



CONCEPT PAPER

ASEF.org Website Revamp 2019

BACKGROUND

The website of the Asia-Europe Foundation is due for a major overhaul. Having been developed nearly a decade ago, ASEF.org runs on an outdated Content Management System that is inefficient, unintuitive and lacking modern functionality. Its design is cluttered, and user experience is therefore severely affected. Furthermore, organisational evolution necessitates an update of site architecture. ASEF.org currently runs on a customised version of Joomla 2.5.28.

The following sections of this document describes the initial brief provided for this project.

PROPOSED CONCEPT & DESIGN

The primary concept of the envisioned new ASEF.org is based on 2 priorities:

1. an improved user interface for ASEF.org staff;
2. a seamless user experience for each of our core stakeholder groups.

Hence, a clean, modern design is sought, supported by a powerful Content Management System (CMS). The design should incorporate distinct colour-based identities for each of our 7 themes, and more sophisticated project webpages with better visual presentation of information. It should also feature a clear menu that quickly directs users to their page(s) of interest. To address the overwhelming amount of information currently on the home page, a cleaner, simpler presentation of content is needed.

Keywords: people-to-people exchanges, human connectivity, diversity.

EVALUATION AND NEEDS ANALYSIS

The project shall include an initial component of evaluation and needs analysis. It is envisioned that ASEF and the web design agency collaborate on a process of evaluation involving various methods (quantitative survey, face-to-face interviews, consultative workshops) and stakeholders.

The outcome of the evaluation, combined with the specifications described in this concept note, will result in a final project brief that will guide the rest of the process.

CONTENT MANAGEMENT SYSTEM

A new CMS is required, to improve functionality and usability. The new CMS should feature a clean and intuitive user interface. The proposed CMS may be open-source or proprietary but must accommodate ASEF's required content structure. It should also allow for integrations with major social media platforms, content sources like YouTube and Flickr, marketing automation platforms like Mailchimp and Zendesk, and an as-yet undefined Customer Relationship Management (CRM) system.

Additionally, tailored CMS guides will need to be produced to cater to the various staff who manage content on the website. This may be accompanied by a physical training session.

CONTENT TYPES & STRUCTURE

Existing content types such as Publications and Partners & Sponsors shall be carried over to the new website, while new content types will have to be added. A revised content structure will have to be developed. This will take into account the relationships between departments, thematic focus areas (themes), programmes, projects, activities and events. In addition, content independent of this framework (i.e. organisational-level content) must be provided with the appropriate real estate.

SUBSITES

ASEF.org should have a clear (yet varying) relationship with ASEF's various 'sub-sites', including brand.ASEF.org, culture360.ASEF.org and classnet.ASEF.org. A separate website, ASEMInfoBoard.org, should also be linked to ASEF.org. This may include cross-site syndication of content.

ADDITIONAL FEATURES

Other considerations that should be made are as follows. This is a preliminary list and is in no way comprehensive.

- Responsive web design
- URL builders/shorteners
- Search Engine Optimisation
- Google Analytics integration
- Compliance with Web Content Accessibility Guidelines
- A single source of truth (SSOT) approach to information management