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## ANNEXURE FOR EMARMORE.COM WEBSITE REVAMP

By



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**Marmore Mena Intelligence Private Limited**

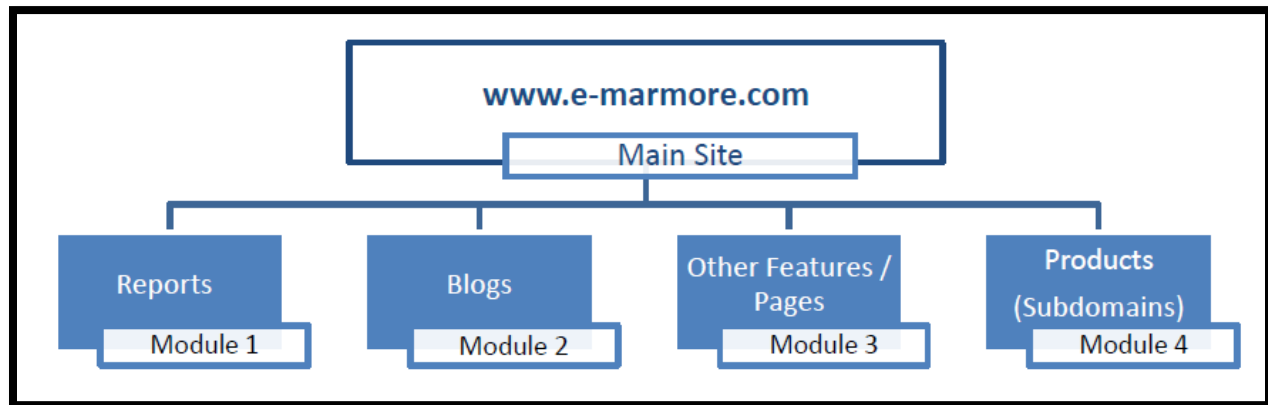
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## Understanding of requirements

The primary business of Marmore is to publish reports online under six major categories via its web portal [www.e-marmore.com](http://www.e-marmore.com). They want to rebuild a new website in two languages - English & Arabic using open source WordPress CMS. The existing website built using ASP.Net popular CMS framework Kentico V8.1 which is hosted using Virtual Private Server setup at Marmore office Markaz in Kuwait.

## Website Work Flow Diagram



## User Types

The website will have the following 3 type of users-

- Registered User: The users will read the full blog and other pages, make an inquiry of the report to purchase, and download free reports & report executive summary
- Paid User: The users will read the full blog and other pages, make inquiry of the report to purchase, download free reports & report executive summary, and access purchased reports
- Email Alert Subscriber: The users will receive email alerts.

The proposed solution will have the following features:

## Frontend Website

### Language

- The website will be in two languages - English & Arabic

### Google Analytics

- We will integrate the Google analytics for tracking the number of visitors and other data points.
- We can use Google analytics to showcase and maintain statistics and reports of who has visited the site with geographical information and hit count of website pages.
- The reports of Google Analytics should be easily accessible by the staff.

### ADA Compliance

- ADA compliance is assuring your website falls within a set of prescribed accessibility standards.

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- We make the web platform compliant as per web accessibility standards which will have Large, readable text; appropriate color contrasts throughout the website, the site is fully navigable with a keyboard, make web pages appear and operate in predictable ways, and appropriate ARIA Attributes

