



Cu Alte Cuvinte NGO

Website Needs Assessment

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Prepared by
MIHAELA NENCIU

“A person is a person no matter how small.”

DR. SEUSS

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01

The Context

A background image showing a group of children sitting at a table, reading books. The image is faded and serves as a backdrop for the text.

About the NGO

Cu Alte Cuvinte is a newly created Romanian NGO that aims to promote diversity in the children literature in Romania.

In Romania there is a high discrimination against Roma population - one of the country's largest minorities, accounting for about 5% of the total population. Roma children are under-represented in the school system due to various reasons (poverty, parents' lack of education, lack of infrastructure, etc.) and when they do go to school or kindergarten they are often discriminated or bullied by peers or even teachers.

Also, to a large extent, in Romania, literature, cartoons, history books, and cultural and knowledge production in general have not valued the cultural diversity of the country and have not embraced in any way Romani characters, stories, and tales. Romani children have not been able to identify with any past or modern hero who shares their looks or their background.

Therefore the NGO wishes to create a platform that reflects the real world diversity that would ultimately build unbiased social interactions between Romani and non-Romani children.

Objectives

Cu Alte Cuvinte has 3 main objectives:

1. creating a **platform that features stories based on diversity** - about books and children rights; about the development of an emotional an inter-cultural intelligence; about the importance of a diversity school and the Roma community;
2. organizing an **annual literature contest** that would focus on representing Roma characters in the literary works;
3. **developing pedagogical tools** focused on interactive reading for kindergarten, primary schools and libraries.

02

Target Audience

Defining the Audience

Cu Alte Cuvinte NGO addresses 2 main audience segments:

1. On a **macro level** the NGO speaks to a large range of people, from artists to cultural entrepreneurs and educators, key opinion leaders and other NGO members that are sensitive to racial discrimination and wish to embark on a conversation about this topic;
2. On a **micro level**, the NGO wishes to address to the the local Roma community.

Closing the gap between the Roma community and non-Roma population



03

The Client Needs

Communication Needs

On a general level, the client wishes to **change the perceptions that non-Roma people in Romania have towards Roma population** through creating emotional content and empowering stories.

Their communication strategy include several tools:

- online presence (website development, social media, targeted newsletters)
- crowdfunding campaign
- workshops and events that will bring Roma kids together with Romanian storytellers and illustrators

Website Objectives

The website the NGO wishes to create serves as a main resource for promoting the content they develop:

1. it will **raise awareness** about the Roma situation and **describe the NGO expertise** through their updated articles and stories focusing on cultural diversity;
2. it will serve as a **platform for educators** that will have access to the resources the NGO continually develops (reading notes to use in class, diversity workshop ideas, etc.)
3. it will **promote punctual events** such as kids workshop organization, the annual literature contest, etc.

Measuring Website Effectiveness

The client will use several key metrics to determine the success of the website:

1. **the number of unique visitors** (targeting 40% of the client's main competitor in the first year after launch).
2. **the page views** that would determine if the content is engaging
3. **the bounce rate** (under 45%)
4. **the conversion rate** translated in the number of newsletter sign ups and educators account (for access to the pedagogical resources)
5. **the number of comments and shares** present on external social media that lead to their website, as a strong indicator for the audience engagement



04

Requirements

Mandatories

1. Create a **unique signature** for the NGO through design - it can be through image, illustrations, color palette, moods, animation, etc.

2. Personality/Tone of addressing:

- aspirational
- positive, optimistic
- trustworthy
- friendly and colorful (connect with kids universe)

Website Structure

Main pages to be designed and part of the website:

1. About the NGO + Team
2. The Project+Objectives
3. The Educators Platform
4. The Main Content Section
5. News and Updates
6. Support Us

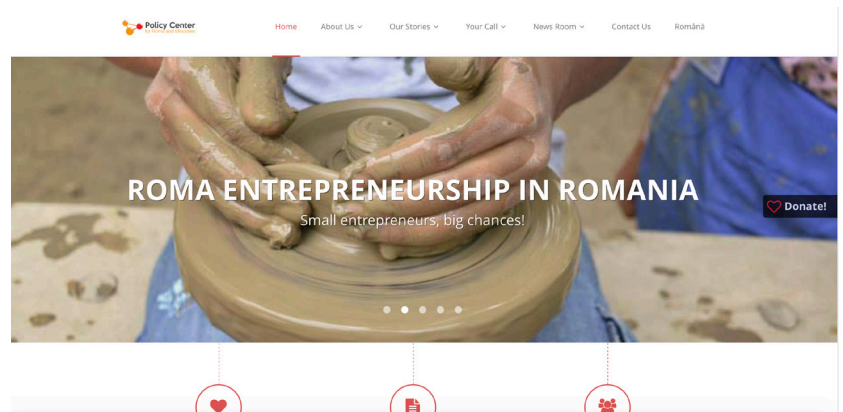
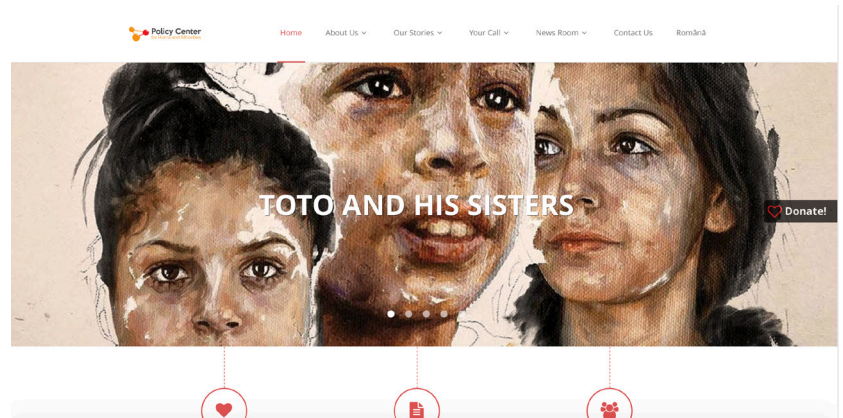
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teachforromania.org



Visual References

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Visual References

performingarts.withgoogle.com

