



# Request for Proposal

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**Mission:** To *empower* and *inspire* a *network* of pro-Israel activists and advocates with high-quality, easy-to-digest, and easy-to-disseminate information about Israel.

ZioNet provides high-quality information and links to curated materials about Israel. It enables users to easily *find*, *access*, and *share* information, and to *connect* to resources and to each other in a virtual *community*.

**The Problem:** Online information about Israel (like information about most other complex topics) is plentiful, but much of it is commercially driven, ideologically biased, “fake news,” or simply junk. Quality materials, where available, can be lengthy, messy, highly academic or technical, and difficult to use, especially on mobile devices. Sorting the wheat from the chaff and finding reliable top-line information from credible sources is challenging, requiring more domain expertise and more effort than the casual user is inclined to invest. As a result, many supporters of Israel feel that they are lacking information and confidence to challenge misinformation, leaving the (much fewer, but more passionate and vocal) Israel-haters to dominate the discourse.

**The Solution:** ZioNet is an online platform that makes quality information easy to find, easy to access, easy to use, and easy to disseminate. ZioNet also empowers and facilitates a *network* of Israel supporters to become advocates and activists (“catalysts” of a pro-Israel and counter-delegitimization network<sup>1</sup>), connecting them to shared resources and to each other.

## Audience

- **Users:** General, casual users looking for reliable information about Israel. These Users are overwhelmed with the results from a generic search engine, suspicious of ideologically-driven and biased materials; not interested in a deep dive into academic sources.
- **Members** (registered and email-verified): People who care about Israel (at any level of support or engagement) and who want to respond to questions or challenges, or to share positive information about Israel. These are “nodes” or “catalysts” in the ZioNet *network*.

## User Experience

### Version 1.0

- Brief **summaries** (hosted by ZioNet) of key issues and answers to common questions

<sup>1</sup> See “It takes a network [of supporters] to fight a network [of haters and delegitimizers],” in [The Delegitimization Challenge: Creating a Political Firewall](#), Reut Institute, February 14, 2010

- **Links** to curated and indexed content hosted on third-party sites (Jewish Virtual Library, Israel 21c, StandWithUs, and other existing sources—not new content)
- Users can easily **search** within ZioNet to find information using questions or keywords
- Users can easily **share** items using a variety of communications and social-media platforms (email, text message, Facebook, Twitter, etc.); shared items carry ZioNet brand and link
- Members can **rate** items, affecting the items’ relative position in future Search results
- Administrator can view flexible and detailed **analytics**, tracking both internal use (page views, queries) and external traffic patterns (referrers etc.)
- **Search engine optimization** and **online advertising** that place ZioNet high on lists of results from generic search engines for most common questions and search topics

### **Version 2.0**

- Members can participate in **discussion** threads related to specific content items
- Members can **subscribe** to receive updates to specific topics or sources
- Members can **submit** questions, recommend content, and suggest resources
- Members can offer or request specific **expertise or resources**, or connect with each other based on common interests (topics, geographical location, etc.)
- **News** feed (syndicated or auto-scraped from credible news sources, like the Jewish News Service and *Times of Israel*)

### **Technology Requirements**

- Built as headless CMS/publishing platform; use white-labeled, off-the-shelf or open-source components wherever possible; don’t re-invent the wheel
- Modular; functionality can be added later based on user feedback
- Responsive design adapts to screen size and type (e.g., mobile devices)
- Permalinks for each item (though its content may be updated)
- Measure everything! Detailed logging and analytics to understand how Users and Members interact with the site
- Detecting and pruning of broken links, when source items URLs change or are no longer available (not visible to users)

### **Proposal Requirements**

Please include the following information in your proposal:

- **Timeline:** Delivery milestones for detailed specification, design with wire frames/mockup, working prototype, version 1.0, version 2.0
- **Budget:** Based on milestones above
- **Technology to be used,** including languages, tools, and off-the-shelf components
- Describe your development methodology or process
- Links to websites and mobile apps you have developed, with special emphasis on information-distribution platforms or content-management systems

## Appendix: Some Design Ideas

Disclaimers:


- This is only to illustrate the desired functionality; please excuse the lousy UX!
- The mockups below are for a PC screen; the user experience would be completely different on a mobile device



<a href="#">Home</a> <a href="#">About</a> <a href="#">Search</a> <a href="#">Browse</a> <a href="#">Share</a> <a href="#">Submit</a> <a href="#">Act</a> <a href="#">Register</a> <a href="#">Subscribe</a> <a href="#">Discuss</a> <a href="#">Connect</a> <a href="#">Support</a>	<p><b>Ask me anything!</b> Enter question or keywords</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">             Is Israel an apartheid state?             <span style="float: right; background-color: #0056b3; color: white; padding: 2px 10px; border-radius: 3px; cursor: pointer;">Go</span> </div> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <p><b>Hot Topics</b></p> <p><a href="#">Trending Item 1</a>  <a href="#">Trending Item 2</a>  <a href="#">Trending Item 3</a>  <a href="#">Trending Item 4</a>  <a href="#">Trending Item 5</a></p> </td> <td style="width: 50%; border: none;"> <p><b>Browse</b></p> <p><a href="#">Antisemitism</a>  <a href="#">BDS</a>  <a href="#">Occupation</a>  <a href="#">Settlements</a>  <a href="#">Refugees</a>  <a href="#">Water</a>  <a href="#">Etc.</a></p> </td> </tr> </table> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <p><b>Latest News</b></p> <p><a href="#">News headline 1</a>  <a href="#">News headline 2</a>  <a href="#">News headline 3</a></p> </td> <td style="width: 50%; border: none;"> <p><b>Featured Item</b></p> <p>Headline or first sentence              blah blah blah and then              a link for <a href="#">more</a>.</p> </td> </tr> </table>	<p><b>Hot Topics</b></p> <p><a href="#">Trending Item 1</a>  <a href="#">Trending Item 2</a>  <a href="#">Trending Item 3</a>  <a href="#">Trending Item 4</a>  <a href="#">Trending Item 5</a></p>	<p><b>Browse</b></p> <p><a href="#">Antisemitism</a>  <a href="#">BDS</a>  <a href="#">Occupation</a>  <a href="#">Settlements</a>  <a href="#">Refugees</a>  <a href="#">Water</a>  <a href="#">Etc.</a></p>	<p><b>Latest News</b></p> <p><a href="#">News headline 1</a>  <a href="#">News headline 2</a>  <a href="#">News headline 3</a></p>	<p><b>Featured Item</b></p> <p>Headline or first sentence              blah blah blah and then              a link for <a href="#">more</a>.</p>
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