

Invitation to Tender

Terms of Reference

for the selection of service provider(s) for the development of a mobile English language training App for Vocational Education students and the Website Modernization

Date of issuance:	25.04.2025
Deadline for submission of offers:	03/07/2025 19:00
Contracting authority:	NGO "GO GLOBAL" Contact Person: Anton Novykov, Procurement Manager

Introduction and Background

The non-governmental organization "GO GLOBAL", within the framework of the Multi-Year Resilience Program (MYRP) implemented by Finn Church Aid Ukraine in consortium with Ukrainian partners DOCCU, the Educational Foundation MriyDiy, and with financial support from the Education Cannot Wait (ECW) fund, is seeking a service provider for the development and implementation of a mobile English language training app for vocational education students, as well as the modernization of the "GO GLOBAL" website.

Main Task

Develop a simulator application for learning specialized professional English vocabulary according to the technical task and developments of the GO GLOBAL team (the content is developed by a separate team), which will contain an interactive set of exercises (80 test-format exercises for practicing vocabulary) for 4 specialties of vocational (VET) institutions and 16 professions in a digital format, suitable for online use and gamification. Each profession will contain 5 blocks of tasks with intermediate and final testing. In addition, each block will contain a unique video generated by artificial intelligence (i.e., for the educational texts developed by English language specialists, a video must be created where a person plays them. Thus, the student will be able to view and listen to the material for performing the following exercises for learning vocabulary). The application should be available for mobile platforms based on the Android and IOS operating systems.

The mobile training App must include:

- **Student Progress Measurement** – Tracking improvements in specialized vocabulary knowledge and verifying results through in-app tests. Test and practice exercises will feature various response types (multiple choice, fill-in-the-blank, word formation, etc.). Final test results will be sent to the student via email or a selected messenger.
- **Analytics & Feedback System** – A solution that enables analytics on app usage frequency, downloads, and feedback collection regarding app performance.
- **Gamification Based on Behavioral Science & a Holistic Approach** – Integration of gamification elements such as points, achievements, levels, or rewards to enhance user motivation.
- **UI/UX Design** – A polished and user-friendly interface tailored to the target audience, with intuitive navigation and an appealing look. The design will follow **iOS and Android guidelines**, ensuring consistency with platform user expectations.

- **Audio & Video Content Generation** – Adapted multimedia content for exercises and modules to enhance the user experience. This may include voiceovers, instructional content, or sound cues that support app functionality, making vocabulary learning easier.
- **App Release for iOS & Android** – Deployment on both platforms using **stable iOS specifications** and additional fixes.
- **Bug Fixing & Optimization** – Product testing with the involvement of **methodologists and students**. Resolving remaining issues in the **iOS and Android versions** to ensure **stable functionality**. Platform-specific testing and optimization to address **Android-related challenges**, such as **device compatibility** and **performance across different OS versions**.
- **Support & Issue Reporting** – Users must have the ability to **contact support and report app malfunctions**.

Exercises for lexical units introduction (Approx. 8 Types)

Exercise completion: students should be able to resume their exercises from the point where they left off in their previous session.

Approximate Exercise Sequence:

1. **Exercise 1 – Word, pronunciation, meaning, translation.**

Introduces all 8 lexical units.

2. **Exercise 3 – Choose the correct meaning of the word.**

Repeat lexical units 1, 3, 5, 7 from Exercise 1.

3. **Exercise 2 – Choose the pronounced word.**

Repeat lexical units 2, 4, 6, 8 from Exercise 1.

4. **Exercise 6 – Choose the correct meaning of the word.**

Repeat lexical units 1, 4, 6, and 7

5. **Exercise 7 - Write a word (make a word from the suggested letters according to its meaning)**

