accurately in a quality product. We want to take the very best of their hard work and ensure it is presented in a dynamic product. We want their trust.

CONTEXT

We see this market as being so small that there is no competitor. They are other guides on a similar route to the same destination.

Duolingo – This is the market leader. They have a tried and tested model, which delights users and engages them with language learning. They have relatively few overhead costs. Their crowdfunding volunteer model ensures they have minimal labour costs. The powerful gamification management system enables volunteers to input rudimentary data to generate compelling content.

Mango – A free course of 10 units. People are very passionate about Mango, if they know about them.

Transparent Languages – A free course of 10 units available to library members. Not the best user-experience

Glossika – A free course of B1 speaking sentences, which enables the user to speak and repeat sentences.

Other universities – This is the quality luxury product and the SpeakGaelic initiative is intended to increase the uptake of institutions' courses. If our users graduate to become students at university, that is a successful conversion.

Lone wolf tutors/other leisure course providers – We can't measure quality, success is currently dependent on the tutors' patience, skill, knowledge and charisma.

WEBSITE STRUCTURE

The site will comprise of four levels. Each level will contain about 13 units. Each unit (and episode) will be based on learning outcomes which will be consistent across all the manifestations of SpeakGaelic, including the face to face teaching materials. On the website, each learning outcome will have a mini-test which acts as a milestone in the user's journey and will be stored as their progress. Each unit or episode will have a larger test which is a by-product from the learning outcome tests. The ultimate milestone will be the course, or series, test. Site structure and unit templates are available on request.

FUNCTIONAL SPECIFICATION

We want a site in which users can sign into under two types of account (learner and tutor). The site will be a platform for short-form audiovisual content, audio snippets, text, infographics, instructographics and other graphics. We also want a powerful test engine. We want to sprinkle all the content with mini-tests which will feed into an end-of-unit test and all of these end-of-unit tests will feed into an end of level test. When all four levels are completely populated, it would be awesome if all these tests could be used to produce a test which could place users at an appropriate level.

The site should have and be:

- Open-registration
- Free
- Open content
- Self-paced
- Scripted feedback on tests
- No start/end date
- No official college credit
- Access to teaching material for learning communities, this is not part of the main site
- Easy-to-update
- We would like it to sit on the LearnGaelic server – managed by Sealgar (hosted by Amazon)

- Available as a mobile app.
- The test engine should set the milestones
- Milestones to encourage the user to further progress
- Integrated targeted social media and email campaigns
- Short-form content should be available passively
- Short-form video content should have accessible text support in both English (EN) & Scottish Gaelic (GD)
- Compatible with LearnGaelic.Scot (constructed of JavaScript pages), The site should be fully bilingual

Additional information

- Audio visual media is currently hosted on AWS.
- The player we use is <https://plyr.io/>
- We do not expect much work to be carried out on LearnGaelic other than integration and we do not want a repeat of LearnGaelic on the new site.
- We need training on any content management system.

NON-FUNCTIONAL REQUIREMENTS

- **Open** - The course should be open to all.
- **Usability** – it is a public body website, it needs to meet accessibility needs.
- **SEO** – We want people to be able to find content and for it to be searchable regardless of whether they have signed up for the course or not.
- **Security** – The site must be GDPR compliant. All personal data (names, email addresses and contact details) must be secure and robust.
- **Website performance:** We are super proud of our page load times at LearnGaelic, we've got dynamic audiovisual content delivered to users in a super quick time. Our dictionary is the fastest online Gaelic dictionary and we are the only one with sound files. Let's keep the speed with any future products!
- **Responsive pages** - We are responsive across all mobiles and networks and accessible across all platforms and browsers. We want to keep this!
- **Legal** – we cannot breach anyone's rights or breach other's copyright.

