

Draft proposal for the new ICRT's website

Here is a document presenting some ideas for building the new website of ICRT.

We start by listing all sections from the current website.

ICRT eCLUB :

- Join ICRT CLUB -> In this page the user can subscribes between 3 differents membership class.
- Upgrade membership -> To change its membership
- eClub Sign-up Gift-> Display gift
- VIP Only Prizes -> Prize list for VIP memberships
- Business Partners -> List of partners (including theirs logo and location informations)
- Buy ICRT Watts -> Only available for logged users
- View Account -> User profile managment

LISTEN LIVE :

- Listen to FM100 online -> Displays information on how to listen the radio in live on internet
- View Our Webcam -> Webcam from studios
- Rate Current Song -> The visitor can rates the current song
- Request a Song -> The logged user can request a song (only for members)
- Enter Chat Room -> Chat room (only for logged user)
- Music Log -> List of all songs played
- Podcasts -> Link to audio podcast

PROGRAMMING :

- Scedule -> programming schedule
- DJs -> Presentation of Djs, with theirs photos
- DJs Blog -> Link to an internal empty blog

- Forum -> Forum
- Studio Guests -> Guest list
- ICRT TOP 10 -> Song list which can be sorted by period
- Weekly Top 40 -> Song list which can be sorted by period
- Top Of The Pops -> Song list which can be sorted by period

NEWS ROOM :

- News Team -> Display info (including photos) of the staff
- ICRT News -> News list
- Blogs / Podcasts -> Link to external website or hosted blog, or simple text. The podcast page is always an important feature of a radio's website, and should be move on the main menu
- News on Demand -> List of posted news, logged user can subscribe
- EZ News -> List of posted news, with a link to the audio file

CONTEST / EVENTS :

- Contests -> List of posted news, including a "more" button
- Events -> List of posted events, including a "more" button
- Gallery -> Photo gallery, sorted by category

ICRT STORE :

- Jeffrey 15 分鐘教你聽懂英語新聞 -> Link to some products hosted by 3CHome
- ICRT Language Links -> Link to some products hosted by 3CHome
- Jeffrey 英語急診室 -> Link to some products hosted by 3CHome
- ICRT 職場英語一把罩 -> Link to some products hosted by 3CHome
- 常春藤解析英語 -> Link to some products hosted by 3CHome
- Live ABC -> Link to some products hosted by 3CHome
- Tunes online -> Text displaying instruction for buying ringtones

STUDY ZONE :

- Studying Links -> List of links
- Studying Podcast -> Link to some RSS feed
- EZ News -> Posted news

COMMUNITY :

- Community Corner -> Text + link to external website
- City Guide -> List of location, sorted by category
- What's Happening -> Posted news, without comment
- ICRT Jobsite -> Link to external website
- TAIWAN SPCA -> Text

ABOUT ICRT :

- About ICRT -> Text
- Advertising ICRT -> Text
- View F.A.Q.s -> FAQ
- Contact Us -> Contact form
- News release -> Posted news
- Job Opportunities -> Text
- Jingle and Logo -> Logo

About the content

We really think that you have too many pages, and some of them have redundant contents or not really related to radio stuff, like SPCA or CITY GUIDE.

The visitor can easily be lost. This is an issue we should simplify.

Do you have a reporting tool like [google analytics](#) ? To see which page are most viewed. So we could optimize the navigation hierarchy.

About the structure

Links to the podcast, and programming schedule should be accessible directly from the top menu bar. The visitor should not have to click more than one time to get there.

Here is what we think the menu bar should look like :

Home | Live | Schedule | Podcast | Events | DJs | Membership | Partners | About ICRT

This is just an idea, of course we will have sub menus for each section. It is just the main structure.

About the backoffice

Regarding the way you update the content of each page, we plan to use a CMS (content mangment system) which will allow you to update the content of each page by yourself, without need to ask us everytime so you can be independent.

Like this, you will have a complete, robust and proven framework to run your web platform.

What is the back office system you use right now ? Could you send us a login/password so we can take a look.

About multi blog feature

We noticed that beside your own website, you hosted some blogs like :

<http://www.icrt.com.tw/blog/index.php?blogId=25&poId=5&ptId=49>

If we use **WordPress** (more info on <http://www.wordpress.org/>) as CMS, you will have a multi-blog feature. It will allow you to create a new blog template in just a few click. You could also propose to your members to create their own blog.

About the design

We are used to work with a designer team, but it is a bit soon to show you some design suggestion.

Currently your website use the same colors than your logo, do you want to keep this style ? Or the color set can be different ?

Right now, what do you like or not regarding your current design ?

We are aware about your display issue regarding mobile devices, that is why will make a responsive design so the website will automatically adapts the layout itself regarding the screen size of the device's user (computer, tablet, phone, etc ...)

More info about that here : http://en.wikipedia.org/wiki/Responsive_web_design