**Browser Compatibility**

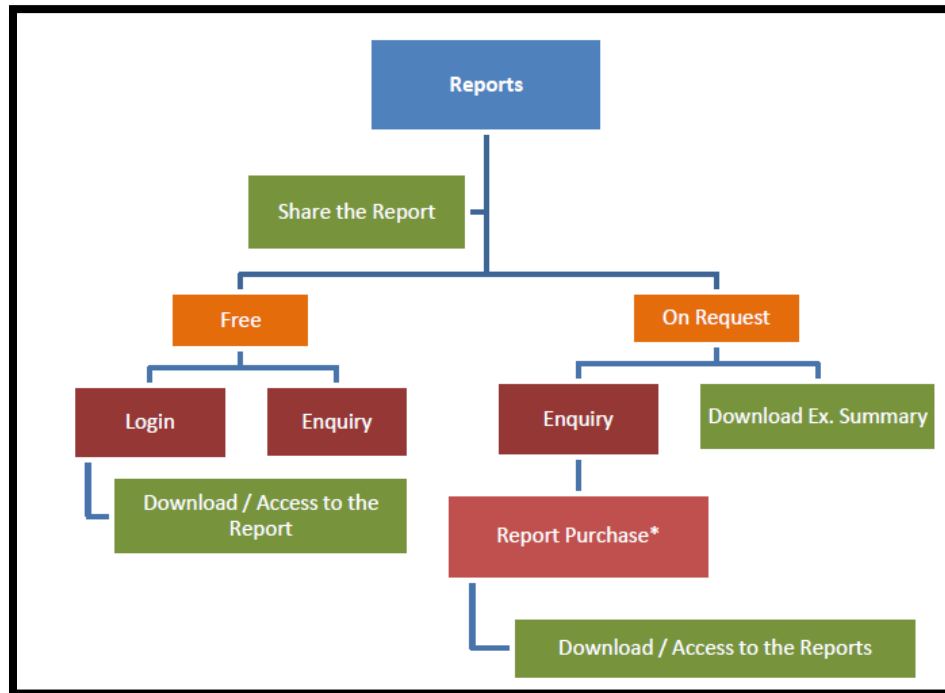
- The website will be compatible with the latest versions of browsers.
- We will use conditional comments instead of CSS hacks, use a JavaScript library like jQuery, AJAX, and JavaScript for making browser compatibility for a code.

Browser	Version Support
Mozilla Firefox	v54.x to v61.x
Chrome	v60.x to v67.x
Internet Explorer	v10.0 to v11.0
Safari (Mac)	v9.x to v10.1.2
Opera	v20.x to v30.x

**Module 1 – Reports**

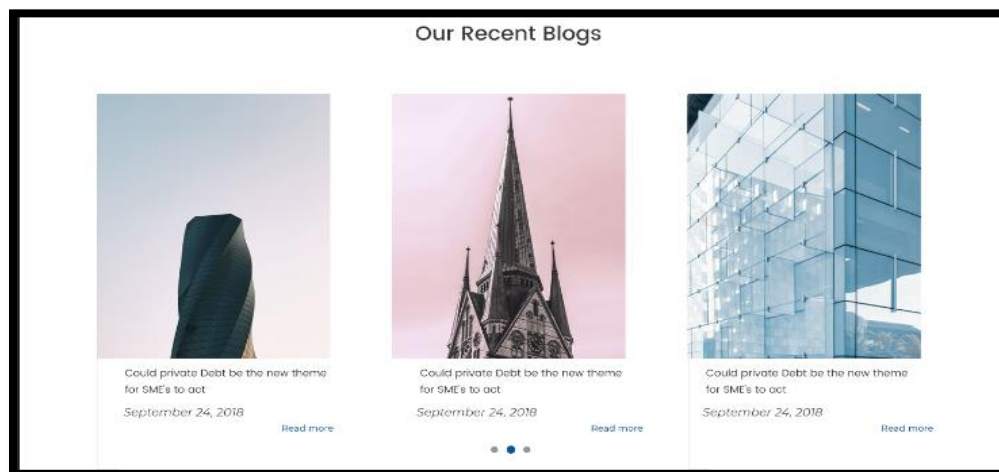
- The user can search the report by keyword and can sort the reports by topic, country, & year, last updated, and most used.
- The user can preview/download executive summary before they download it and can share the reports on social media.
- The reports are of 2 types such as Free and On Request.
- For Free Report type, the logged in user can download the reports and enquire.
- For On Request Report Type, the user can download the executive summary, make an inquiry to purchase the report, and can download the report.
- The user can create an account, select the report, add it to the cart and purchase it making an online payment via a credit card or PayPal account.
- At the time of purchasing, a unique payment link will be sent to the user via email or message & once the payment completed; the user can access the report.
- The user can subscribe for mailing alerts with an option to select their preferences

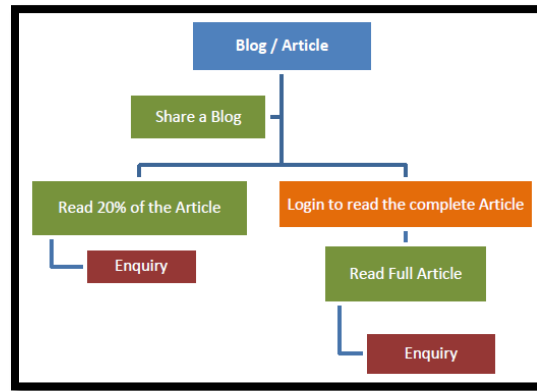
Note: Kindly refer the links <https://www.euromonitor.com> and <https://www.researchandmarkets.com/> for report detail page.