BUDGET - £125K

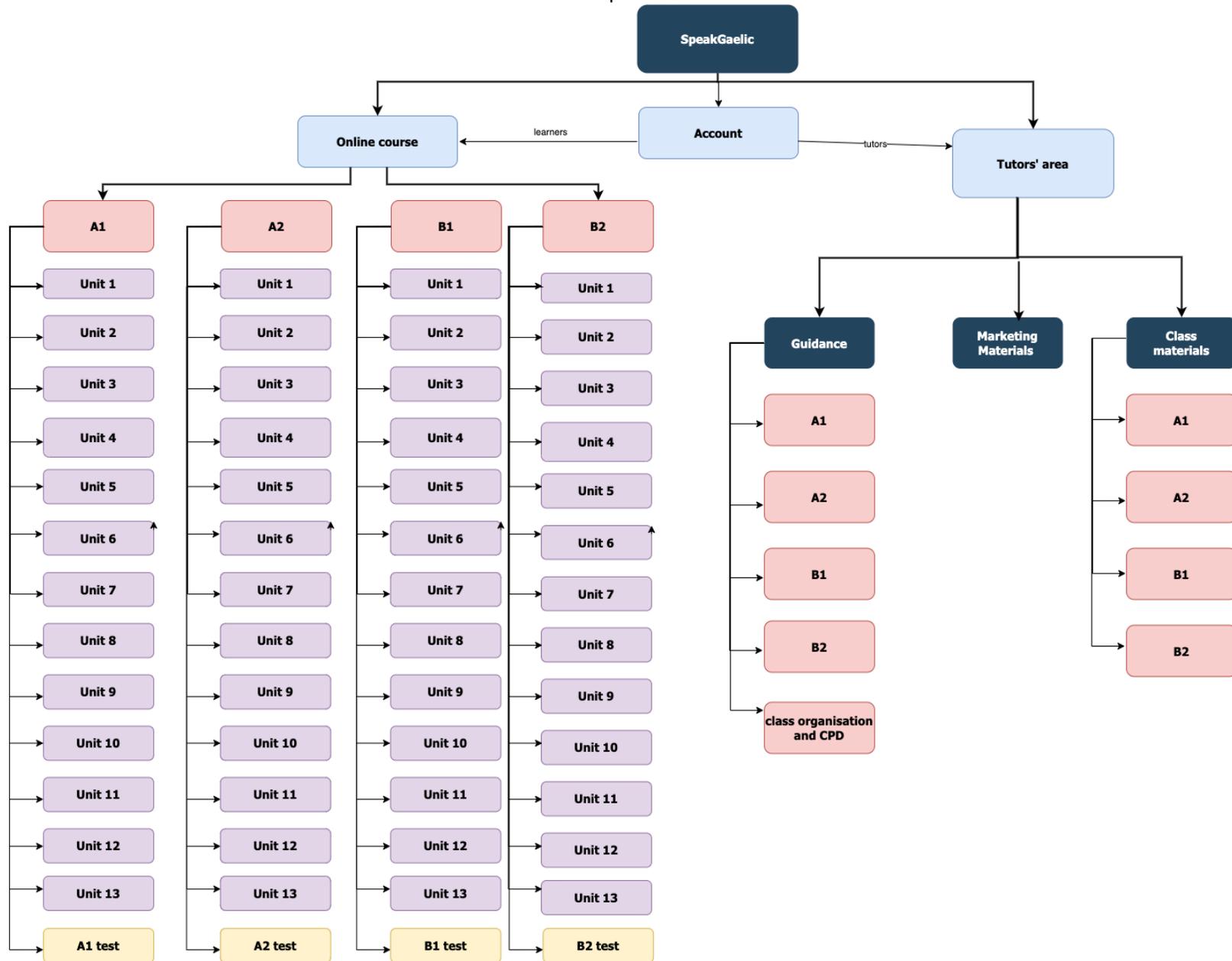
DEADLINE

A fully functional prototype must be built by March 2021 for user-testing. The project will go live in September 2021.

