New design and website
ieadsm.org

Presented by: Sea Rotmann

Visibility Committee Chairman

Facts:

- 1,000 000 hits per year

- Similar target audience as eceee (industry, government, agencies, researchers, end users etc)

Unique selling points

- First step is a renewed design (look and feel) and renewed graphic identity. The logotype should be redesigned to be legible and strong. A colour system for improved impact and identification as well as updated typography for maximum legibility. The design and use of colour will help directing the user to her/his needs. See as example the renewed eceee.org for reference.

Unique selling points (con't)

- A first step is to look at the graphic redesign within today's platform. This is an efficient way to explore how a new design and approach would look.

Unique selling points (con't)

- A big benefit of new design outside of web is the possibility to update business cards, templates for reports and tasks, powerpoint templates and newsletter design.

If possible

- A video conference with a workshop involving internal stakeholders is an ideal way to determine the purpose, long term goals, key values, main tasks and content for the website. Target audiences are identified as well as other competitors and benchmarks (www.iea-4e.org has been mentioned as one example). During the workshop, problems with the current site can be identified as well as what works well today.

Suggested approach to function and platform development

- After the graphic redesign we need to look at the information stored in the current platform. A new structure and navigation is needed to help the audience to find the information they are looking for. We would like to analyze the content seen from the audience's point of view.

Suggested approach (con't)

- Is everything up to date? And, is everything published today needed on the web site? Sometimes less is more.

Suggested approach (con't)

- We recommend using a CMS tool such as WordPress or ExpressionEngine with integrated user management, content management, search engine, CEO etc. The CMS makes it easy to publish related texts to make the audience stay longer on the web site, and to promote information that may not be visible on the first page.

Suggested approach (con't)

- Subscribtion techniques such as rss, newsletters etc are recommended to help readers stay up to date with what's being published.

Suggested approach (con't)

- The web site will be published using html5 for enabling rich content on both desktops and mobile devices. We will use a responsive design that changes depending on the device being used to view the site. Html5 allows movies and animaitons on devices without the need for flash or other plugins.

Timeframe

- The project can be started with fairly short notice. After a first meeting we can plan the project and when an approved project plan and budget is set we can set a full time plan with launch and release dates.

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