

Guidelines for the Design Competition of the Malaysia Agro-food Productivity Nexus Information Tool Box Website

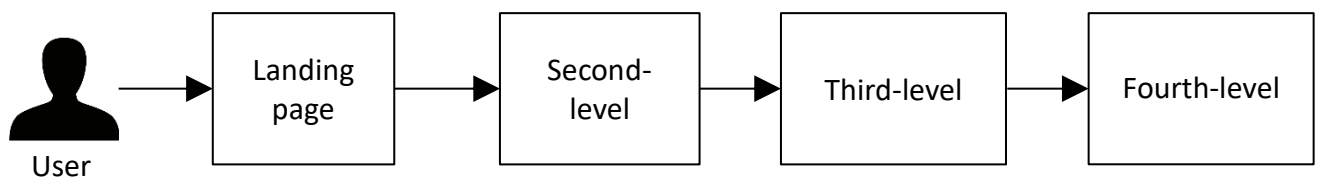
Definitions of the Information Tool Box Project:

1. The Agro-food Productivity Nexus, under the management of Malaysia Productivity Corporation (MPC), is a development initiative under the mandate of the Ministry of Economic Affairs, Malaysia. This initiative focuses on the productivity development in building connectivity of the agrofood supply chain.
2. Agro-food productivity include all the supply chain activities in production/cultivation and processing, and retailing of agrofood; including crops, poultry, livestock and fisheries.
3. The objective of the Information Tool Box website is to:
 - Enable easy, free, fast and ubiquitous accessibility to the Malaysian agrofood information to increase the stakeholders competitiveness and productivity of their businesses
 - Empower the users who are all the stakeholders of the agrofood supply chain in Malaysia – the supply chain stakeholders are those involved in the activities even before the production (i.e. suppliers) right up to after retail (i.e. end users).
 - Include information, such as historic knowledge-based/records, current data/news, and future intelligence/predictions. Agrofood information includes the field of production, distribution, consumption, sustainability and environment
 - Act as a Tool Box that depicts the “technician at work where he has a sufficient collection of appropriate tools and manuals to perform his work quickly, effectively and profitably”
4. The design should depict the definitions, functions and values of the Information Tool Box project

Expectations of this competition

- Design the **Website Layout** for its landing page and its subsequent pages
 - Develop a **Name** for the website
 - Design a **Logo** that can describe the Agrofood Productivity Initiative
 - Develop a **Tagline** of the Agrofood Productivity Initiative for the website
 - Design an **Avatar** for the chatbot
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- Competition submission must be accompanied (in writing) with rationale and justification for the illustrations and functions of the design.

Generic Website Flow of Pages:



Requirements and Considerations of the Landing Page:

Description: It is the main entry point of the website.

- There is no login restriction for general user visits or its subsequent pages. However, for content providers in this website, Sign Up to participate will be required.
- Propose a method to identify the groups of users such as farmer, enterprise, institutions, government and public.
- Allocate space to accommodate sponsored entities (up to 50)
- Allocate space for advertising. Location is pertinent but does not overwhelm the page
- The inclusion of video clip, photos and/or audio may be incorporated on this page
- Example of a landing page is shown in Figure 1

Requirements and Considerations of the Second-level Web Page:

Description: This page shows the 4 main categories of agrofood – Vegetables, Fruits, Fisheries, and Live Stocks

- User can select one of the categories of agrofood to enter into the third-level Webpage
- Design concept must be consistent to the landing page design concept
- Allocate space and position for the same Chatbot, that will pop up when the user clicks on it
- The prominent Search Bar is present on this second page
- Example of a second-level page is shown in Figure 2

Requirements and Considerations of the Third-level Web Page:

Description: The third-level web page allows the user to select a specific sector (Information Categories) of their choice.

- The page depicts the agro-food supply chain sectors as listed below:

*Production -> Harvesting and Transport -> Processing and Storage ->
Distribution, Packaging and Handling -> Wholesale and Retail*

- User can select one of the sectors in the supply chain to enter into the fourth-level webpage, which is related to selected supply chain
- Design concept must be consistent to the landing page design concept
- Allocate space and position for the same Chatbot, that will pop up when the user clicks on it
- The prominent Search Bar is present on this third page
- Example of a third-level page is shown in Figure 3

Requirements and Considerations of Fourth-level Web Page:

Description: Once the user clicks one of the sectors in third-level web page, the fourth-level web page displays the related hyperlinks of the selected sectors (similar to a web search engine).