Repeat 2, 3, 5, 8 lexical units from Exercise 1

6. **Exercise 4 - Write a word (make a word from the suggested letters)**

Repeat 1, 4, 6, 7 lexical units

7. **Exercise 5 - Write the sound of the word**

Repeat 2, 3, 5, 7 lexical units

8. **Exercise 8 - Make a phrase from the given words**

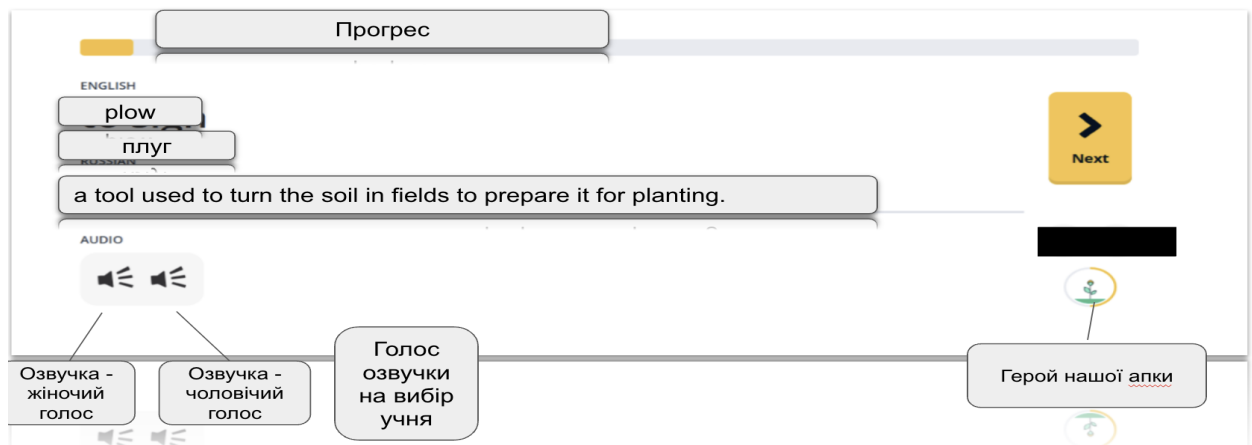
Repeat 5, 6, 7, 8 lexical units

Block 1

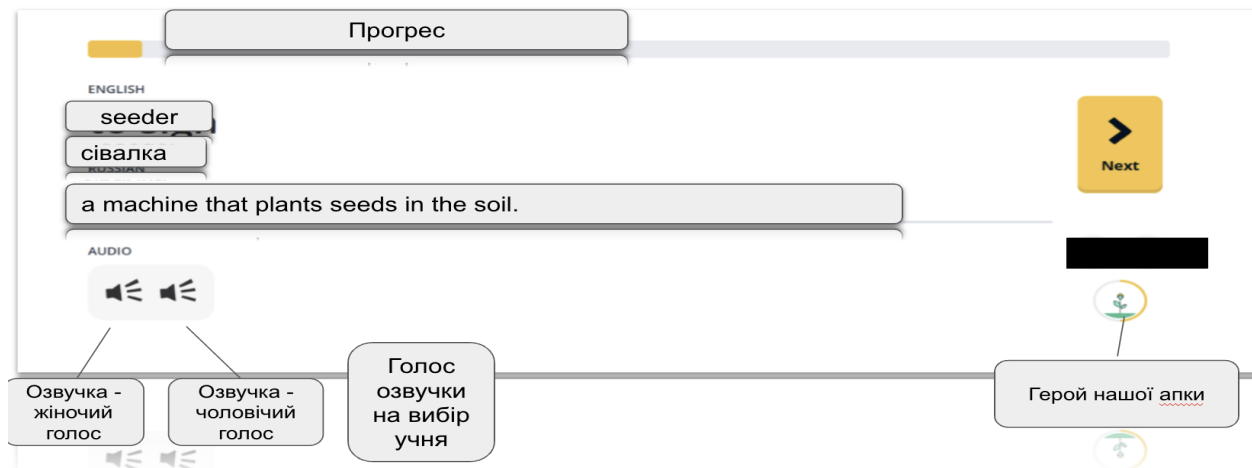
1. **Word, voiceover, meaning, translation.**

Make the voiceover in a female and male voice. If the student chooses a male voice, the male voice will be used in all exercises. The hero of the game appears on the first page

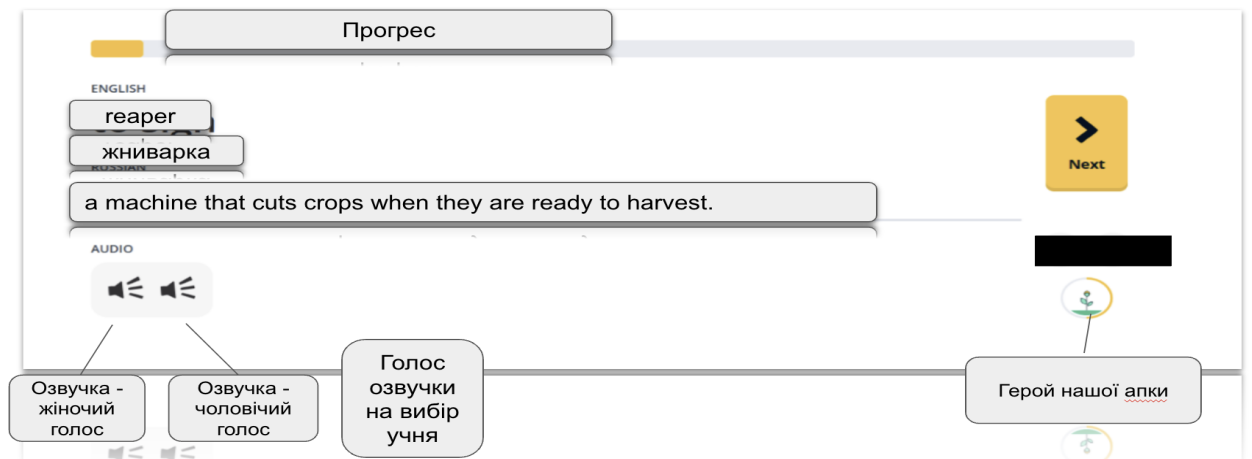
Indicative visual:



