Call for quotations for APQN new website design

TO: Interested Parties,

Warmest greetings from APQN!

The APQN Board is seeking *quotations* from website design companies to redesign APQN website.

We need the company to provide the following service:

a.　Research and site mapping (current site vs proposed site)

b.　One-time Development of Website (Unlimited Pages) Infrastructure based on current site information and updated information.

c.　Full Copywriting, re-branding of current APQN content, themes, and images

d.　Streamlining of APQN site information, including re-categorizing of required information across different pages

e.　Programming of new internal database system, including the development of internal digital application forms, of approvals for new members (by directors / secretariat) and automated uploading to APQN Website

f.　Layout, design, and Content for Website

g.　Provision of unlimited Stock-Photos (paid / unpaid)

h.　Password and Account details to APQN Administrator for back-end management

i.　Tech Support / Management of Hosting and Domain with 3rd Party Vendor

j.　Management of back-end system, including periodic updating of important information

k.　To provide the technical services and maintenance of the APON Website in accordance with the requirements of the Entrusting party.

APQN requests a proposal covering a brief introduction of your company, the legal registration, technical quality, organizational and management capabilities, staff qualifications and experience and quotation for the website development and annual maintenance service. Quotation should specify charges for two things separately：　1. For design and development as mentioned in points a to j above 2. For annual maintenance including tech support, improvement, hosting charges , etc. In both case taxes should also be specified.

A document prepared by APQN Committee about website redesign committee is attached for reference. Website development work needs to be completed by December 2023.

Initial EoI should be submitted to APQN by email to Yingjie Xu at apqnsecretariat@163.com as well as nbraika@bqpca.gov.bt by September 15 ,2023.

Best regards

APQN Seventh Board

August 30, 2023

APQN WEBSITE REDESIGN

Contents

OBJECTIVE

We are proposing a comprehensive website redesign for Asia Pacific Quality Network (APQN) with the goal of improving user experience, modernizing the website's design, and increasing website traffic. We have thoroughly analysed the current website and identified areas of improvement. We believe that this redesign will significantly enhance the website's usability, functionality, and visual appeal.

Our proposed website redesign will include the following:

1. **New Sitemap**: We recommend a new sitemap that is designed to make it easier for your visitors to find the information they need quickly and efficiently. Our proposed sitemap includes the following main categories: Home, About Us, Members, Projects, Services, Library, News & Events, myAPQN and APQR/QL. Within each of these categories, we have included subcategories that are relevant to your business and website content.

   - Home
     - Short intro about the company
     - Latest news and events section
     - Contact form
     - Footer with contact information and relevant links
   - About Us
     - APQN overview and history
     - Mission and values statement
     - APQN Board
     - Footer with contact information and relevant links
   - Members
     - Overview of APQN membership
     - Membership directories
     - Call-to-action section (become a member)
     - Footer with contact information and relevant links
   - Projects
     - Overview of APQN projects
     - Detailed descriptions of the projects
     - Footer with contact information and relevant links
   - Services
     - Overview of services offered
     - Detailed descriptions of APQN services
     - Call-to-action section
     - Footer with contact information and relevant links
   - Library
     - A library of all APQN contents
     - Call-to-action section (sign up for newsletter/become a member)
     - Footer with contact information and relevant links
   - News & Events
     - Latest news and updates from APQN and its partners/members
     - Upcoming events calendar
     - Past events archive
     - Footer with contact information and relevant links
   - myAPQN
     - A login page for APQN Board and website administrators.
     - Footer with contact information and relevant links

- APQR/QL
  - Link to APQR/QR website.

2. **Refreshed Design**: We will provide a fresh and modern design that is visually appealing and easy to navigate. This will include updated graphics and imagery, a new color scheme, and a streamlined layout that is optimized for desktop and mobile devices.

3. **Improved Functionality**: We will implement new functionality that will enhance the user experience and improve the overall performance of the website. This may include features such as a custom contact form and application of new website features.