- For each sub-title of the selected sector, maximum 10 links are displayed. Other pages will be displayed in next pages.
- Enable the sub-titles to be collapsed or expanded
- There is a feature to allow users to rate the link
- Design concept must be consistent to the landing page design concept
- Allocate a space to include the same Chatbot, that will appear when the user click on it
- The prominent Search Bar is present on this fourth page
- Example of a fourth-level page is shown in Figure 4

The Information Tool Box promises the Users that:

- It is easy to use (find information)
- It is fun to use (attractive)
- It uses simple logical instructions and directions to guide the visitor
- It may have a Virtual Tour Guide that gives Introduction of the website
- The language for the website is in English or Bahasa Malaysia
- High regards to understand the targeted users, and how the users browse the website.
- User experience of the site is pertinent (as this will capture the attention of the users)

Examples of Page Design (for reference only)

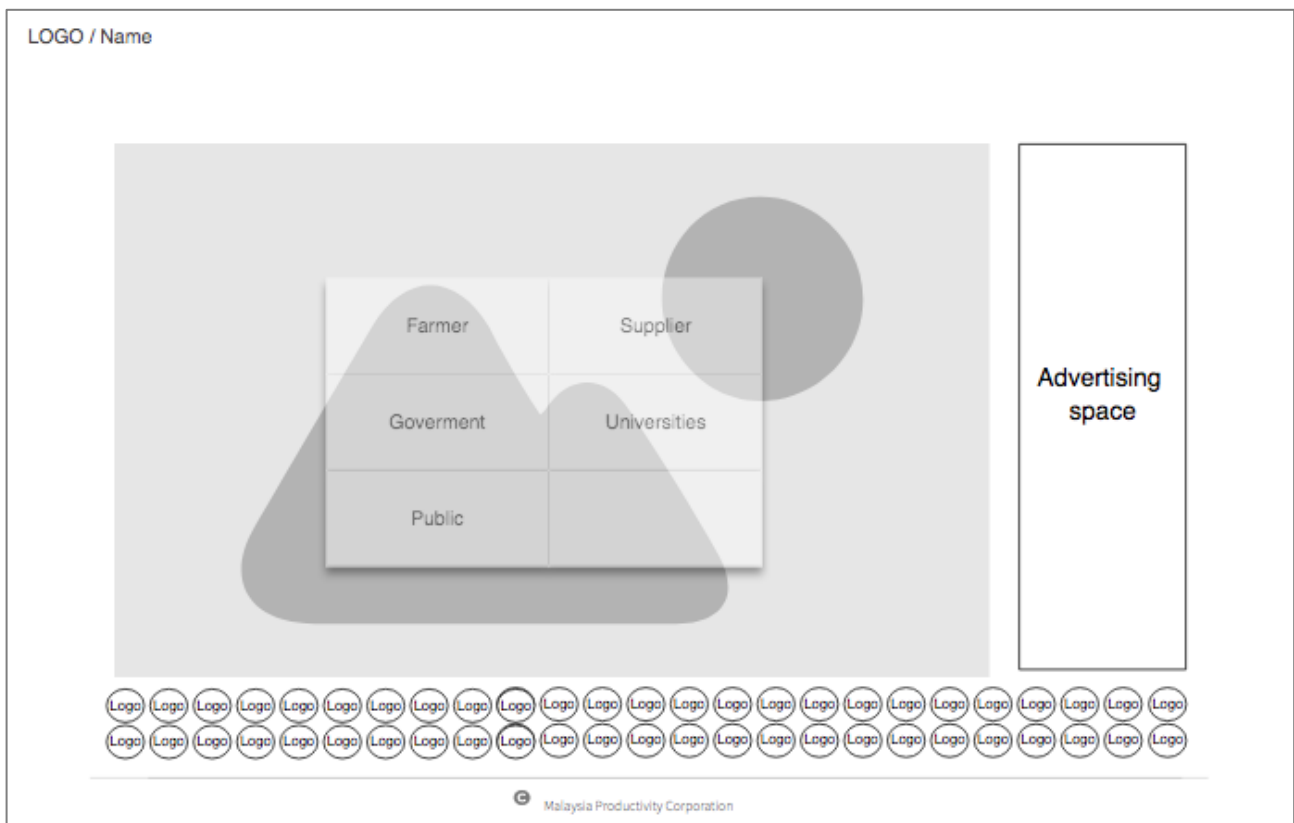