## Module 2 – Blogs

- A CMS page which will showcase all the blogs posted by admin.
- The user can search the blog by tags, keyword, and category and can share the blog on social media and can also post the comments on the blog.
- If the user is a visitor, i.e., not register/login to the site, then they can read only 20% of the article and can make an email inquiry.
- The logged in user can read the full article and can make an email inquiry.





### Emergence of Sports in the Arab Region

MAR 04, 2018

The Arab nations have been under the limelight ever since Egypt, Tunisia, Saudi Arabia and Morocco qualified for the FIFA World Cup 2018, the first time in history where four teams from the region will be competing in the global event. The efforts taken by Arab nations have started to pay dividends as they see the emergence of sports in the region. Acknowledging the potential of the sports tourism market, focus has been laid on bringing global events to the region and also in the development of sporting infrastructure. Qatar sent ripples across the sporting industry when it won the right to host the FIFA 2022 World Cup in 2010. Since then, sports have come a long way gaining prominence across the region.

**Where are they heading to?**

Seeing the amount of funds pledged for developing sporting infrastructure and attracting global sporting events, the signs for sports development in the region look promising. Development of facilities with international standards will aid grassroots development which is the base for producing successful athletes and teams. These changes are expected to further enhance the development of sports in the region and in all likelihood the days when Arab nations start challenging for major honors in the global arena are not far away.

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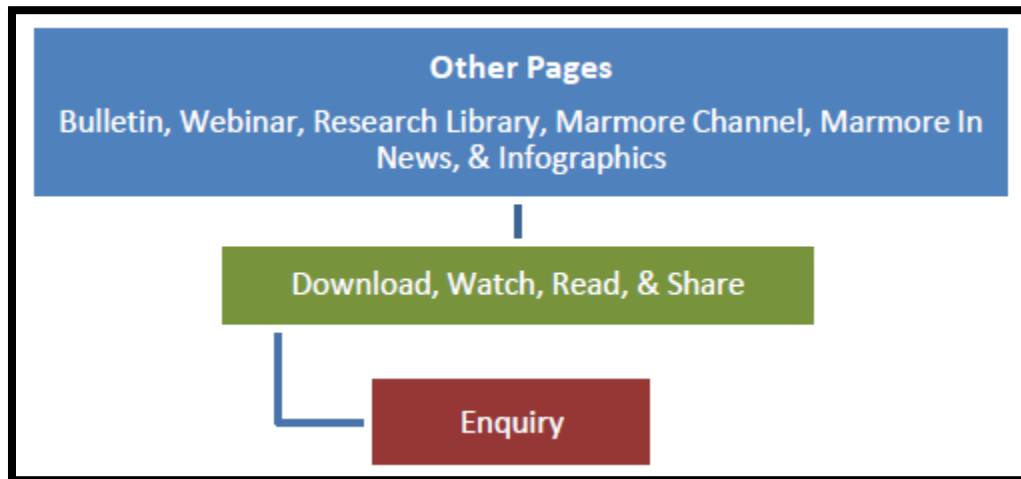
### Categories

Business Sector	61
Economy	56
Capital Market	62
Technology	25
Regulatory	3
Others	6

### Recent Posts

OCTOBER 01, 2018  
**GCC Travel & Tourism: Build it but will they come?**

SEPTEMBER 24, 2018  
**Could Private debt be the new theme for SMEs to access capital?**



#### Register, Login & Forgot Password

- The new user will enter the required information at the time of creating an account.
- Existing user need their username/email ID & password to sign in the website.
- It can retrieve its lost account password using 'Forgot Password?' option via its registered email id.

#### Search

- This proposal includes the standard search capabilities of WordPress, which will search site content but not external files (such as images or PDF's).

#### Advanced Search Attributes

- The user can also search the site content using advanced attributes such as category, year, country, and keyword.
- Refer the link <https://www.researchandmarkets.com/search/advanced> for the advanced search feature.

The screenshot displays a search filter interface with the following sections:

- Region:** A dropdown menu labeled "Select..."
- Countries:** A list of countries with checkboxes: Azerbaijan, Bahamas, Bahrain, Bangladesh, Barbados, and Belarus.
- Published:** A dropdown menu currently set to "All Time".
- Product Type:** A dropdown menu labeled "Select..."
- Categories:** A list of categories with expandable arrows and checkboxes: Automotive and Transport, Business and Finance, Chemicals and Materials, Company Reports, Consumer Goods and Services, and Country Reports.



