

Web brief: Bankwatch website overhaul

Above all else, we do not want this process to end with the launch of a new website. Rather, our idea is to get a basic, working version of an overhauled site ready quickly and add content and functionality as we go along.

Here's what we're looking at:

I. CMS UPGRADE & MIGRATION

Our current website is running on drupal 6. We will therefore have to either upgrade to drupal 8 or switch to another system. In addition to setting up the new CMS and migrating content there, we're asking the web team to make improvements to the site's structure and add two new content types.

In terms of project management, we're aiming at "launching" the upgraded CMS first and fairly quickly. Changes to the design and layout of the site would come in the second stage. However, we're happy to discuss the most feasible approach with the web team.

Regarding the CMS choice, we are flexible to some extent, but are looking for an open-source system with a developer/designer community of decent size. WordPress and Drupal therefore seem to be the most likely.

II. REDESIGN

While we're not looking for a full-blown creative concept or new branding, we do want a substantial improvement to the current design, one that reflects the contemporary web trends that have emerged since our site was last overhauled in 2011. We think it will be easier to create a new design from scratch but would be open to making that decision together with the designer.

Here a few things we have in mind:

- New page layouts (for the home & core pages, content types, stand alone/features, ...)
- Story-engine for long-form/multimedia content
- Comprehensive update of font treatment (font types, sizes, headings, etc.)
- Individual design elements (buttons, forms, images & overlays, header/footer, pullout quote, highlights)
- Responsive, adaptive design
- Improvements to menu design & functionality
- Improve sidebar functionality
- wysiwyg editor (we currently don't have one)

Detailed information on the needs for each content type and custom page can be found in [this google drive folder](#).

III. Other details

Work process

As mentioned above, we're looking for a staged process with more than one "launch cycle" and possibly a longer-term cooperation to continue improving the site. To plan and agree on deliverables, we're using the MoSCoW method. [Here's an overview of the deliverables >>](#)

We'd appreciate using a shared board on Trello to manage the workflow.

Target groups

Our primary target audiences include journalists and "people in the know" (decision-makers in the EU and mostly European national capitals, other non-profits, green business, finance consultancies (especially with a green focus)) who will be interested in our critical analyses and data, information 'from the ground', and commentary on EU development finance.

Secondary targets include members from a wider audience who typically focus on cases with a human interest story. The website should allow us to tap into that audience to amplify our message (presentation, sharing, etc.)

Look and feel

We're an environmental and human rights organisation with a financial angle. Considering our target groups (below), the site should strike a balance between an 'activist/non-profit' feel with a level of authority that underscores our expertise.

Our priority is a design that allows for clear visual hierarchies and signposting without overloading the eye with visual cues. It should display and perform well on both desktop and mobile devices.

A/B testing

We'd like to improve the site's performance through A/B testing of the design/layout. We will ask the designer to change individual elements or their hierarchy on specific pages. The number of such versions will be agreed upon in advance.

Multilingual site

Our website also has a simplified Russian version. This can be implemented in the second stage, but may have to be planned earlier because of content migration.

How we measure the success of the project

Considering the staged process, measuring and improving the site's performance will be part of the project. Goal conversions and the scale of engagement with the site will be the main indicators we'll use.

Important aspects in judging your work will be the attention to detail in the design (including a responsive design that performs well also on low bandwidth) and an understanding of the purpose of the website as a communications tool.

IV. CONSTRAINTS

Suggested timeline

October 10 - November 31, 2016 for the first “launch cycle”

October 10 - December 31, 2016 for the second “launch cycle”

Budget

16 000-20 000 euros for the first two launch cycles, up to 26 000 euros for the entire project.

(Quotes must include VAT, if applicable. We are not able to deduct taxes.)

Deliverables

See above under “Work process”

Technical considerations

Hosting is arranged on a shared server running on MySQL 10.1.16 and PHP 5.6.25. Our server may have some unusual security constraints, so the necessary details should be clarified in advance. So far any obstacles were always quickly resolved with the help of the server's personnel.

Decision making

Decisions during the development process will be made by our web editor.

V YOUR INPUT

If you are interested in the project, please send us a cost estimation (with hourly or daily rates and an approximate breakdown for the different work stages) and examples from your portfolio of projects of similar scope and complexity. Please also tell us which CMS you have in mind, how a successful timeline would look for you and if you have any thoughts on how to approach the project.

We are willing to discuss (to some extent) the scope and scale of the project or if you suggest a different priority or sequence for [the deliverables](#).

Please send your input and questions to sven.haertig@bankwatch.org. Please do so latest by October 5, 2016.

We're happy to answer any questions you might have.