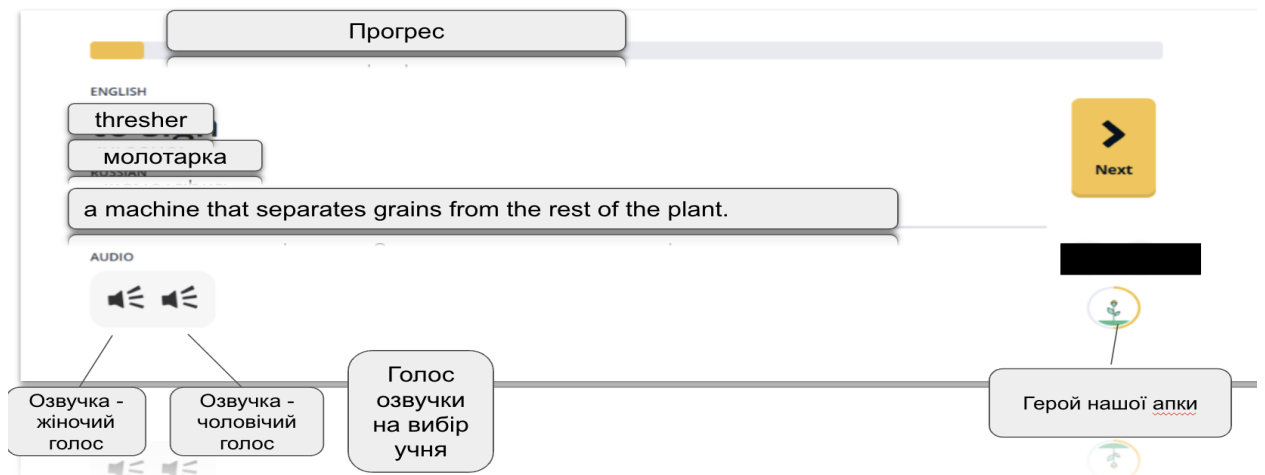
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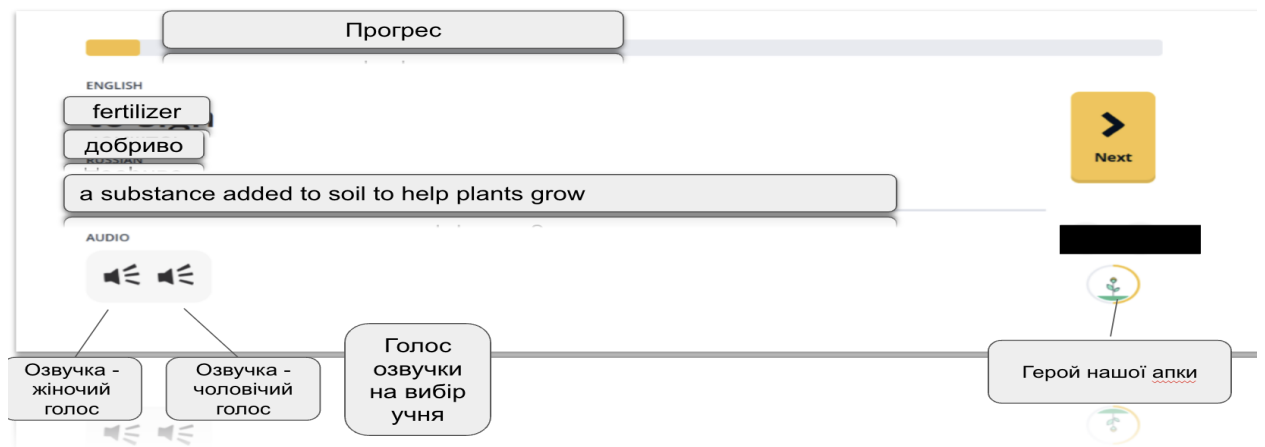
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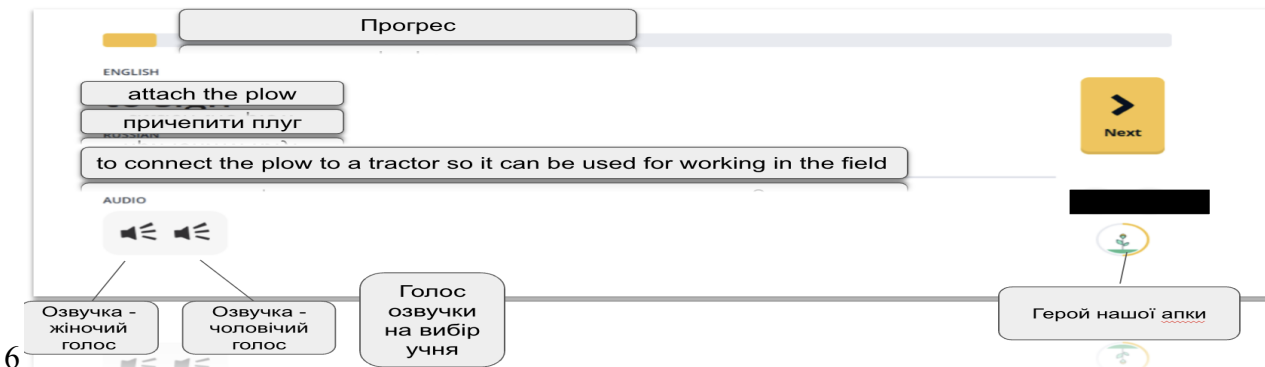