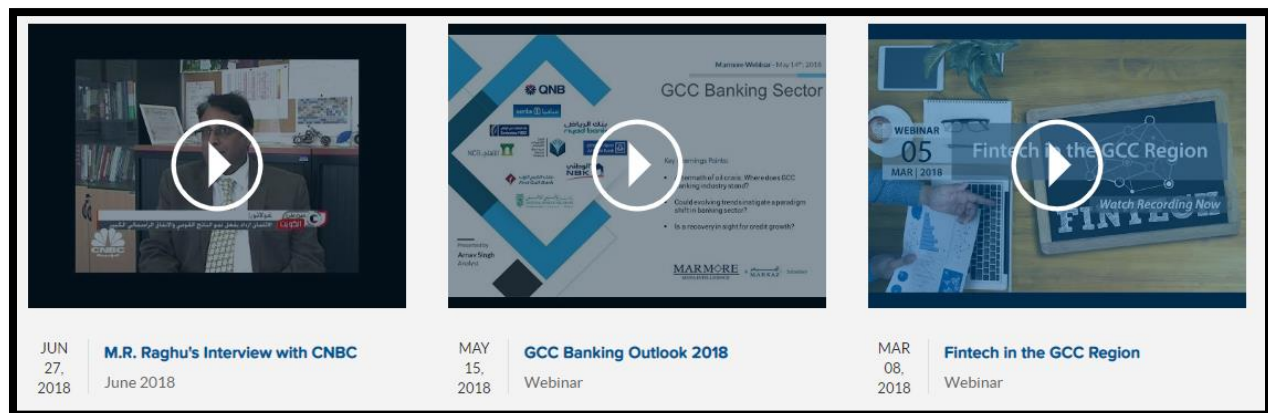
### Webinar page

- A CMS page which will showcase all the webinar recordings (YouTube link) and third-party registration link.
- The webinars will be organized through the GoTo webinar portal.
- The user can select particular webinar, view its description, share on social media, watch the recording, and share with a friend via email (it's a call to action option).



### Marmore Channel

- This page is an interactive video page which showcases all the videos published in Marmore YouTube account.
- The user can search the particular video by tags, keyword, & category and can also share it on social media.
- The user can also view the featured video and most viewed videos.



### Bulletin page

- This page will showcase Marmore bulletin's by publication or issue wise.
- The user can view the bulletin, download PDF file of the bulletin, and can share on social media.
- When a user selects a particular bulletin, then it will be shown as an online digital magazine viewer based template. Take a reference of <https://flippingbook.com/online-digital-magazine> for magazine template.

2018



## H2, 2018 Issue

**Featured Interview:** Mr. Manaf A. Alhajeri  
Chief Executive Officer, Kuwait Financial Centre (Markaz)

**Expert Speaks:** Dr. R. Seetharaman  
CEO, Doha Bank

### No More Easy Business - Kuwait Remittance Industry

Money exchange business in Kuwait dates back to 1942 and since then the industry has grown to be a \$16 billion dollar industry with more than 40 players. Marmore estimates the industry size to grow to \$17 billion by 2020...

### Gulf Bond Issues - What's fuelling appetite for Gulf Bond issues?

The bond market in the GCC region saw bond issuances to the tune of USD 70 bn, an all-time high issued amount in the year 2017. The first quarter of 2018 has already seen issuances worth USD 16.8 bn...

### GCC Corporate Earnings - How have they fared?

GCC corporate earnings increased by 16% for the full year in 2017 compared to 2016. UAE, Kuwait and Saudi Arabia were the three countries in the GCC region to register positive earnings growth in 2017...

