



**Sindh Early Learning Enhancement through Classroom Transformation  
(SELECT)  
Sindh Education and Literacy Department (SELD)  
Government of Sindh (GoS)**



### Terms of References

#### UI/UX Designer

The SELECT Project encompasses a multi-pronged approach towards improving the quality of both teaching and learning practices in primary education, with a particular emphasis on foundational reading in grades 1 through 5. The Project comprises a series of focused and flexible implementation strategies, targeted at the school and meso-levels (personnel and systems at the school, taluka and district levels). The Project supports improvements in the transition from primary to elementary school, as well as a reduction in dropouts through targeted student attendance redress procedures. Desired Project outcomes would eventually contribute to reductions in learning poverty and in the number of out-of-school children.

(Original) Main Project Amount	IDA: US\$100 million GPE ESPIG: US\$29.9875 million GPE MG: \$24.775 million Total: US\$154.7625 million
Expected Project Duration	August 2021 – April 2026

Project Objectives	The overall development objective of this Project is to improve the reading skills of early grade primary students and increase student retention in primary schools in selected districts.
Project Cost	IDA: US\$100 million GPE ESPIG: US\$29.9875 million GPE MG: \$24.775 million Total: US\$154.7625 million
Expected Project Duration	August 2021 – April 2026
Component 1	<p>Transforming teaching practices in the early grades</p> <ul style="list-style-type: none"> <li>• <u>Subcomponent 1.1:</u> Implementation of a Continuous Professional Development (CPD) model for improved literacy skills in the early grades</li> <li>• <u>Subcomponent 1.2:</u> Behavioral nudges for improved learning</li> <li>• <u>Subcomponent 1.3:</u> Technical Assistance (TA) for transforming teaching practices</li> </ul> <p>Under this component, a CPD model will be implemented with the aim of improving literacy skills in early grades. Behavioral nudges will be utilized to improve student wellbeing and mitigate potential risks of dropping out. TA will also be provided for institutional capacity building and support.</p>
Component 2	Improving the physical learning environment in selected primary schools, and upgrading them from grade 5 to grade 8, supporting the teaching and learning aims set out in Component 1 and the student retention aims set out in Component 3. Cost-effective and carbon-efficient technologies will be utilized to introduce needed climate adaptations and mitigate climate risk.
Component 3	<p>Improving system capacity for effective school leadership and management support:</p> <ul style="list-style-type: none"> <li>• <u>Subcomponent 3.1:</u> Establishing a technology-based student attendance monitoring system</li> <li>• <u>Subcomponent 3.2:</u> TA and capacity building for school leadership and local education office management to mitigate student dropout</li> </ul>

	A technology-based student attendance monitoring system will be established. TA will be provided, and capacity building will take place for school leadership and local education office management increase their ability to use school-level data in conjunction with Component 1 activities to mitigate student dropout.
Component 4	The Reform Support Unit (RSU) will monitor and evaluate the Project, monitor safeguards, oversee procurement and financial management, and will be responsible for overall management and coordination of the Project on behalf of the School Education and Literacy Department (SELD).
Geographic Scope	The Project will be implemented in twelve selected districts in Sindh: Badin, Ghotki, Jacobabad, Kambar-Shahdadkot, Kashmore, Mirpurkhas, Mitiari, Sanghar, Shikarpur, Sujjawal, Tando Muhammad Khan, and Thatta.

## 1. Implementation Arrangement

The Project will be implemented by SELD of the Government of Sindh (GoS), through the Project Management and Implementation Unit (PMIU). This will be housed in the RSU, which will monitor overall implementation of Project activities with TA support. The RSU will be headed by the CPM (Chief Programme Manager) who will be responsible for providing overall Supervision.

The design, implementation planning and construction supervision activities for the Component will be managed through the consulting firm. The firm will be hired by the RSU and will be responsible for conducting needs assessment, preparing site specific master plans and detailed designs and drawings, construction supervision and quality assurance of the Project.

## 2. Scope of Work

The role of an expert UI/UX Designer is to ensure the seamless design and user experience of software applications, adhering to project requirements and solutions. This encompasses the entire design process from conceptualization to implementation, with a focus on usability, aesthetics, and functionality.

**Direct supervision and directions of the Project Director/Component Lead the UI/UX Designer shall undertake the following tasks and responsibilities:**

1. Comprehend project requirements and design needs, prioritizing long-term usability and sustainability.
2. Develop intuitive and visually appealing user interfaces for web and mobile applications, ensuring scalability and responsiveness.
3. Demonstrated experience in design decisions to translate any given UI/UX developer journey into a smooth and intuitive interaction, Create, improve and use wireframes, prototypes, style guides, user flows, and effectively communicate interaction ideas using latest methods.
4. Create wireframes, prototypes, and mockups to effectively communicate design concepts and iterate based on feedback.
5. Conduct user research, usability testing, and gather feedback to refine designs and enhance user satisfaction.
6. Customize and optimize UI designs for various platforms and devices, ensuring a cohesive user experience.
7. Expertise and updated with emerging design trends, tools, and technologies
8. Provide support in drafting project technical requirements and documentation related to UI/UX design aspects.
9. Evaluate and provide feedback on UI/UX design proposals, ensuring alignment with project goals.

10. Maintain version control and documentation of design assets, such as Git and SVN.
11. Coordinate with the technical team for design consultation and collaboration on system improvements.
12. Attend project meetings and provide technical input and recommendations related to UI/UX design progress.
13. Participate in application launch events and other related meetings as required.
14. Be available to work on testing environments to implement design changes and updates as needed.
15. Address any design-related issues or requests during the project duration.
16. Undertake self-development initiatives to enhance UI/UX design skills and expertise.
17. Prototyping skills demonstrated through various techniques: sketch, paper, wireframe, video, or interactive prototypes.

### **Expected Outputs:**

The UI/UX Designer in completing each task will be regularly monitored, with specific reference to the following outcomes:

1. Initial and Final design plans, including evaluations of the start and final status.
2. Detailed UI/UX specifications document, including wireframes, prototypes, and design assets.
3. Developed UI components integrated into applications.
4. Bi-weekly progress reports on design activities.
5. End-of-mission report summarizing the design process and outcomes.
6. All related electronic materials (source code CDs, e-books, passport drives, hard disk, USBs etc.) acquired as part of the project (originals where applicable). To be available to lead resource & project management at all times.
7. Any other information or materials related to UI/UX design.
8. Quality assurance and testing results for UI/UX components.
9. Assist in creating training material for all modules.
10. Develop video material demonstrating system capabilities to end users.
11. Provide weekly progress reports due to tight project timelines.

### **Qualifications of the Successful Individual:**

1. **Education:** Minimum 16 years of education from an HEC recognized university with in Computer Science / Computer Engineering / Systems Engineering or in any relevant discipline from HEC recognized university.
2. **Experience:** At least 5 years of relevant experience in UI/UX Designing, including the following:
  - Proven Experience of developing prototypes and interactive designs for Web/Android applications.
  - Experience in developing user interfaces for Android Applications using React-native, Kotlin and Flutter.
  - Experience in developing user interfaces for web applications using HTML, CSS, JavaScript, jQuery, AJAX.
  - Experience in JavaScript frameworks and libraries such as React.js, Node.js, Angular.js and Vue.js.
  - Proficiency in responsive design techniques and frameworks such as Bootstrap or Materialize CSS.
  - Proficiency in UI/UX design technologies and tools, such as Adobe XD, Sketch, Figma, or similar tools.
  - Familiarity with SDLC (Software Development Life Cycle) methodologies.

- Knowledge and practical experience with Agile, SCRUM and Kanban project management tools.