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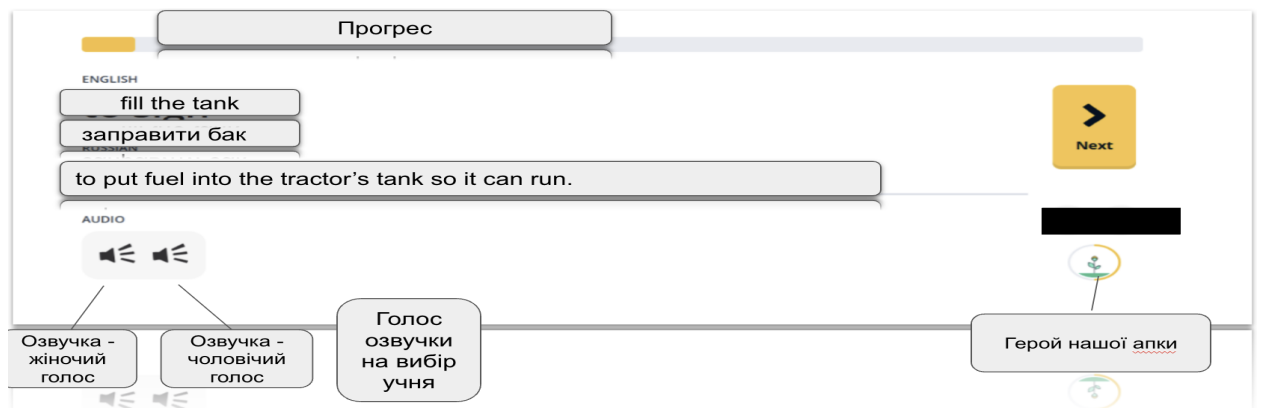
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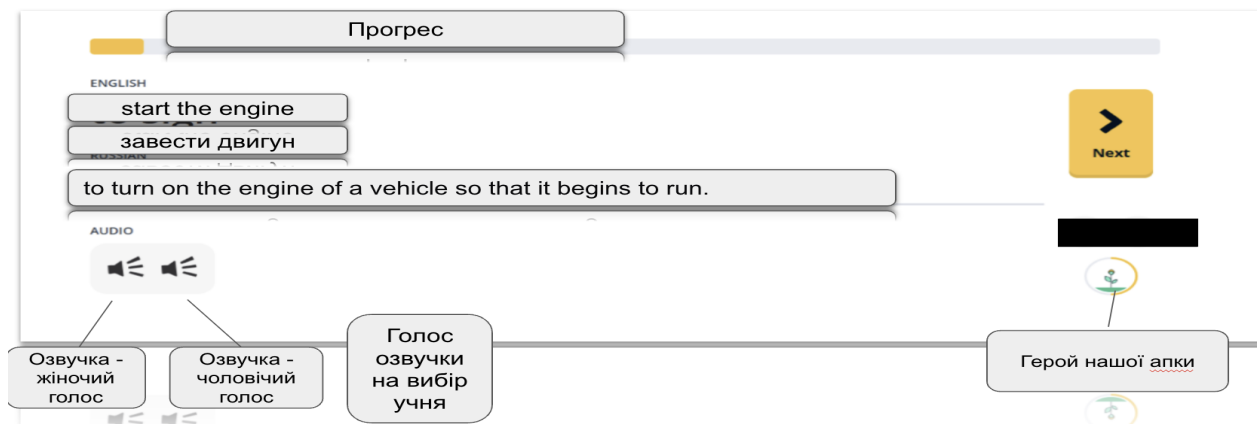
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7