KEY FINDINGS

Upon reviewing the APQN website, we have identified several areas that can be improved to elevate the design and improve professional image. Below are some key findings:

	ISSUE	SUGGESTION
Overall Design	The website design looks outdated and is not visually appealing. The website appears cluttered and disorganized with different font styles and sizes, making it difficult to read and understand. The colour scheme also makes it hard to read the content.	It is recommended to update the website design with a modern look that is visually pleasing and easy to navigate.
Navigation	The website navigation could be improved to make it easier for visitors to find the information they need. The current navigation menu is not user-friendly and is cluttered with too many options.	It would be recommended to simplify the navigation menu by using drop-down menus or categorizing the content to make it easier for visitors to find the information they need.
Visual Elements	The website lacks visual elements that could enhance its design and make it more appealing.	It is recommended to add images, videos, or other visual elements to break up text-heavy content and make the website more engaging.
Content	The website has a wealth of information on quality assurance and accreditation in the Asia-Pacific region.	Therefore, the contents need to be structured better to make it easier to read and understand.
Sub-menus dropdown	The provision of an extensive dropdown list can potentially lead to visitors being inundated with information and consequently hinder their ability to efficiently access the desired information.	To optimize the user experience, it is recommended to consolidate and reduce the length of sub-menus to eliminate unnecessary content repetition.

In summary, to elevate the design and improve the professional image of the APQN website, it is recommended to update the overall design, improve navigation, structure content in a better way, add clear calls to action, make the website mobile responsive, and incorporate visual elements. By implementing these changes, the website will be more user-friendly and engaging, which will help the organization to better communicate its objectives and engage with its target audience.

Further analysis and recommendation will be elaborated throughout this document.

CURRENT LAYOUT

HOMEPAGE

We have identified several key issues with the current Homepage layout:

1. **Outdated design**: The page's design feels outdated and could benefit from a more modern and engaging look and feel. This could include the use of more modern typography, imagery, and colors, as well as a more streamlined layout that is easier to navigate.

2. **Cluttered design**: The page feels cluttered and overwhelming, with a lot of information crammed into a small space. To address this, the page could benefit from more whitespace and a more minimal design. This would make the content easier to read and improve the overall user experience

3. **Lack of visual hierarchy**: The page lacks clear visual hierarchy, which makes it difficult for users to know where to focus their attention. To improve this, the page should use visual cues such as font size, color, and spacing to guide users through the content and help them understand what is most important.

4. **Lack of clear headlines:** The homepage lacks clear headlines that effectively communicate the organization's purpose and objectives. Visitors may have difficulty understanding the organization's mission and what they do.

5. **Missing key information**: It lacks key information, such as the organization's history, vision, and values. The content for Homepage should be concise and informative, highlighting the organization's mission, goals, and achievements. A homepage should also provide information about the products, services, or events offered by the organization, as well as any news or updates that visitors may find relevant.

6. **Navigation**: The website's main tabs offer easy access to different sections, such as About APQN, Members, Activities, Publications, Resources, and Contact Us. Nonetheless, some of the sub-menus could benefit from simplification by consolidating overlapping or redundant entries.

7. **Outdated footer**: Maintaining a functioning sitemap links or include a list of important pages on the website in the footer. This would make it easier for users to navigate through the website and find the information they are looking for.

Overall, the website's homepage could benefit from clearer headlines, more visual elements, and updated content to effectively communicate the organization's mission and objectives to visitors. Improving the navigation and footer as well as providing essential information such as the organization's history, vision, and values would also help build trust with potential stakeholders.

