



Brief for website redesign and build project for Wellbeing of Women

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Background

Wellbeing of Women saves and changes the lives of women, girls and babies. Led by women's voices, we improve health and wellbeing through research, education and advocacy. [More about us.](#)

Wellbeing of Women had a new website designed and built in June 2020. The website now needs to be redesigned and rebuilt, with user needs prioritised, and to reflect the new 2021 organisational strategy. The main reasons a new site is needed is because the website needs to be fully mobile responsive, AA accessible, have improved information architecture (IA), improved user experience (UX) / user interface design (UI) and improved tracking.

Who we want to work with

We are looking for an agency with the following:

- Charity website design and build experience – optimising donations and campaign actions.
- Content Management System (CMS) agnostic, or uses a CMS that is widely used with a large developer network.
- Ideally, experience with Donorfy, especially Donorfy API.
- Audience research, content strategy, IA and SEO experience.
- Designers that prioritise UX and accessibility.
- Capacity to provide ongoing ad-hoc support.

New organisational strategy

In 2021 we launched a new [five-year strategy](#). Led by women's voices, the new strategy has three key pillars of focus: research, education and advocacy. These are underpinned by guiding principles to ensure that we remain fully inclusive and make the most impact where it is needed most.



For the new website, this means we must put our audience first, and create a website that is AA accessible. Previously we were focused solely on research. The new website reflect the addition of education and advocacy to our strategic pillars. We don't want to simply move the old content to a new platform and design, the content needs to be restructured too.

Audiences

Whilst we might *desire* a broad audience of “everyone”, realistically the people who are most likely to be interested in our work are:

- Researchers
- Beneficiaries (those who may experience women’s health conditions)
- Supporters (potential donors)
- Supporters (potential campaigners)
- Educators

These groups may overlap, and they may need refining and redefining in more of an audience-first way.

There may be unknown audiences we have not considered yet.

Desk research and a workshop with the team is required to produce personas/user stories/user journeys, to illustrate touchpoints/opportunities for engagement and content production. This audience work should inform the information architecture of the new website and will be used more broadly, feeding into a cross-channel content strategy. The cross-channel content strategy itself does not need to form part of your response to this brief, we intend to produce that in-house.

If any original research (e.g. surveys, focus groups etc.) is required to inform the audience work, please include that in your proposal.

UX considerations and testing

Best practice for user interface design, user experience, and information architecture should be followed. We expect the site design and content to be tested with relevant users (we can provide the users). Please outline your approach to UX in your proposal.

Design

The current site uses inaccessible colour combinations and the design does not work well on small screens. We have now selected a palette of more colours. We do not have brand guidelines – just a colour palette, logos, and copy style guide. We would like the new website design to use our colour palette and to prioritise responsive design, UX and accessibility. Due to the lack of brand guidelines, discussions around look and feel, and photography style will be needed.

Content

A content audit and workshop with the team is required to define the following, plus Google Analytics review, plus hotjar analysis:

- Top website pages by user session in the past 12 months
- Existing content on the website that needs to be on the new site too
- Existing content on the website that can be scrapped
- New content that needs to be developed for the new site.

Developing the information architecture of the above content should form part of your proposal.

We would like to add a feed of content from our social media channels.

Please describe in your response how much you will be able to help us with content production and editing – copy and imagery. Please describe your experience in this area or whether we will need to do all of this in-house.