8

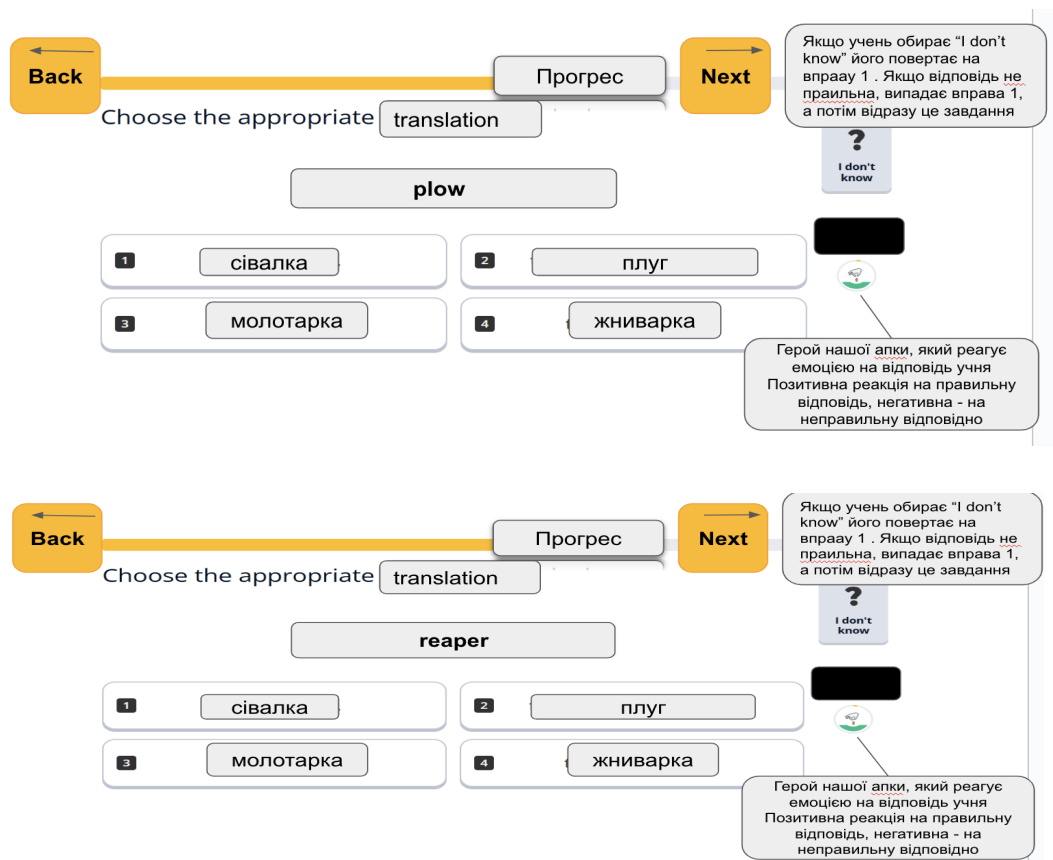


IMPORTANT:

- starting from the second slide, the student should be able to return to the previous one using the **button**
- The instructions should be in English with the possibility of translation into Ukrainian using the **button**

1. Choose the correct word meaning

Indicative visual:



Back Choose the appropriate translation Прогрес Next

fertilizer

1	сівалка	2	бак
3	добриво	4	жниварка

Якщо учень обирає "I don't know" його повертає на вправу 1. Якщо відповідь не правильна, випадає вправа 1, а потім відразу це завдання

I don't know

Герой нашої апки, який реагує емоцією на відповідь учня
Позитивна реакція на правильну відповідь, негативна - на неправильну відповідь

Back Choose the appropriate translation Прогрес Next

fill the tank

1	заправити бак	2	причепити плуг
3	завести двигун	4	зібрати врожай

Якщо учень обирає "I don't know" його повертає на вправу 1. Якщо відповідь не правильна, випадає вправа 1, а потім відразу це завдання

I don't know

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Позитивна реакція на правильну відповідь, негативна - на неправильну відповідь

2. Choose the spoken word

Indicative visual:

Back Choose the word that was voiced Прогрес Next

seeder

1	thresher
2	plow
3	seeder
4	reaper

Якщо учень обирає "I don't know" його повертає на вправу 1. Якщо відповідь не правильна, випадає вправа 1, а потім відразу це завдання

I don't know

Герой нашої апки, який реагує емоцією на відповідь учня
Позитивна реакція на правильну відповідь, негативна - на неправильну відповідь

Back Choose the word that was voiced Прогрес Next

thresher

1	fertilizer
2	plow
3	thresher
4	reaper

Якщо учень обирає "I don't know" його повертає на вправу 1. Якщо відповідь не правильна, випадає вправа 1, а потім відразу це завдання

I don't know

Герой нашої апки, який реагує емоцією на відповідь учня
Позитивна реакція на правильну відповідь, негативна - на неправильну відповідь

Back

Прорес

Next

Choose the word that was voiced

attach the plow

start the engine

plow

fill the tank

attach the plow

Якщо учень обирає "I don't know" його повертає на вправу 1. Якщо відповідь не правильна, випадає вправа 1, а потім відразу це завдання.

I don't know

Герой нашої апки, який реагує емоцією на відповідь учня. Позитивна реакція на правильну відповідь, негативна - на неправильну відповідь.

Back

Прорес

Next

Choose the word that was voiced

start the engine

fill the tank

attach the plow

start the plow

Якщо учень обирає "I don't know" його повертає на вправу 1. Якщо відповідь не правильна, випадає вправа 1, а потім відразу це завдання.

I don't know

Герой нашої апки, який реагує емоцією на відповідь учня. Позитивна реакція на правильну відповідь, негативна - на неправильну відповідь.

4. Choose the correct word or word phrase meaning

Indicative visual::

Choose the correct definition

plow

1 a machine that cuts crops when they are ready to harvest.

2 a machine that plants seeds in the soil.

3 a tool used to turn the soil in fields to prepare it for planting.

4 a machine that separates grains from the rest of the plant.

Choose the correct definition

thresher

1 a tool used to turn the soil in fields to prepare it for planting.

2 a machine that cuts crops when they are ready to harvest.

3 a machine that plants seeds in the soil.

4 a machine that separates grains from the rest of the plant.

Choose the correct definition

attach the plow

?
I don't know

1 to put fuel into the tractor's tank so it can run.

2 to connect the plow to a tractor so it can be used for working in the field.