ABOUT US
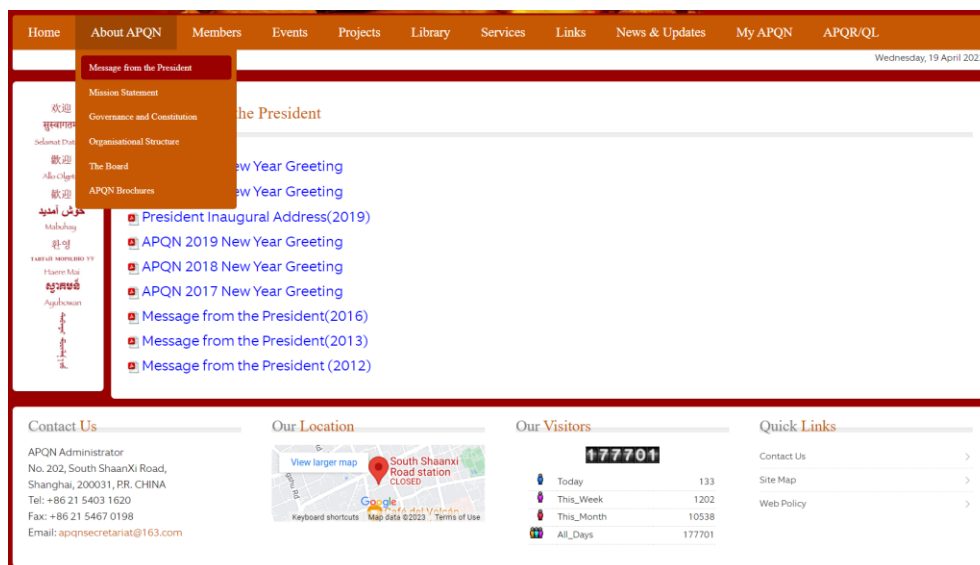
The "About Us" page plays a crucial role in any website as it provides visitors with information about the company or organization. A well-crafted "About Us" page can help create a positive brand image, establish credibility, and strengthen the organization's online presence. However, we have identified several issues with the current layout of the "About Us" page:

1. **Lengthy sub-menus**: Some of the sub-menus can be combined or shifted to other part of the website. This will make it easier for visitors to navigate and less overwhelming.

2. **Poor formatting**: The current page lacks visual hierarchy, making it difficult for visitors to scan and read large blocks of text. Adding headings, subheadings, and bullet points can help identify key points and clarify the organization's structure and goals.

3. **Poor navigation**: Visitors can only access the About Us sub-menus through the website's tab, which can be inconvenient and confusing. Improving navigation can help visitors find the information they need quickly and easily.

4. **Lack of engagement**: The current page does not encourage visitors to get involved with the organization. Adding calls to action, links to membership information, and information about upcoming events or initiatives can help engage visitors and promote the organization's goals.

In summary, improving the "About Us" page can enhance the organization's online presence, provide clear information about its structure and goals, and encourage visitors to get involved.

APQN MEMBERSHIP
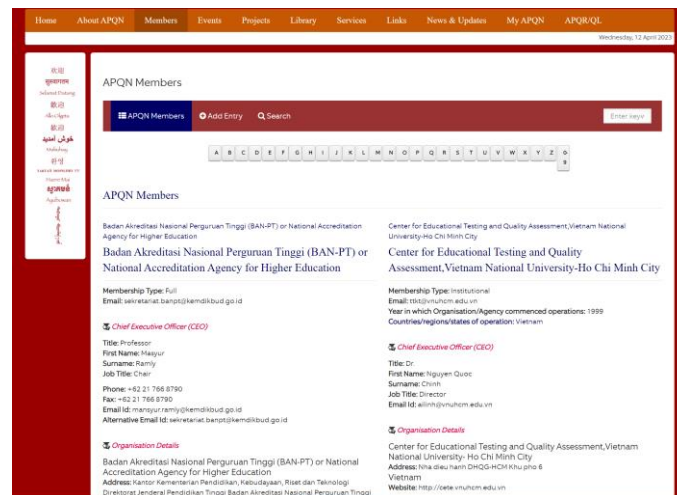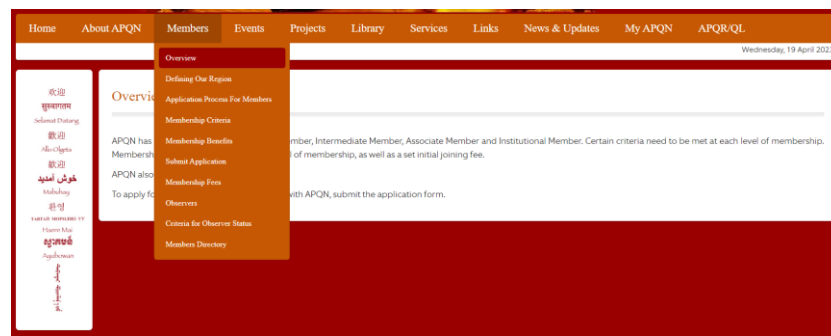
Key Issues:

1. **Lengthy sub-menus:** A long list sub-menus may distract visitors from the key information. It should be simplified by combining some of the sub-menus into 1 page and rearrange the sub-menu list. This will make it easier for visitors to navigate and less overwhelming.

2. **Lack of filtering and sorting options:** While the website does provide a search function, there is no option to filter or sort the membership list by membership type, countries, or other criteria. This can make it difficult for users to quickly find the information they are looking for.

3. **Lack of visual hierarchy:** The website's design could benefit from better visual hierarchy to help users quickly identify important information. For example, the membership types could be visually differentiated from each other, and the institution names could be more prominently displayed. Additionally, it would be best to adopt simple and neat typography that does not overwhelm visitors.

PROPOSED LAYOUT

HOMEPAGE

The following is an example of effective Home layout:
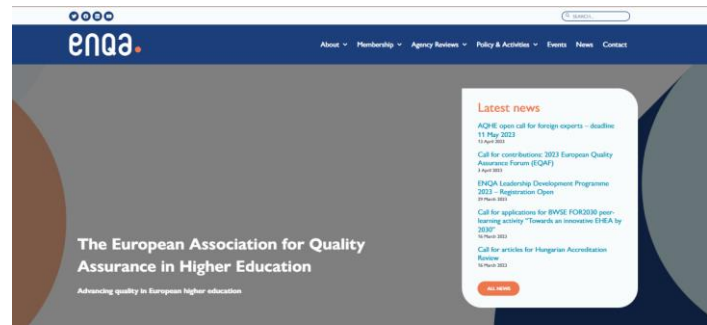
Brief introduction about the organization.

Social Proof: Recent events or latest news on APQN.

Quick links for easy navigation to important pages.
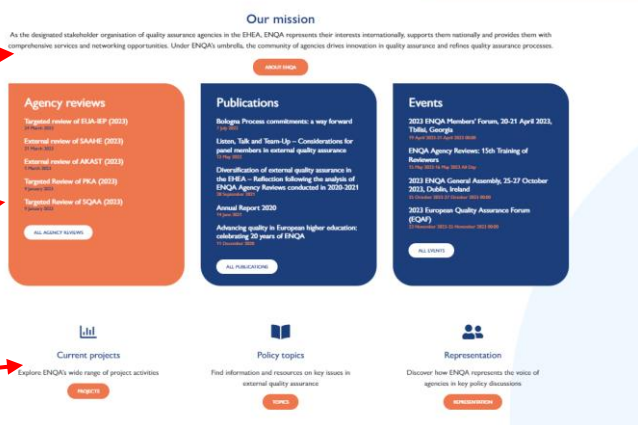
Contact Us Form at the bottom every page.

Quick links to important pages visible at the bottom of each page for easy navigation.

Recommendations:

1. **Professional and modern design:** Clean layout and high-quality images. The use of consistent branding elements such as colors, typography, and imagery helps to establish a strong visual identity for the organization.

   To improve the design of the APQN homepage, it is recommended to adopt a similar approach. This can be achieved by using simple colors that complement the existing red theme color, standardized fonts in terms of color and size to enhance readability, and more whitespace to reduce clutter and create proper segmentation of contents. These design elements can improve the overall user experience, making it easier for visitors to navigate and access relevant information on the website.