### Book Review: Factfulness By Hans Rosling

Ten Reasons We're Wrong About the World and Why Things Are Better Than You Think

Click below to download the complete PDF

[English Version >>](#)

[Arabic Version >>](#)



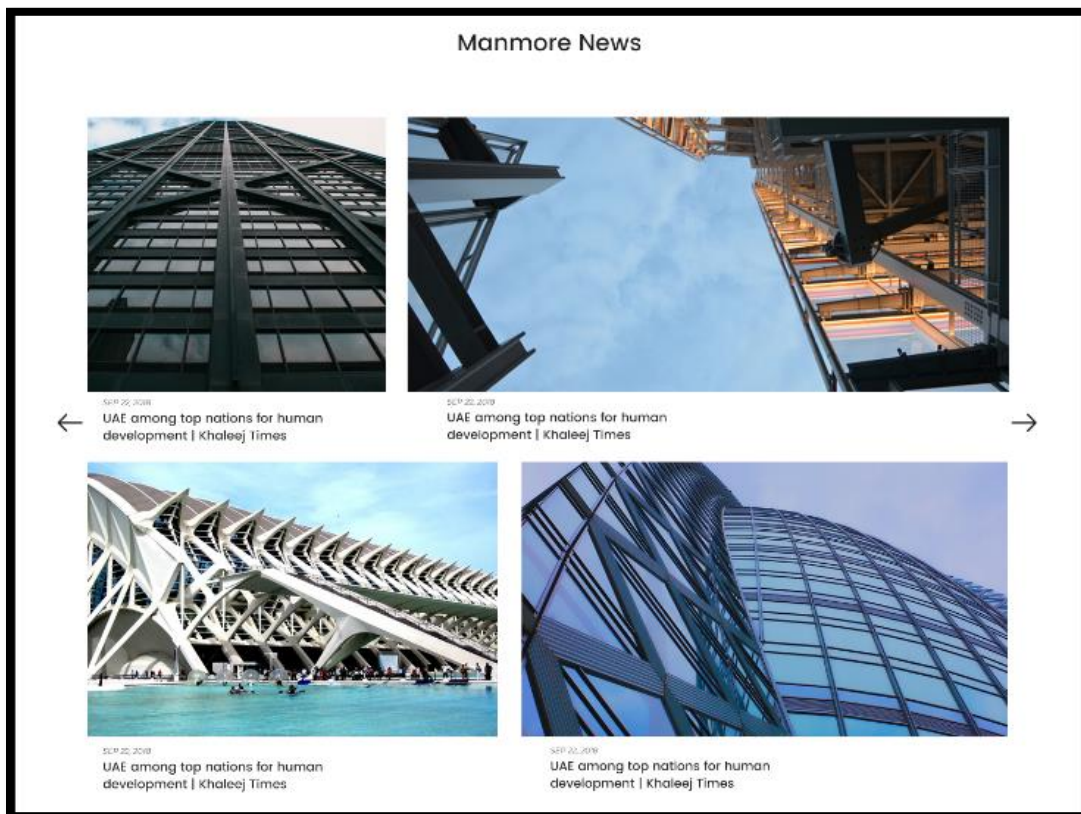
## Research library page

- A CMS page which will showcase all the Marmore researches.
- The user can search the particular research by keyword, and category.



### Marmore in News

- This page will showcase all the media news of Marmore with its date, title, short description, and media link.
- The user can filter the news by media, topic, most recent, most viewed and date posted



### Consulting Service

- The Marmore provide consulting solutions to their bespoke clients so when a user clicks on this option, they will navigate to the consulting service subdomain, i.e., [www.consulting.emarmore.com](http://www.consulting.emarmore.com)

### Career / Job page

- A CMS page which will showcase all the current job opening of Marmore.
- The user can fill the form to apply for the particular position and can upload the pdf file of resume.
- It will showcase thank you for a message once a user applied for the particular job position.
- This page also showcases an online referral call to action options.



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#### Infographics webpage

- This page will showcase all the infographics of Marmore.
- The user can view the infographics and can share it on social media.
- Refer the link <https://www.e-marmore.com/Marmore-Infographics/index.html> for infographics section.



#### Favorite

- The user can add/remove the reports to the favorite.
- In the Favorite section, the user can view added favorite items by category or page wise.

#### Sitemap

- A user can view detailed sitemap.

Sitemap	
Language Selection	Consulting Service
Research Library	FAQs
Channel	Terms & Conditions
Bulletin	Privacy Policy
Contact Us	Advanced Search
Register	Newsletter
Login	Chart Bank
Company Reports	Career
•Country Listing	About Us
•Infrastructure Research	Blog
•Industry Research	
•Economic Research	
•Capital Market Research	
•Policy & Regulatory Research	
•Periodic Research	