3 to add substance to soil to help plants grow

4 to turn on the tractor's motor so it can work.

Choose the correct definition

fill the tank

?
I don't know

1 to make rows of holes for the seeds.

2 to put fuel into the tractor's tank so it can run.

3 to turn on the tractor's motor so it can work.

4 to connect the plow to a tractor so it can be used for working in the field.

5. Write the word (make a word from the suggested letters according to its meaning)

Indicative visual:

Прогрес

Read the definition and write the correct word

a machine that plants seeds in the soil.

ENGLISH

seeder

g t e i n p o s

Clue

Можна відкрити першу букву

Якщо учень обирає "I don't know" його повертає на вправу 1. Якщо відповідь не правильна, випадає вправа 1, а потім відразу це завдання

?
I don't know

Прорес

Read the definition and write the correct word

a machine that cuts crops when they are ready to harvest.

ENGLISH

reaper

g t e i n p o s

Clue

Можна відкрити першу букву

Якщо учень обирає "I don't know" його повертає на вправа 1. Якщо відповідь не праильна, випадає вправа 1, а потім відразу це завдання

I don't know

Прорес

Read the definition and write the correct word

a substance added to soil to help plants grow.

ENGLISH

fertilizer

g t e i n p o s

Clue

Можна відкрити першу букву

Якщо учень обирає "I don't know" його повертає на вправа 1. Якщо відповідь не праильна, випадає вправа 1, а потім відразу це завдання

I don't know

Прорес

Read the definition and write the correct word

to turn on the tractor's motor so it can work.

ENGLISH

start the engine

g t e i n p o s

Clue

Можна відкрити першу букву

Якщо учень обирає "I don't know" його повертає на вправа 1. Якщо відповідь не праильна, випадає вправа 1, а потім відразу це завдання

I don't know

6. Write the word (make a word from the suggested letters)

Indicative visual:

Write the correct translation

Прогрес

пług

ENGLISH

g t e i n p o s

Clue

Можна відкрити першу букву

Якщо учень обирає "I don't know" його повертає на впраау 1 . Якщо відповідь не праильна, випадає вправа 1, а потім відразу це завдання

I don't know

Write the correct translation

Прогрес

молотарка

ENGLISH

thre.....

g t e i n p o s

Clue

Можна відкрити першу букву

Якщо учень обирає "I don't know" його повертає на впраау 1 . Якщо відповідь не праильна, випадає вправа 1, а потім відразу це завдання

I don't know

Write the correct translation

Прогрес

причепити пług

ENGLISH

attach the pl...

g t e i n p o s

Clue

Можна відкрити першу букву

Якщо учень обирає "I don't know" його повертає на впраау 1 . Якщо відповідь не праильна, випадає вправа 1, а потім відразу це завдання

I don't know

Write the correct translation

Прогрес

заправити бак

ENGLISH

fill the tank

g t e i n p o s

Clue

Можна відкрити першу букву

Якщо учень обирає "I don't know" його повертає на впраау 1 . Якщо відповідь не праильна, випадає вправа 1, а потім відразу це завдання

I don't know

7. Write down the spoken word

Indicative visual:

Прорес

Write the word you hear

seeder

ENGLISH

|

g t e i n p o s

Clue

?
I don't know

⚡

🌱

Прорес

Write the word you hear

reaper

ENGLISH

|

g t e i n p o s

Clue

?
I don't know

⚡

🌱

Прорес

Write the word you hear

fertilizer

ENGLISH

|

g t e i n p o s

Clue

?
I don't know

⚡

🌱

Прорес

Write the word you hear

fill the tank

ENGLISH

|

g t e i n p o s

Clue

?
I don't know

⚡

🌱

Block 2

Exercises for entering word combinations

8. Make up phrases from the given words

Indicative visual:

Create collocations with the following words

add

to

...

soil

add

to

soil

fertilizer

I don't know

⚡

🕒

🌱

Create collocations with the following words

the

plow

the

plow

attach

I don't know

⚡

🕒

🌱

Create collocations with the following words

fill

the

fill

the

tank

I don't know

⚡

🕒

🌱

Create collocations with the following words

start

the

M

start

the

engine

I don't know

There should be 16 such tasks for introducing words, collocations and idioms
 Question: In what sequence should the exercises be presented?
 SCHEME

Exercises on using lexical units in a sentence

9. Ukrainian sentence + 4 English versions (with a built-in grammar)

Indicative visual:

Choose the correct translation

Вони причепляють плуг до трактору зранку.

A. They attach the plow to the tractor in the morning.

B. They attach the seeder to the tractor in the morning.

C. They attaches the plow to the tractor in the morning.

D. They will attach the plow to the tractor in the morning.

Choose the correct translation

Добриво - це речовина, яку додають у ґрунт, щоб допомогти рослинам рости.

A. Fertilizer helps plants grow.

B. Fertilizer is a substance added to soil which will help plants grow.

C. Fertilizer is a substance added to soil to help plants grow.

D. Fertilizer will help plants grow.

Choose the correct translation

Він заводить двигун щоб орати поле.