Figure 1: Sample landing page

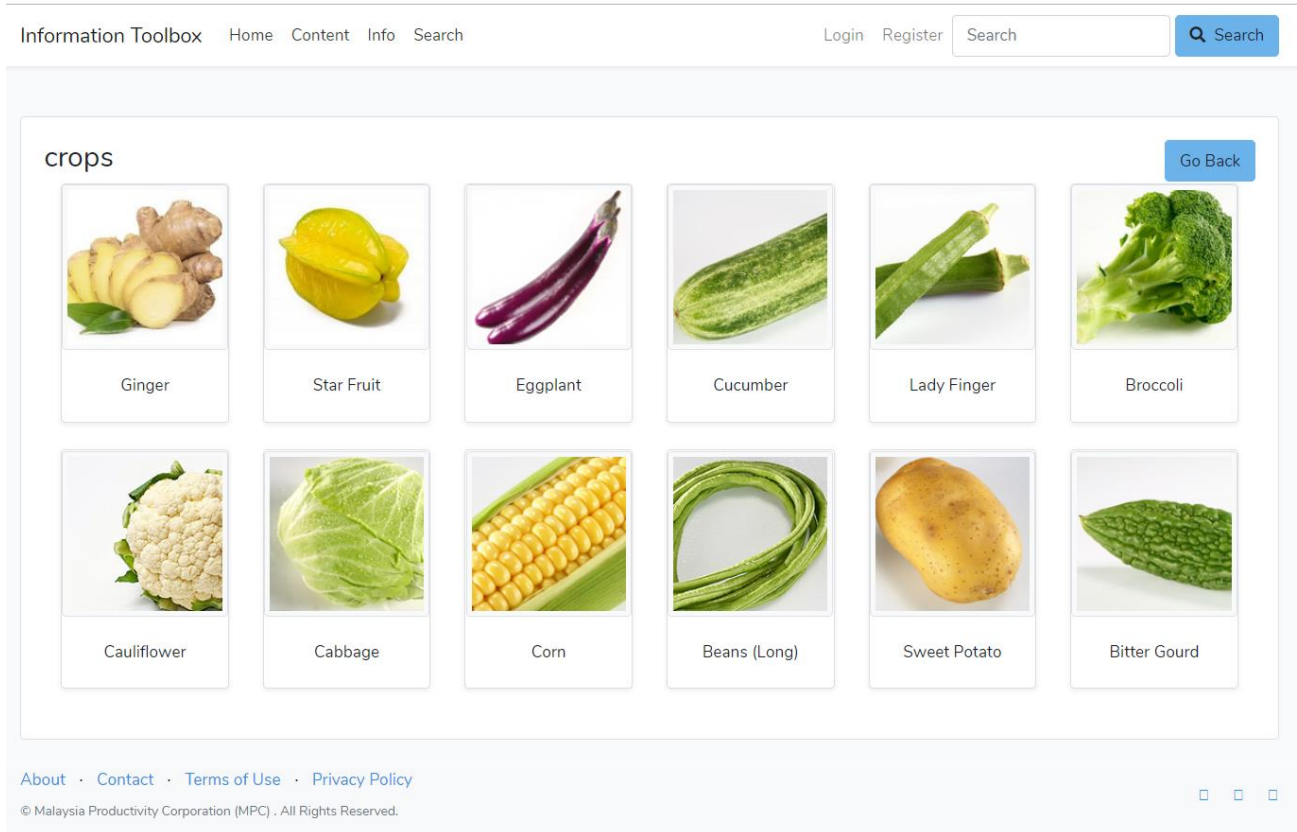


Figure 2: Sample second-level page

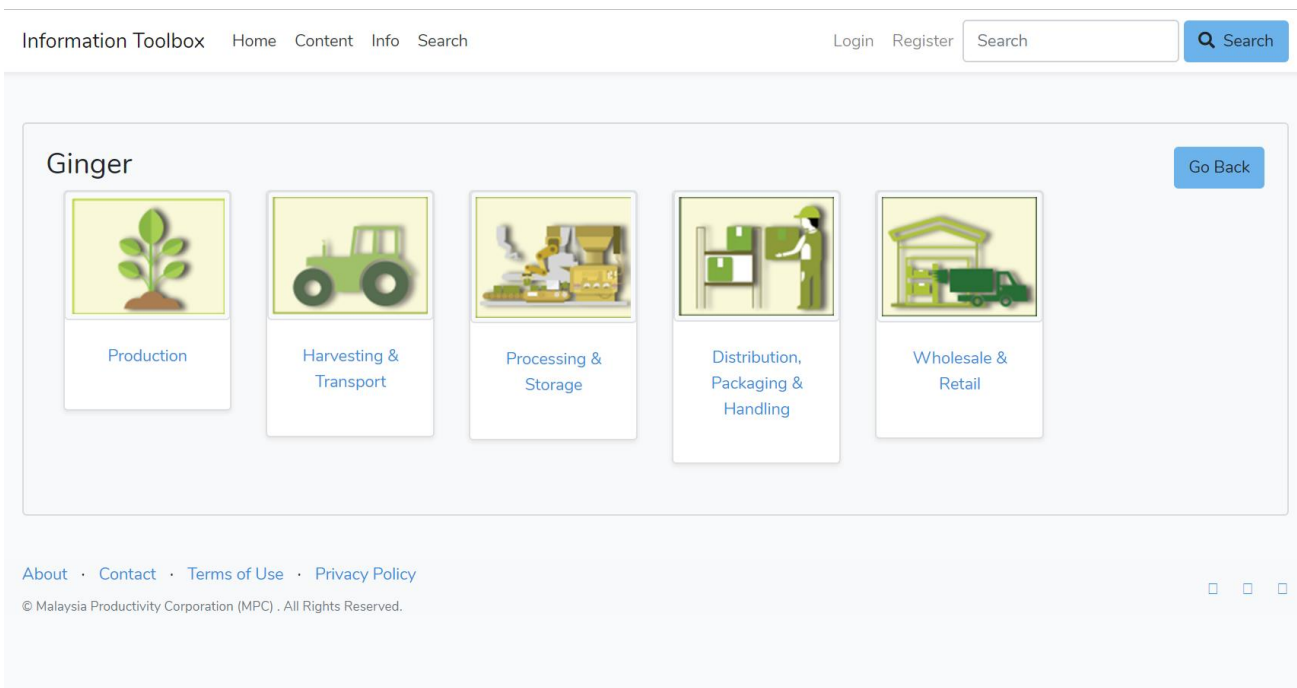


Figure 3: Sample third-level page

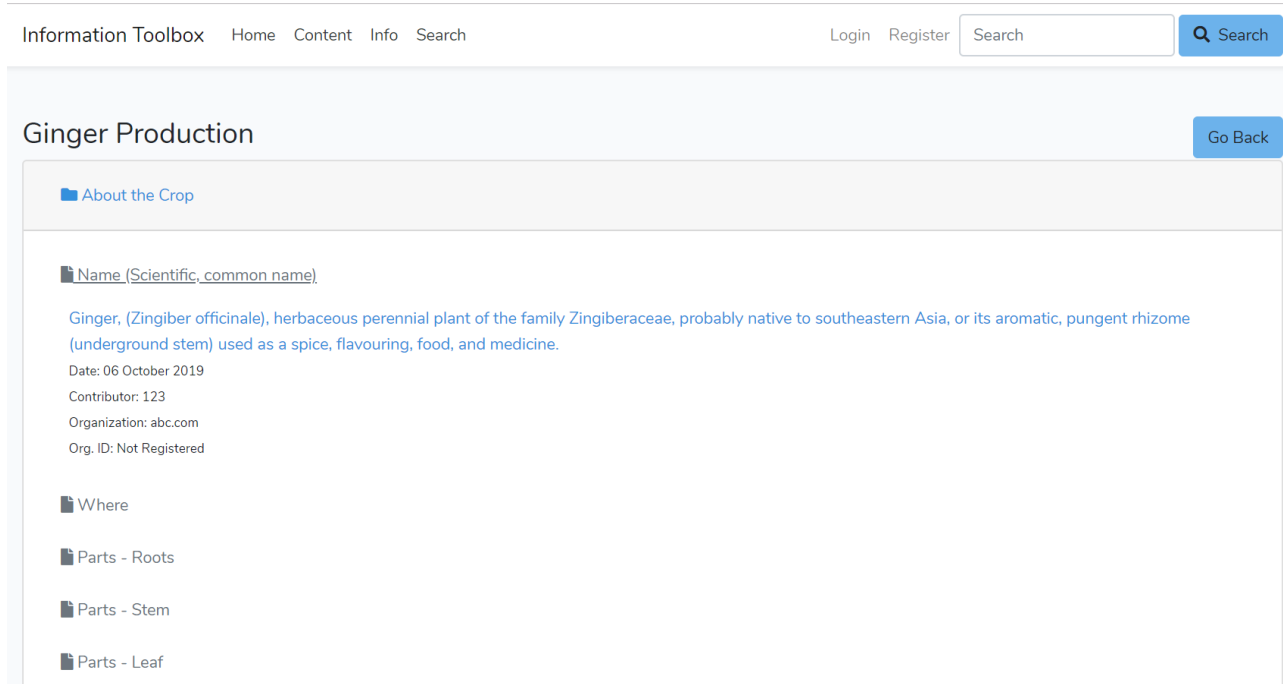


Figure 4: Sample fourth-level page

Terms and Conditions

1. The Cash Prize of this Competition will be given to:
 - Winner Prize: RM 10,000.00
 - Consolation Prize 1: RM 1,000.00
 - Consolation Prize 2: RM 1,000.00
 - Consolation Prize 3: RM 1,000.00
 - Consolation Prize 4: RM 1,000.00
2. The Contestant must be a Malaysian.
3. Each Contestant cannot submit more than two artworks.
4. Each submission must contain:
 - i. The **Website Layout** (for its landing page and its subsequent pages with icons)
 - ii. A **Name** for this website
 - iii. A **Logo** that can describe the Agro-food Productivity Initiatives
 - iv. A **Tagline** of the Agro-food Productivity Initiatives for the website
 - v. An **Avatar** for the *ChatBot*

5. The competition submission must be accompanied (in writing) with rationale and justification for the illustrations and functions of the design.
