Project Brief

Redevelopment of ASEF Classroom Network (ASEF ClassNet) Website
www.classnet.asef.org

Project

ASEF is looking to enhance the design, technical components and information structure of ASEF Classroom Network's (ASEF ClassNet) existing website to provide a better platform to connect schools and teachers, to involve potential partners and to better reach out to members of the general public interested in Asia-Europe school cooperation.

About the Asia-Europe Foundation (ASEF)

The **Asia-Europe Foundation (ASEF)** promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe.

Our goals:
- Strengthen Asia-Europe ties
- Enhance mutual understanding by people-to-people exchanges
- Create networks
- Share knowledge

For more information, please visit www.asef.org

Project Background

Over the years, ASEF has maintained the **ASEF ClassNet Website** as an online platform for schools and teachers to connect, as well as to provide information to potential partners members of the general public interested in Asia-Europe school cooperation.

The website is currently structured around the following main features:
- Background
- Projects and events
- Project resources
- Registration area for members and conferences

Objectives

1. Improve UX/UI, ensuring functionality and ease-of-use
2. Redesign and redevelop the front-end of the website to present contents in an attractive, engaging, organised and accessible way
3. Upgrade to a CMS platform
4. Adapt the back-end of the website to ensure efficient, easy-to-update interface
5. Create inter-linkages between content (e.g. themes, partners and member countries)

Target audiences

1. Members of the the ASEF ClassNet (schools and teachers)
2. Potential new participants (schools and teachers)
3. Members of the general public
4. Potential partners and sponsors
5. Academics and researchers
6. ASEF stakeholders (e.g. ASEF Governors, government officials, partner organisations, event participants and alumni)

Scope

1. **Design/Layout development**
   a. Develop a fresh and innovative new look-and-feel for the website that fits with the spirit of "ICT in Education"
   b. Ensure a coherent overall look, consistent with the ASEF brand guidelines brand.asef.org/
   c. Create graphic elements that convey the message of innovation and ICT in education
2. **Information architecture**
   a. Simplify the structure of contents
   b. Include an easy-to-use search engine
   c. Have a project directory
   d. Create a database/resource area
   e. Include an area for school-to-school matchmaking
   f. Develop a discussion forum
   g. Include a newsletter function
3. **Technical direction and development**
   a. Propose and develop technical solutions according to the requirements
   b. Propose and develop a logical, easily searchable and retrievable information system for the existing content
   c. Ensure better web structure and navigation
   d. Propose a suitable open-source Content Management System (CMS) and adapt the backend with ease of content updates
   e. Final set-up of all technical requirement for go-live on ASEF server
   f. Have an easy-to-use mailing list
4. **Migration of content**
   a. Migrate current database content, pictures, and publications
   b. Ensure smooth transition of contents as much as possible
5. **Tutorial**
   a. Provide web manual on how to update content (including size of photos, character size of headlines, etc.)
   b. Conduct a briefing/tutorial prior to go-live for relevant staff on how to update content

Specifications

Frontend

1. Front-end website design must reflect the ASEF corporate identity and brand guidelines (brand.asef.org/).

2. Front-end design must take into account the possibility of content update without photography
3. Website must be done with responsive design (i.e. site to adjust according to multi-device screen requirements)
4. Website should contain inter-linkages between content and other automatic ways to find content within content
5. Website should have sharing tools to push content out to different platforms: RSS by Category, Social media (Facebook, Twitter, LinkedIn, Google+), Email, Calendar, and Print
6. Website should be optimised for search-engine tracking
7. Website should include tracking tools (e.g. Google Analytics for visits and publications downloads)
8. Pages must be print-friendly with default layout

Backend

1. Open source Content Management System (CMS) solution should be provided
2. CMS core components should not be customised to ensure future updates of the platform
3. CMS platform should have wide plugin compatibility with external plugins
4. CMS platform must allow for multi-user access and multi-level access rights
5. Website content must be easy to populate, update, add or change information
6. Updating process should maximise automation (especially for site-interlinkages, such as related projects, publications and vice-versa, etc.)
7. Updating process should avoid duplication of content and work
8. Content moderation and email updates
9. Integration with other external platforms: Youtube, Flickr
10. Integration with other ASEF platforms: ASEF Corporate Website, ASEF Culture 360

Deliverables

1. Live site published on ASEF's server
2. DVD or zipped file of old and new website and SQL for backup
3. Final design artwork for graphic elements (icons, etc.) in both JPEG and open file format (.indtt or .ai)
4. Tutorial on use (in PDF and in open file format (e.g. .indtt or .doc)

Timeline

Tender period: extended to 15 February 2016
Expected start date: 29 February 2016
Date of completion: 30 June 2016

For requirements of submission please see the Call for Tender document.

Contact

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