A. He starts the engine to plow the field.

B. He is starting the engine to plow the field.

C. He always start the engine to plow the field.

D. He starts the plow to plow the field.

Choose the correct translation

Не забудь заправити бак паливом і перевірити шини перед оранкою поля.

A. Remember to fill the tank and check the tires before plowing the field.

B. Don't forget to fill the tank and check the tires before plowing the field.

C. Fill the tank and check the tires before plowing the field.

D. Don't forget to fill the engine and check the tires before plowing the field.

10. Finish the sentence with one word

Multiple choice

Indicative visual:

Finish the sentence with one word

The farmer uses a ... to cut the crops in the field.

- seeder
- plow
- reaper
- thresher

Якщо учень обирає "I don't know" його повертає на вправу 1. Якщо відповідь не правильна, випадає вправа 1, а потім відразу це завдання

I don't know

Герой нашої апки, який реагує емоцією на відповідь учня. Позитивна реакція на правильну відповідь, негативна - на неправильну відповідь

Finish the sentence with one word

He starts the ... to plow the field

tires

plow

tank

engine

Якщо учень обирає "I don't know" його повертає на вправа 1. Якщо відповідь не правильна, випадає вправа 1, а потім відразу це завдання

I don't know

Герой нашої апки, який реагує емоцією на відповідь учня
Позитивна реакція на правильну відповідь, негативна - на неправильну відповідь

Finish the sentence with one word

Always check the before using the tractor.

tires

seeder

reaper

engine

Якщо учень обирає "I don't know" його повертає на вправа 1. Якщо відповідь не правильна, випадає вправа 1, а потім відразу це завдання

I don't know

Герой нашої апки, який реагує емоцією на відповідь учня
Позитивна реакція на правильну відповідь, негативна - на неправильну відповідь

Finish the sentence with one word

Don't forget to fill the tank with

tires

fuel

reaper

fertilizer

Якщо учень обирає "I don't know" його повертає на вправа 1. Якщо відповідь не правильна, випадає вправа 1, а потім відразу це завдання

I don't know

Герой нашої апки, який реагує емоцією на відповідь учня
Позитивна реакція на правильну відповідь, негативна - на неправильну відповідь

11. Make sentences from the given words

Indicative visual:

Прогрес

Create sentences using the following words

The farmer uses a reaper to cut the crops in the field

a farmer uses cut to reaper crops The the in the field

Герой нашої апки, який реагує емоцією на відповідь учня
Позитивна реакція на правильну відповідь, негативна - на неправильну відповідь

Прогрес

Create sentences using the following words

The farmer spreads fertilizer to help the soil stay healthy and ready for planting

soil farmer spreads help to reaper fertilizer The stay for the ready healthy planting and

Герой нашої апки, який реагує емоцією на відповідь учня
Позитивна реакція на правильну відповідь, негативна - на неправильну відповідно

Прогрес

Create sentences using the following words

Before starting work the farmer checks the tires on his tractor

the tractor checks the his farmer starting before tires on work

Герой нашої апки, який реагує емоцією на відповідь учня
Позитивна реакція на правильну відповідь, негативна - на неправильну відповідно

Прогрес

Create sentences using the following words

After plowing the farmer removes the plow and connects the seeder

the after connects the and farmer removes plowing plow the seeder

Герой нашої апки, який реагує емоцією на відповідь учня
Позитивна реакція на правильну відповідь, негативна - на неправильну відповідно

12. Fill in the gaps in the text with the learned words/phrases/collocations. The student writes the gap in English.

Тут має бути кольорова сторінка. *Indicative visual:*

Complete the sentences by filling in missing words. Drag & drop

plow

seeder

reaper

thresher

Many machines were developed in the United States. In the 1830s, Cyrus McCormick's mechanical helped modernize the cutting process. At about the same time, John and Hiram Pitts introduced a horse-powered that shortened the process of separating grain and seed from chaff and straw. John Deere's steel introduced in 1837, made it possible to work the tough prairie soil with much less horsepower.

Complete the sentences by filling in missing words. Drag & drop

fertilizer

tires

tank

engine

Before working in the field, the farmer fills the with fuel. He checks the in the spreader to make sure it's ready. Then, he starts the and begins his work.

Complete the sentences by filling in missing words. Drag & drop

plow

tires

seeder

thresher

Before starting work, the farmer checks the on his tractor. Then, he attaches the to prepare the field for planting. After plowing, he removes the plow and connects the The seeder plants the seeds evenly across the field.

Complete the sentences by filling in missing words. Drag & drop

fertilizer

plow

reaper

thresher

The farmer uses a to cut the crops in the field. After that, he loads the crops into the to separate the grains. Once the work is done, he prepares the field for the next season. He spreads to help the soil stay healthy and ready for planting.

Block 3

Practicing learned vocabulary in dialogue

There should be a video generated using AI

13. Watch a video or listen to the dialogue + the opportunity to see the script

14. Arrange the video cues in the correct order

Instruction: Put the phrases in the right order to complete the conversation

Indicative visual:



Фото

Put the phrases in the right order to complete the conversation

Aim: Practice arranging sentences to form a complete conversation.

"What are you working on today?"

