Seefar

Website Design Brief

# What we Need

1. Conversion of illustrations to a website theme. The theme should not contain superfluous features and code. Load-speed on the home page is a priority.
2. Theme should be replicable for other, single-issue sites. For example, see modernslavery.seefar.org. Note that these sites need to allow us to choose a different template for the home page.
3. Content management system. Ease of adding cross-site links when creating new posts.
4. Support to configure a CDN. Current site is hosted on AWS.
5. Google Analytics / Tag Manager setup with tracking as specified below.
6. Suggestions for the unanswered question below.
7. Migration of existing posts to the new site. Current CMS is Wordpress.

We have an in-house graphic designer and illustrator who will prepare layouts and illustrations for the site.

# Guiding principles / assumptions:

1. Our website is not our primary fundraising tool. Most of our fundraising for the next 2 years will come from connections we make through existing projects and our outreach.
2. We don’t care about people who arrive at the page without a clue which sectors we work in.
3. We care about two first-tier audiences:
   1. Potential donors. They have heard about us from colleagues or have met a staff member and want to learn more.
   2. People working in our fields who are interested in our projects and activities.
4. We care about a second-tier audience:
   1. People who may be excellent new staff members. They work in our fields and have heard about us, or they have heard about a specific job opportunity and have come to learn more about us. Some of these people are also in the first-tier audience anyway.

### Important, unanswered question:

* For the people who arrive and are potential donors, how do we (a) segregate them so we know they’re donors and (b) find out what they’re interested in?

# All Pages

Logo

Follow on Twitter

Follow on LinkedIn

# Features of the Blog Template

Related content feed on the right (desktop and tablet) or bottom (phone).

Often have a publication to download.

No authors.

Social sharing.

We use Tableau. Blog posts need to be able to hold an iframe for Tableau visualisations.

# Template for Dashboards and Tools

We need a minimalist template to hold full-page Tableau dashboards.

The same template could be used for Javascript or PHP-driven tools. See for example the tool (with poor styling) here: <http://seefar.org/survey-cost-calculator/>

1. Home page

Single image (or video?) background.

9 Panels, 3 x 3 in landscape. Illustrator to provide.

1. Themes

Page similar to the home page. Different background image. Links to the pages below:

1. Human trafficking and modern slavery
2. Displaced persons
3. Migration management
4. Countering violent extremism
5. Social inclusion
   1. Theme pages

Each of the above theme pages will have single-column copy and images for 500 words or less, explaining our purpose and approach to each theme.

Related content feed on the right (desktop and tablet) or bottom (phone).

Menu and sub-menu on the left?

1. Services

Page similar to the home page. Different background image. Links to the pages below:

1. Research and insights
2. Monitoring and evaluation
3. Communications
4. Counselling
5. Consulting in development and security
6. Remote services
   1. Service pages

Each of the above service pages will have single-column copy and images for 500 words or less, explaining our purpose and approach to each theme.

Related content feed on the right (desktop and tablet) or bottom (phone).

Menu and sub-menu on the left?

1. Research

Blog template.

Take a look at seefar.org/knowledge for the kinds of posts that would go on here.

1. Jobs

We need a job app to manage posting advertisements and receiving applications.

Needs some images, not just a text-based app.

Sidebar has links to the same content under the FAQ on the About Us page (see below).

1. About Us

Single-column copy of two paragraphs, followed by a FAQ-style layout. Perhaps questions with toggles/pop-outs.

1. Projects

Blog template.

Take a look at seefar.org/progress for the kinds of posts that would go on here.

1. Locations

Map with the following features:

* Divide where we work by regions.
* Clicking on a region should pop up or transition to a page (or pop-up) with:
  + Image(s) from our work in that region.
* Project posts relevant to that region, presumably generated from blog post tags.

As stated above, we use Tableau so may be able to construct the map by backing it on to certain fields of our project database. However, we are not sure whether Tableau will provide us with good-looking versions of the features above and with themes that match.

1. Contact

Make phone/mobile optional.

1. Supporters

Logos and logo caption for donors, clients and partners.

Ability to insert testimonials.

Ability to insert Tableau dashboard.