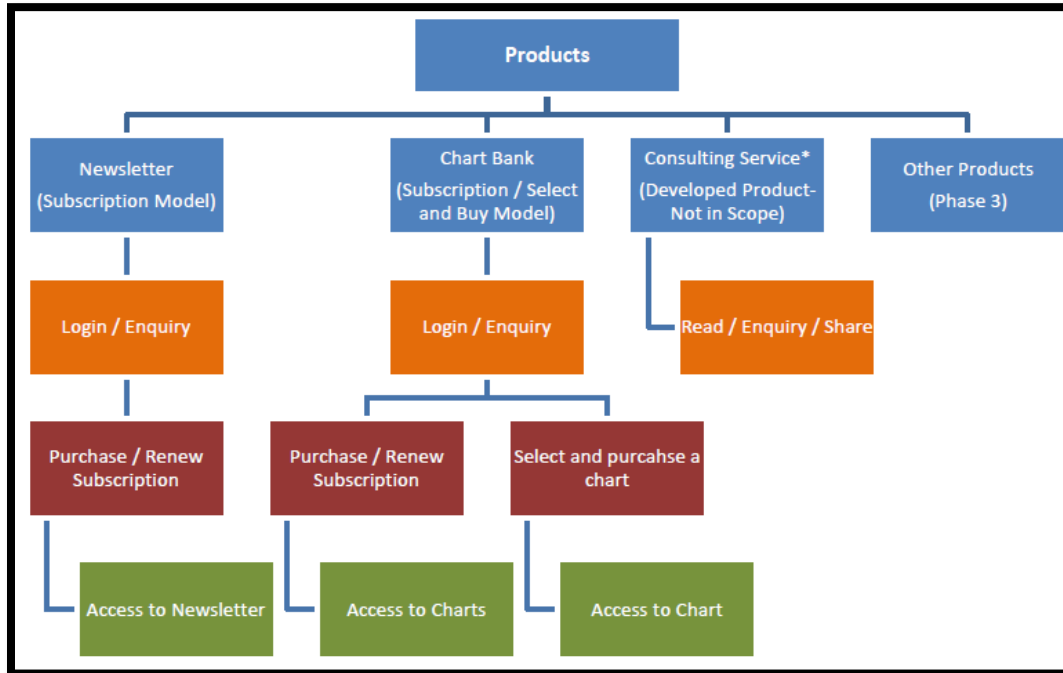
#### CMS Pages

- The website will have CMS pages such as About Us, Contact Us, FAQs, Privacy, and Terms & Conditions.

### Social Media Integration

- We will integrate social media platform so the user can follow the Marmore on social media pages such as Facebook, LinkedIn, Instagram, YouTube, Google+, Twitter, Blogger and when it clicks, then redirect to the main page of the individual platform.

### Module 4 – Products (Subdomain)



### Chart bank

- Create or integrate a new subdomain [www.charts.emarmore.com](http://www.charts.emarmore.com) for hart bank.
- The user can search the chart by keywords and sort by topic, country, year, last updated, & most used and can share it on social media.
- If the user is subscribed to chart bank or purchased the chart, then they can download the chart in PDF/Excel/PPT
- The user can add the chart to favorite and also print the chart.
- The user can view the charts on the listing page and can select a particular chart & view its detail page.

### Newsletter Subscription

- Create a new subdomain [www.newsletter.emarmore.com](http://www.newsletter.emarmore.com) for newsletter subscription which allows users to subscribe to receive Marmore research alerts.
- The users can subscribe for free to receive Marmore research alerts on email by entering their email id.
- The user can search the newsletter by keywords and sort by topic, country, last updated, & most used and can share it on social media.
- If the user is subscribed to any newsletter subscription plan, then they can download the newsletter in PDF format.
- The user can view the newsletter in a listing page either Monthly or Quarterly and can also add the newsletter to favorite.

## Subscribe

Sign up to receive timely updates on our latest research.

Send

### Chat

- The user can chat with the support team if they have any query/problem while using the site.

### Backend Admin Panel

#### Login, Forgot Password & Manage Profile

- Admin can log-in to the admin panel using email id and password.
- Admin can retrieve its lost account password using 'Forgot Password?' option via email.
- Admin can view and edit its profile information, email, and password

#### User Management

- Admin can view/ edit/ delete the details of the registered users.
- Admin can export user listing in CSV format and can set a user account as an active/ inactive.
- Admin can manually add the reports to the user's account and can reset the user's account/password.
- Admin can set the auto-response email for registered users.

#### Customer Enquiry Management

- Admin will receive the customer inquiries for reports & other pages.
- The inquiries will be listed by modules wise, and admin can export the date wise inquiries in pdf format.
- Admin can set the auto-response email and send the email to customer's inquiries.