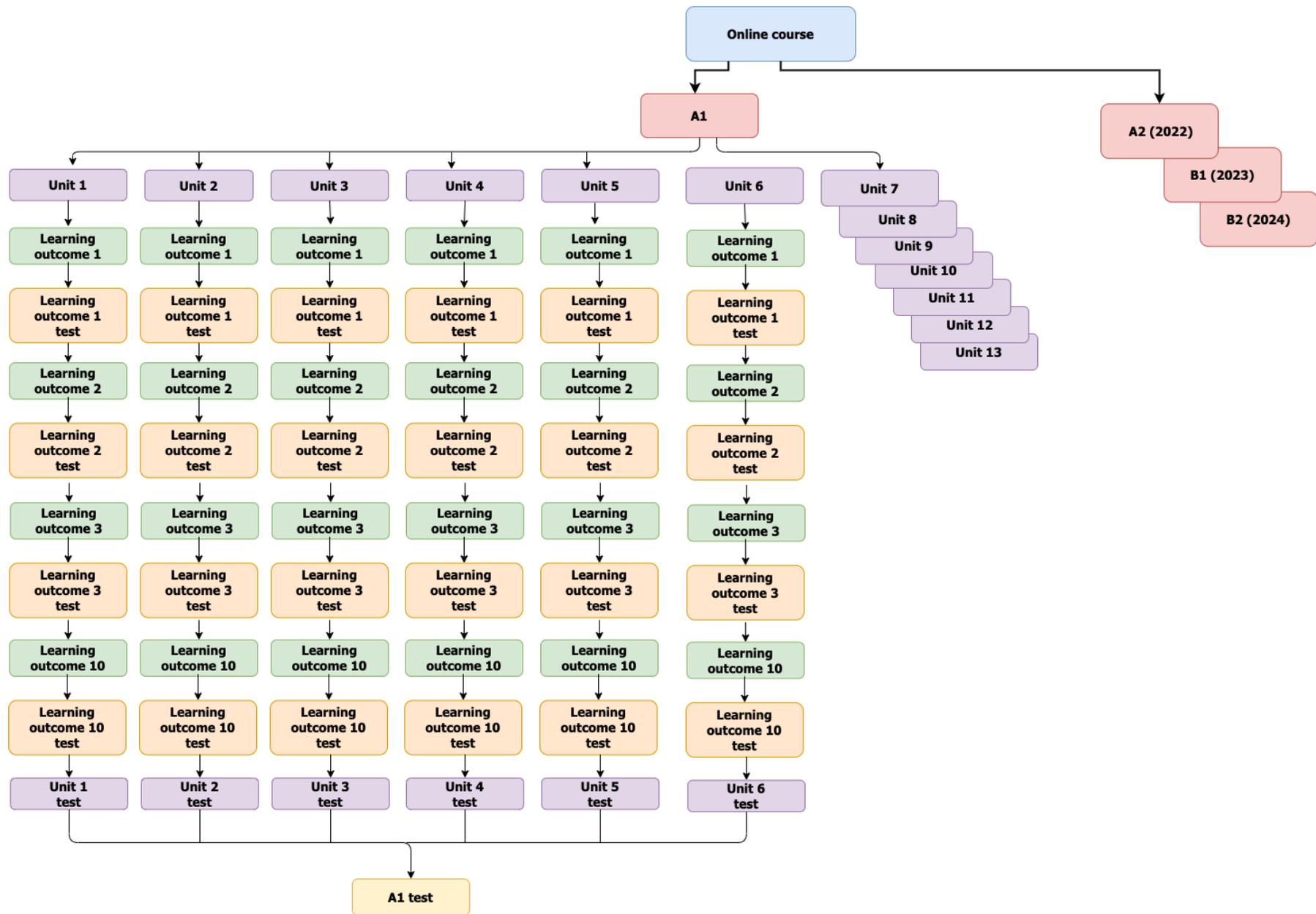
PROCUREMENT

Invite to tender, pitch, we can supply sample data for any pitches.