6. The design must be an original work. No plagiarism of any artwork for submission is allowed.
7. The Competition Guideline and Design Requirements, Application Form and All notifications and communications can be obtained from the MPC Portal at <http://www.mpc.gov.my/> and WayUP Portal at www.wayup.my/nexus/agro-food
8. For those interested to participate in this competition, kindly submit your application to attend the briefing on Information Tool Box Website Layout Design Competition by **15th December 2019 (Sunday)**
9. The date of the briefing will be on **20th December 2019 (Friday)**.
10. Contestants must submit the artwork in .ai and .pdf formats via email attachments or WeTransfer links to En. Muhammad Hisham Nordin at mhisham@mpc.gov.my by **30th January 2020**.
11. Only 10 contestants who have been shortlisted must submit their full artwork in order to qualify for the final round of the competition by **11.59 p.m. of 15th February 2020 (Saturday)**.
12. All 10 contestants will be called up to make a presentation to the panel of judges.
13. Contestants are responsible to obtain confirmation of receipt of their submission by the Secretariat of the Agrofood Productivity Nexus of Malaysia Productivity Corporation, MPC.
14. The final results of winner and consolation prize winners will be made known on the WayUP Portal.
15. All the cost of production in the artwork submitted are to be borne by the Contestants.
16. MPC will have the Right to own the Winner and Consolation Prize Winners' artworks submitted. The Intellectual Property of the artwork of the Winner and Consolation Prize Winners' will be under MPC.
17. MPC possess the right to change and/or adopt the design creation of the winning contestants (Winner and Consolation Prizes).
18. MPC is not liable and responsible for any claims by 3rd party on Intellectual Property or Ownership of any or part(s) of the logos, names, taglines, Avatar images, pictures, icons, etc.
19. The panel of judges are made up of experts from the industry and design creative profession.
20. Decisions of the panel of judges are final, and no review of decisions will be entertained.