#### Order management

- Admin can view, add, edit, delete, and deactivate order reports.
- Admin can manually add the reports to the user's account.
- Admin can control users my account page.

#### Report Management

- Admin can post the report, executive summary in PDF format and can manage report icons, video, and other collateral information provided on the existing website.
- Admin can manage recently published reports and related reports of a specific category.
- Admin can add print & social media sharing options to the report.
- Admin can provide page structure/tree to the report and can add/edit the report content by using HTML editor.
- Admin can select the report type either Free report or On Request report

Note: Kindly refer the links <https://www.euromonitor.com> and <https://www.researchandmarkets.com/> for this section.

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**Blog page**

- Admin can add/ update/ delete the content of the Blog with the help of a text editor.
- Admin can control the comments posted by the user on the blog and decide whether to publish the comment or not.
- Admin can set the time zone, date format for the blog.
- Admin can manage the related blogs of the same category.

**Marmore Channel**

- The admin can upload the YouTube videos of Marmore and also enter the Title, Date & YouTube link.
- The admin can also select and assign most viewed & featured video category

**Bulletin page**

- The admin can upload the bulletin issue in PDF format

**Research library page**

- Admin can post category wise reports and can also select and assign featured reports & infographics

**Marmore in the News**

- Admin can post the Manmore news with the required collaterals and can also choose and assign featured news

**Media library management**

- Admin can upload & manage, i.e., edit, delete media files category wise
- Admin can edit or remove users and can also edit file attributes for better SEO

**SEO enabled pages and development**

- Admin can set the Meta tags, search title, description, and analysis suggestion and can view snippet preview.

**CMS Access & Rights**

- Admin can view, add, edit, delete the roles and can set the privileges to the particular role.
- The different user roles are as Global administrator & Administrator & Content manager

**Career / Job**

- Admin can post the job openings on the site and can download the candidate's resume and view their details.
- Admin can also delete the candidate and can also download the referral email ids and resumes

**Infographics**

- Admin can post or upload infographics in jpeg format and can add social media sharing elements.
- Admin can provide title, keywords, tags, country, year & short description to the infographics.

#### Other basic content management pages

- Admin can view, add, edit, and delete the content of all the CMS pages of the site with the help of HTML editor.

#### Chart Bank

- Admin can add the chart as per category and provide title, keywords, tags, country, year & short description.
- Admin can select chart type either free or premium and upload the chart in 3 formats such as PDF, Excel & PPT add social media sharing elements for the chart.

#### Newsletter Product

- Admin can add the newsletter content as per category and provide title, keywords, tags, country, year & short description.
- Admin can view the listing of newsletter subscribed users and send them newsletter updates.
- Admin can select newsletter type and upload the newsletter in PDF format add social media sharing elements for the newsletter.

## Design Approach for New Website

### Interactive storytelling

- Putting your services or products into context for your customers.
- It's about explaining the background:
  - The problem you set out to solve or the need you wanted to meet, and how you developed your unique solution.
- The information needs to flow well and be both engaging and easy to follow, whether you're using links and menus or a long scroll page that leads your visitors through the story.
- It's important not to overdo the interactive part.
- The idea is to delight the visitor and capture their attention, but not delay or distract them on their journey through your webpage.
- Parallax elements should be used to design the website to make it more fun to use, to keep your visitors reading your story.

#### *Why it is important:*

- Most customers engage with brands rather than with products.
- For Municipality, the website is a first-line communication tool of the Institute and is intended to be its core branding instrument
- The real key is to show how you combine and exploit your expertise and offer useful, innovative solutions to the significant issues your clients face.

### Responsive Design

- Need to make sure that your website looks great, no matter what platform your visitors are using – which involves adapting the way the information is displayed depending on what device your visitors are using.



- And these days it's not just smartphones, tablets, and pcs you have to think– with the growing popularity of smartwatches, wristbands and household appliances with built-in screens, you never know how your visitors will be looking at you.

*Why it's important:*

- It's pretty obvious to think how, when and where clients are likely to use your site.
- For example, they may be searching for what services Town offering to their residents on their phone while they're on the move, following a link from a blog or social network on their tablet, or visiting your knowledge bank on their desktop.
- In each case, the priority is to get your key messages across quickly and cleanly and guide them smoothly through your site.