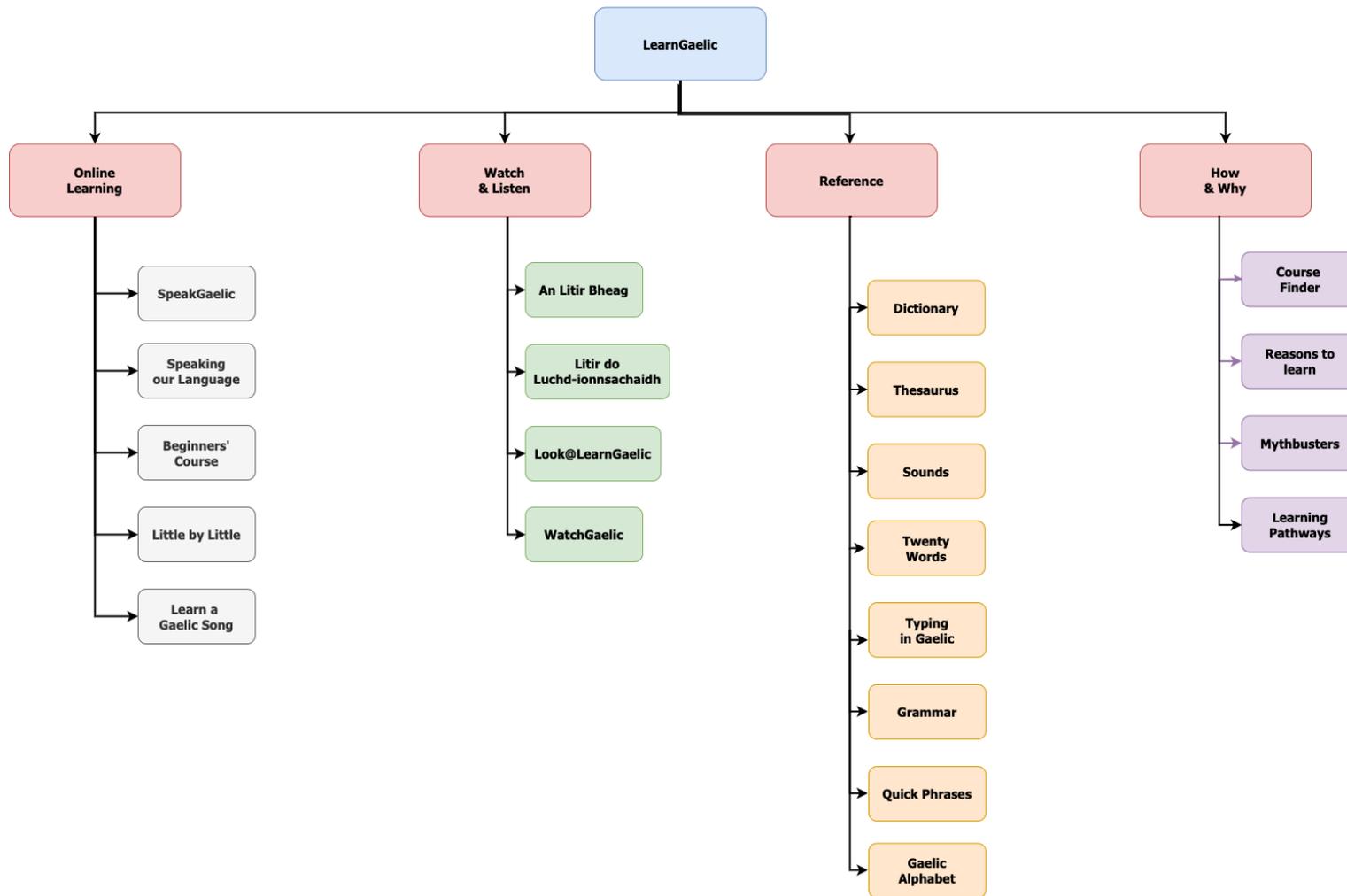
Sitemap for site



Sitemap showing structure of units (Stacked items follow the same structure)



Sitemap showing infrastructure of LearnGaelic and where SpeakGaelic sits within that infrastructure



LearnGaelic should be thought of like a shopping centre and SpeakGaelic is the flagship learning brand which will have most prominence on the new homepage and relevant sections (just like John Lewis and the Buchanan Galleries).