

WEBSITE BRIEF

Project Title: EERC new website

1. Client Contact Details

- Paula Geanau
- paula@eerc.org.uk

2. Budget & Timing:

We have a budget of £5,000, and the deadline to begin by early March.

3. Project Outline

EERC is a non-profit charity which helps vulnerable East European migrants deal with poverty and destitution, exclusion and discrimination. Our goals are to help our clients integrate into their communities while living in the UK, and better their lives by providing them resources, information and advice.

We want a website that can be segmented between our clients (people looking for resources, guides, information and contact forms) and our funders (also in the same category we will fit media representatives, policy influencers, and other charity/referral agencies).

We want a website that can be easily updated and maintained by us. The most important items for our website are: supports versions in multiple languages and allows for later flexibility (for example if we add a new language over time) with no ads or proprietary code. We would need a page for clients (starting with 3 different languages) and a page for funders, partners, media and other charities (only English).

Our target audience is for the most part clients who need resources or information from us; we want to be able to use our website to link people to our work, our guides/ videos/PDFs on it. Not all our clients have access to internet long enough to learn how to use it well, so their sites must be simple and intuitive.

We want an ad-free website. Nothing heavy on animation, easy to load on even the slowest connections, and easy to navigate.

4. Your Current Website

What is good about your existing website?	Allows us to store media in it like a library, which we then use in our outreach.
What is bad about your existing website?	SSL certificate doesn't work, not intuitive, hard to maintain from a non-technical employee perspective. It uses too many different plug-ins, and is difficult to navigate – a client trying to find a guide would have to guess where to find it. The version of WordPress it was built on is not updated and we are

	unable to update it without losing the customisations.
What levels of traffic is it currently receiving? If possible please provide access codes to your statistics trackers.	It is not being used enough to be able to tell. We rely on bit.ly links so as to not use the long format links.
How is your website performing for your objective? (Traffic/Reputation):	It is unreliable and we do not use it as it is right now.
Which host and hosting package do you currently use?	The website is built on WordPress, however our domain host is IONOS.
Are you happy with your hosting services?	No.

5. Website architecture

What features should your website have?	<input checked="" type="checkbox"/> Easy-to-update for non-technical people <input checked="" type="checkbox"/> Newsletter <input checked="" type="checkbox"/> Mobile-ready <input checked="" type="checkbox"/> Feedback & contact forms <input checked="" type="checkbox"/> Blog <input checked="" type="checkbox"/> Featured "posts" carousel <input checked="" type="checkbox"/> Multilingual platforms
---	--

6. Website design and style

We want a design that is easy to use for our clients: vulnerable migrants, not technologically savvy and potentially impatient with navigating a complicated website. To give you a few keywords, consider below:

- Stylish: will have a clearly defined organization brand
- Helpful: will be easy to navigate and provide information and resources
- Simple/Clean Slick: will be intuitive for users without high levels of tech knowledge
- Approachable: will not intimidate users away from it with complicated structures or designs
- Caring: we care about helping our users reach the information they need, we will want our website to convey that
- Credible/Expert: will allow us to host resources for external stakeholders (media, other charities, authorities, funders) and inspire trust in our abilities

You will find attached with the project brief our requirement for the structure of the website as well as visual design proposals.

7. Search engines & website use

Search phrases to find us through on search engines: EERC, East European migrants, Polish in UK, Romanian in UK, Immigration advice London

Stakeholders will reach our website when wanting to:

Use our resources: read case files, best practice guides, volunteer with use or work with us; reach us for media statement; AND/OR
Refer their clients to us (in the case of other charities/referral agencies)

Clients will use this website to find information about immigration, welfare, benefits and life in the UK. We want the website to act as a funnel for our clients:

Client wants help, information or advice they come to our website, where they find guides/resources and:

1. They are able to resolve their problem independently with the information we provide; OR
2. They realise they have doubts and contact us for further advice; AND THEN
3. We provide advice, OR realise that client needs further casework and signalpost to internal advisors/advocates

8. Social Media

Do you have an existing social media strategy?	Yes
Do you need help with social media profiles setup?	No
Include links to your social media profiles and other external websites linked to this project (e.g. Facebook, Twitter, YouTube)	https://www.facebook.com/EastEuropeans https://www.linkedin.com/company/east-european-advice-centre https://twitter.com/East_Europeans https://www.instagram.com/easteuropeanresource/ https://www.youtube.com/channel/UCPHq1ZX7hKhZcit7-KDALqQ/featured

9. Content

What types of content will be on your website – e.g. text, photos, audio, and their current format – e.g. digitized hard copy?	Wherein hard copy means we intend to store the media on the website and allow it to act as a library of resources, including: PDFs (hard copy), text and photos (hard copy), videos (embedded from YouTube)
What content is now produced?	All of above
What new content needs to be produced?	More of the above
Do you need assistance with producing new content?	No.
Do you need assistance with uploading the content onto the new website?	No, we will be uploading all content ourselves once the pages are built for it

10. Priorities

General website specs

Clients' page separate from Stakeholders' page	Required
Supports multi-lingual versions	Required
Accessible on PC/phones/bad Internet	Required

Clear division between static pages and news posts	Required
Tagging system that works in multiple languages	Required
Archive of old news posts	Required
No ads	Required
Easily updated by staff	Required
Menus allow flexibility (add/delete)	Required
Supports calendar with events	Would be nice to have
Compatible with GoogleAnalytics OR offers analytics over entire website	Required
Tried and tested before launch	Required

Clients' website

Basic About Us section (what we do/who we are)	Required
Contact Us	Required
Allows hosting media	Required
Allow embedding media	Required
"Latest 5 important topics" (customizable)	Required
Allow us to add more languages at a later date	Required
Same in all languages	Required
Easy navigation (no animation, click-down versus scroll-down menu)	Required
Supports calendar with events	Would be nice to have
Allows clients to book advice session online (Calendly-style)	Would be nice to have
A visible button that makes the Clients' page invisible (exit/delete from browser memory)	Would be nice to have

Stakeholders' website

Newsletter – subscription	Required
About Us (our work/our projects/our staff/trustees/volunteers)	Required
Resources (reports/case studies/best guidance)	Required
Get involved (volunteer/job opportunities; media/contact)	Required
Referral forms – digitized	Required

Adjustable menu (allowing us to add/delete pages)	Required
Visible DONATE button	Required

11. Any Other Comments?

Maintenance: We want to be able to run maintenance ourselves. We want an A to Z service – no proprietary code, and fully scalable.

Graphic design: We have an internal designer who is working on the brand look and website design, so you will be collaborating with her on decisions that have to do with colours, alignments, fonts, graphics, etc.

Internal UX: We have conducted our own internal interviews with team members regarding the user experience, and know the requirements each team have from the new website; we might not have capacity and availability for all team members to participate in workshops.