### Long Scrolling Pages

- Until recently the assumption was that most web visitors wouldn't bother to scroll down a page and see anything that wasn't immediately visible, so there was a strong focus on getting relevant information 'above the fold' of a webpage.
- But with the growing use of mobile devices, this is changing fast.
- Long scrolling web pages are like the ones on our site, where information is presented either in one continuous story or corresponding blocks one below the other.

*Why it's important:*

- For mobile devices, it's merely more comfortable to swipe or scroll than it is to click.
- Long scroll pages are becoming very popular because as long as there are plenty of visual elements and meaningful content to hold their interest, visitors are more inclined to keep reading the same page than they are to click through to another.
- It's essential to have strong calls to action and engagement buttons at every stage.
- These make this is a powerful, effective way to capture your visitors' attention and guide them towards specific services or resources.

### Clean, Simple Design

- Clean design means cutting out everything that's not important, to focus your visitors' attention on what is important: your message.
- The idea is to avoid overwhelming your audience and make sure people quickly understand what you do and how you do it.
- Keeping things simple is also a great way to ensure your web pages load quickly and work correctly even for users with slower internet connections –making space for the striking images and interactive graphics we discussed earlier.
- There are lots of different elements that all contribute to this trend, which we use separately or together. Here are just a few of them:
  - Simple color schemes based around shades and grades of one or two colors.
  - A strong emphasis on typography, to establish a hierarchy of information on your page (i.e., influencing the order in which people read it). It includes using large type, customized fonts and other text effects like bolding and italics.
  - 'Ghost' buttons (unobtrusive, transparent interactive navigation buttons with just an outline and text).

- ‘Super navigation’ bars. These are menu bars that are pinned to the top of every page with quick links to key pages, so visitors can easily navigate to the most critical functions or content from anywhere on your site. A great example of this is the blue menu bar at the top of every Facebook page, which makes it super easy to search the site, look for friends, check your notifications or link back to your profile and your news feed at any time.
- Flat design - a graphic page layout that uses simple, icon-style illustrations rather than 3D images or photography

*Why it's important:*

- Your website has the primary purpose to establish your brand as a global Center of Excellence in Curriculum and related matters. This can be done with key messages to be displayed on the site.
- And the best way to do that is to remove all distractions and make your content (whether text or visual) the hero of your site.

## Visual Design

- It has two essential aspects: sharing information with your customers in a clear and memorable way and making your site look fabulous.
- The latest trend in visual information sharing is ‘web graphics’ – an evolution from the traditional infographic, where elements of the graphic are either responsive or interactive as you scroll or hover over them.
- On the design side, the trend is towards using big, bold, striking images that support your message or build trust in your business.

*Why they are important:*

- Big, fabulous, meaningful images grab attention and boost brand recognition, which is vital in today's crowded marketplace.
- Infographics are already highly effective and accessible way to share or illustrate information about complex concepts or processes.
- And interactive charts and web graphics make the experience far more compelling, memorable and fun for your customers.

## Other Essentials

### 1. Persuade with numbers

- Numbers project confidence.
  - A web designer that built 60 websites comes across as more competent than the one who has ‘many years’ experience in the industry.’
  - A company that has offices in 4 countries seems more established than the one with ‘international presence.’
  - Even when the numbers are not very meaningful, being precise and specific still works.

### 2. Video

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- If a picture can tell a thousand words, then a video must be even better, right? Homepage background videos can tell a story behind a product or service within seconds.

**3. Authentic images**

- The overriding rule with regards to choosing useful pictures for the web is that they have to be relevant and genuine.
- Overused staged photography will make your website look dated.
- Choose realistic images that portray the real world and real people.

**4. Navigation**

- Humans can hold between five and nine items in their short-term memory.
- A landline number such as 496 0926 is relatively easy to remember, but something a bit longer like 07700900546 is far more difficult to retain in your memory.
- The number of visible, main menu navigation items to the absolute minimum reduction.
- PayPal has only three visible items in their primary navigation.
- Tate has reduced the number of items in the main navigation from 11 to just three during their most recent redesign in 2016.
- Late rooms redesigned its homepage to focus solely on the booking process.

**5. Performance and intelligent analytics insight**

- With all the high-resolution images, interactive scripts, font replacement techniques, webpage performance requires special consideration.
- "If you can make the site load a second faster, you can drive engagement by 5%" according to Financial Times.
- The intelligent insight that goes beyond page views and unique visitors is increasingly essential for understanding what works and what doesn't on your website.