

# Project Brief

## Redevelopment of ASEF Corporate Website ([www.asef.org](http://www.asef.org))

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### Project

ASEF is looking to enhance the design, technical components and information structure of its existing website in order to provide a better information platform for its primary stakeholders, potential partners, as well as members of the general public.

### About the Asia-Europe Foundation (ASEF)

The **Asia-Europe Foundation (ASEF)** promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe.

Our goals:

- Strengthen Asia-Europe ties
- Enhance mutual understanding by people-to-people exchanges
- Create networks
- Share knowledge

For more information, please visit [www.asef.org](http://www.asef.org)

### Project Background

Over the years, ASEF has maintained an information website to connect with participants and project partners, as well as to reach out to new audience members who take an interest in project announcements, news updates and publications, concerning Asia-Europe cooperation.

The website is currently structured around the following main features:

- Background (History, Structure, Partners)
- Projects and events (filtered by date, theme, programme)
- Publications (filtered by date and project)
- Media (Corporate News, Press Releases, Videos, Photos)

### Objectives

1. Improve UX/UI, ensuring functionality and ease-of-use
2. Redesign and redevelop the front-end of the website to present contents in an attractive, engaging, organised and accessible way
3. Upgrade or change the current CMS platform
4. Adapt the back-end of the website to ensure efficient, easy-to-update interface
5. Highlight ASEF projects as one of the core features of the organisation
6. Highlight ASEF publications (multifile, multiformat, print on demand)

7. Create interlinkages between content (e.g. themes, partners and member countries)
8. SEO – improving, optimising search engine scanning, ranking

## Target audiences

1. Members of the general public
2. Potential participants
3. Academics and researchers
4. Potential partners and sponsors
5. ASEF stakeholders (e.g. ASEF Governors, government officials, partner organisations, event participants and alumni)

## Scope

- 1. Design/Layout development**
  - a. Develop a new look-and-feel for the website
  - b. Ensure a coherent overall look, consistent with the ASEF brand guidelines [brand.asef.org/](http://brand.asef.org/)
  - c. Create graphic elements, if needed
- 2. Information architecture**
  - a. Simplify the structure of contents
- 3. Technical direction and development**
  - a. Propose and develop technical solution according to requirements
  - b. Propose and develop a logical, easily searchable and retrievable information system for the existing content
  - c. Ensure better web structure and navigation
  - d. Propose a suitable open-source Content Management System (CMS) and adapt the backend with ease of content updates
  - e. Final set-up of all technical requirements for go-live on ASEF server
- 4. Migration of content**
  - a. Migrate current database content, files, pictures, and publications (currently in Joomla!)
  - b. Ensure smooth transition of contents as much as possible
- 5. Tutorial**
  - a. Provide web manual on how to update content (including size of photos, character size of headlines, etc.)
  - b. Conduct a briefing/tutorial prior to go-live for all ASEF staff on how to update content

## Specifications

### Frontend

1. Front-end website design must reflect ASEF corporate identity and brand guidelines ([brand.asef.org/](http://brand.asef.org/)).
2. Front-end design must take into account the possibility of content update without photography.
3. Website must be done with responsive design (i.e. site to adjust according to multi-device screen requirements).
4. Website should contain interlinkages between content and other automatic ways to find content within content.
5. Website should have sharing tools to push content out to different platforms: RSS by Category, Social Media (Twitter, Facebook, Google+, LinkedIn), Email, Calendar, and Print.
6. Website should be optimised for search-engine tracking.
7. Website should include tracking tools (e.g. Google Analytics for visits and publications downloads).
8. Pages must be print-friendly with default layout.

### Backend

1. Open source Content Management System (CMS) solution should be provided.
2. CMS core components should not be customised to ensure future updates of the platform.
3. CMS platform should have wide plugin compatibility with external plugins.
4. CMS platform must allow for multi-user access and multi-level access rights.
5. Website content must be easy to populate, update, add or change information.
6. Updating process should maximise automation (especially for site-interlinkages, such as related projects, publications and vice-versa, etc.).
7. Updating process should avoid duplication of content and work.
8. Content moderation and email updates.

9. Integration with other external platforms: Youtube, Flickr.
10. Integration with other ASEF platforms: ASEF Brand Manual, ASEF Governors' Intranet.

### **Deliverables**

1. Live site published on ASEF's server
2. DVD or zipped file of old and new website and SQL for backup
3. Final design artwork for graphic elements (icons, etc.) in both JPEG and open file format (.indtt or .ai)
4. Tutorial on use (in PDF and in open file format (e.g. .indtt or .doc)

### **Timeline**

Tender period: 4 to 23 February 2015

Expected start date: 2 March 2015

Date of completion: 2 July 2015

### **Contact**

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### **Website References**

Whole Education <http://www.wholeeducation.org/>

Walker Art Center <http://www.walkerart.org/>

The Berlage <http://www.theberlage.nl/>

The Calvert Journal <http://calvertjournal.com/>

History Miami <http://www.historymiami.org/>

Fundacion PROA <http://www.proa.org/eng>