Technology, systems integration and functionality

A full list of specific functionality for the site has not been defined – creating this defined detailed scope should form part of the project we'd like you to deliver. That said, we do have these expectations:

- AA accessible.
- Responsively designed to function on all screen sizes and modern browsers.
- CMS: The existing website is built on Craft. A new CMS would be preferred. It must be widely supported, very easy to use, flexible, and not tie the organisation to one agency long term. Ability for non-technical staff to edit existing content, add new content and new pages via the CMS, including news stories, events, advocacy campaigns (sign up forms, petitions etc.), campaign specific donate forms, research information, health information pages. Ability for us to edit page templates ourselves.
- CRM: We use Donorfy. Integration with the existing website uses Donorfy API, and using Donorfy Web Widgets. We would prefer not to change CRM but if you recommend a different CRM then this project budget must cover all transition costs – data transfer, integrations (e.g. Xero, Mailchimp, JustGiving, Stripe, GoCardless, Eventbrite), training.
- Payments: Stripe and GoCardless is used for donations. We would like to add Paypal and Applepay.
- Email: Mailchimp is used. Currently there are no integrations between Mailchimp and the website and none are anticipated to be required because data goes from the website to Donorfy, then Donorfy posts into Mailchimp.
- Analytics: Google Analytics is used but has not been customised, we need eCommerce to be set up and appropriate goals to be set up as part of this project. We use Hotjar heatmaps.
- Events – whether events are pulled in from Eventbrite as they are now, or the site has its own events platform, needs to be determined.



- Post data to Donorfy about campaign actions (e.g. see the Menopause Workplace Pledge campaign pages on our site), email subscriptions, donations. The existing Menopause Workplace Pledge campaign is ongoing and needs to function on the new site too.
- Social media: promote our social media channels on our website, and possibly display some content from those channels on our site.
- Donations:
 - Google eCommerce tracking of source and value of donations.
 - Sequential forms.
 - Comment field.
 - Stripe, GoCardless, Paypal, Applepay integration
 - Add data to Donorfy: Constituent recruitment campaign, Transaction Campaign, Channel Preferences (Email opt-in status) etc.
 - Trigger Mailchimp email automated series (via Donorfy)
 - Email opt-in via radio button

Technical testing

Please describe in your response your approach to code checking, testing for bugs and browser testing.

Project management

Please describe in your response what project management approach you use, and how this works in practice. Please tell us how our team will be involved - what level of input from us will be required.

Long term support and training

If a new CMS is needed, various staff will need training in it, and new staff ongoing may require training.

We know that a website is never finished. Long term support is needed to handle future changes as required, to cope with changes in technology, legislation, and changes within the organisation.

Please describe in your response how you propose to manage this kind of post-launch and ongoing support.

Deliverables

- Audience definition (user stories, user journeys)
- Content audit, site map, wireframes, content briefs for pages
- Design



- Set up CMS, develop page templates, integrate with Donorfy, Stripe, GoCardless, Paypal, ApplePay, and Google Analytics as required. Include any costs for any new third-party systems needed.
- Train the team on how to use the CMS
- A plan for ongoing support.

Out-of-scope

- Brand guideline development
- Copywriting
- Photography research and selection
- Photography purchase
- Hosting and domain fees
- Existing third-party system fees e.g. Donorfy, Mailchimp, Hotjar.
- Email, paid ads, social media content marketing.

If you would like to offer support in any of these out-of-scope areas please include these as optional add-ons in your proposal.

Success measures

The project will be judged a success if we see:

- the project delivered within 2022
- the project delivered within budget
- uplift in donation conversion rates
- positive feedback from site visitors (via analytics or survey)
- positive feedback from team members using the CMS

Timeline

1. Initial **expressions of interest** by 20 March 2022 - *When expressing interest please include examples of relevant previous work, an estimated budget range and a possible start date.*
2. We will **select agencies** to create full proposals by 25 March 2022
3. Receive **full proposals** by 6 April 2022 - *Please provide a timeline for when you could start the strategy work, when wireframes, designs, content, user testing and build would be expected to be complete. If any parts of your proposal are optional, please include a budget breakdown.*
4. We will **select an agency** for the project by 15 April 2022
5. **Kickoff** the strategy part of the work by 25 April 2022

Budget



We have maximum total budget available of £60,000 plus VAT. but we would welcome proposals that cost less than this.

If you can provide the majority of the work but not all of it for this budget, please tell us what can/cannot be done for this budget.

Contact

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