"Yes, the plow will help till the soil before we plant again."

"I'm going to use the *seeder* to plant seeds in the field."

"After that, will you use the *reaper* to cut the crops?"

"And will you need the *plow*?"

"Yes, and then we'll use the *thresher* to clean the grains."

В цій вправі має бути можливість рухати фрази поки не виставлять у правильному порядку. І знову герой апки з емоціями на правильні.неправильні відповіді

15. Repeat the line you heard

When the student speaks a phrase, the app reproduces the spoken word in writing

Instruction: Repeat the phrase that was voiced.

Indicative visual:



Фото до ТЕМИ

Repeat the phrase that was voiced.

Aim: Learn to pronounce words and phrases correctly.

Emma

"What are you working on today?"

Тут опція натиснути, і має випасти вікно з перекладом

Якщо складно записати голосом, можна прописати тут письмово

Можливість записати голосом відповідь

16. Answer a question from AI

There should be an opportunity to respond both orally and in writing

Instruction: Complete the dialogue by recording or typing your answer.

Indicative visual:

The screenshot shows a digital interface for a language exercise. At the top left, there is a small illustration of two people talking, with a text box below it that says "Фото до теми" (Photo on the topic). To the right of this is a large grey box with the instruction "Talk with your friend about the agricultural tools you plan to use." Below this is another grey box stating the aim: "Aim: Practice using *will* and *be going to* with vocabulary from this section." Below the aim box, there is a text input area where "Emma:" is written, followed by a question box containing "What are you working on today?". Below the question box is an empty text box for the user's response. Further down, there is a hint box that says "Якщо учень нажимає на підказку, вискакує вікно з прикладами можливих відповідей" (If the student clicks on the hint, a window with examples of possible answers will appear). Below this hint box, there is a text box containing the example sentence "I'm going to use the *seeder* to plant seeds in the field." with a small icon next to it. Below the example sentence is another empty text box. At the bottom of the interface, there is a search bar with the text "Якщо складно записати голосом, можна прописати тут письмово" (If it's difficult to write by voice, you can write it here). Below the search bar is a "Clue" button with a microphone icon and a text box that says "Можливість записати голосом відповідь" (Ability to write the answer by voice). There are also some small icons and a cursor visible at the bottom right.

Emma: "What are you working on today?"

Учень: "I am using the seeder to plant seeds in the field"

Emma: "Will you use the reaper to cut the crops?"

Учень: ""Yes, and then we'll use the thresher to clean the grains."

Emma: "And will you need the plow?"

Учень: "Yes, the plow will help till the soil before we plant again."

Testing:

1. Intermediate:

2 lessons - intermediate testing (short quiz)

2 lessons intermediate testing (short quiz)

1 lesson - long test

2. Progress Test

80% of the answers must be correct, then the test is considered passed

3 attempts to pass the test (3 tests have the same structure, the same vocabulary)

Number of questions in the Progress test - 40

Timing: 25 minutes

There should be progress at the end of each exercise. Approximate visual:

The lesson is over



Learn words
100 points.

Fully learned words

25

Started

0

Script Review

Indicate how many words have been learned and how many words need to be repeated.

Progress test results should be sent to the user via email or the selected type of messenger.

The user should be able to contact support and report an error in the application.

MODIFICATION OF AN EXISTING SITE ON THE LARAVEL FRAMEWORK:

- Diagnosing the website's performance;
- Creation of an additional project page, in accordance with the terms of reference of the GO GLOBAL team, preserving the visuals and style of the mobile application, and the ability to upload the developed project materials.
- Optimize website speed and performance:
 - Optimize images on the website
 - Set up the right caching mechanisms for static content.
 - Minimize CSS, JavaScript, and HTML files
 - Ensure mobile responsiveness and optimal loading speed on mobile devices.
 - Optimize website speed in accordance with the recommendations of Google PageSpeed Insights and GTMetrix.
 - Replace existing links with CNC links separately for the Ukrainian and English versions of the pages.
 - Implement the correct transliteration of links.

Technical support for the site and application after release for a period of 12 months, including:

- 1) Critical Error Fixing
 - Prompt elimination of errors that affect the operation of the application (crashes, freezes, inability to perform key actions).
- 2) Updates for operating systems (iOS/Android) and devices
 - Adaptation to changes in App Store / Google Play requirements (e.g., new security policies, SDKs, etc.).
- 3) Monitoring of the application (upon request)
 - Detection and analysis of stability of work (crash analytics, logs).

- Providing stability reports.
- 4) Technical consultations and support
 - Answers to customer questions regarding functionality.
 - Explanations regarding expanding functionality or integration with other services.
- 5) Responding to user feedback
 - Analysis of technical feedback from the App Store/Google Play.
 - Providing solutions or answers to the customer.
- 6) Warranty period
 - Free support and bug fixes after release for up to 1 month.
- 7) Security and Compliance (if required)
 - Security audit, recommendations.
 - Implementation of updates to comply with new Google/Apple rules.
- 8) Fixing critical errors in the site's operation (promptly eliminating errors that affect its operation (crashes, freezes, inability to perform key actions)).