2. **Engaging content**: The homepage requires engaging and informative content, including news articles, upcoming events, and key resources for members. It is crucial for the content to be well-written, visually appealing, and provides visitors with a comprehensive overview of the organization's activities and achievements.

   As a globally recognized organization, it is important for APQN to communicate its recent and upcoming activities and achievements. This can enhance APQN's credibility and attract potential stakeholders who are interested in supporting its mission**.**

3. **Contact us form**: easily accessible at the bottom of every page.

4. **Publicizing reach and impact**: This can enhance the organization's credibility and legitimacy. A large and diverse membership base can signal to potential members, partners, and stakeholders that the organization is well-established and respected in its field.

   Example:
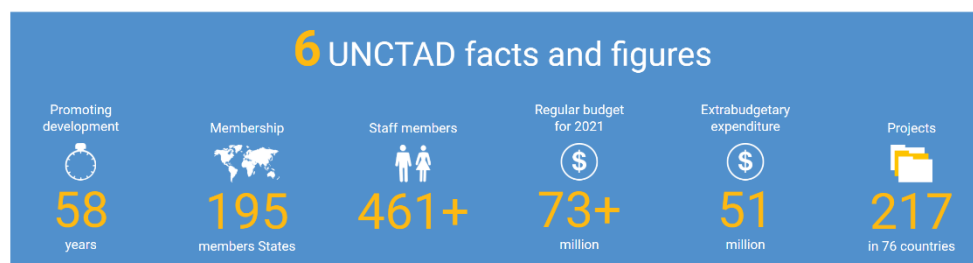
   Info that can be included:

   "APQN AT A GLANCE" / "APQN FACTS & FIGURES" / "APQN TODAY"

   Years in Operations – demonstrate the reliability and experience in the QA field

   Total Membership Countries – state the diversity of the organization

   Total Members – display the vast coverage of APQN member

   Total Published Works – exhibit the drive and passion of APQN to contribute to the field.

ABOUT US

The following is an example of effective website layout:

Side panel of About Us sub-menus for easier navigation.

Quick links to other pages that might peak visitor's interest ie. Membership Directory, Membership Form, News/Events.

Standardized formatting of contents (heading and subheading) to make it easier for visitors to scan for key information.

Attachment of necessary documents (ie. Constitution, Strategic Plan, Procedures)

Recommendations:

1. Simplified "About APQN" sub-menus

Current Sub-menu	Suggested Sub-menu	Comments
About APQN	About APQN	
Message from the President	Message from the President	It is not suitable to have the current year's message as an attachment. It would be better to have the message displayed prominently on the page itself, possibly with an option to download a PDF version if desired.
Mission Statement	What is APQN	Contains a short intro of APQN, Vision, Mission, Goals and Values.
Governance and Constitution		Attach the latest Strategic Plan in 'What is APQN" page and shift outdated copies in APQN Library.
Organizational Structure	Organizational Structure	To enhance the simplicity of the sub-menu, it is advisable to merge the Organizational Structure and The Board sections, as their contents are interrelated..
The Board		
APQN Brochure		It is advisable to relocate this content to the APQN Library.

2. **Be Clear and Concise**: The About Us page should clearly state who you are, what you do, and what makes you unique. It is important for an organization such as APQN to be concise on the organization's purpose in order to effectively establish a connection with potential members and other website visitors.

3. **Maintain an updated page**: Make sure your About Us page is up to date with the latest information about the organization. Regularly update the page with the latest information about the organization. This will ensure that visitors will have access to accurate and relevant information about your business.

APQN MEMBERSHIP

The following is an example of effective members directory page:

Simplified sub-menus.

Suggestion:

- Members and Observer Directories
- Members
- Observer
- Become A Member

Quick links to other sub-menus for easy navigation.

Consolidation of membership's information (Benefits, Application Process, Fees etc.) into one page to simplify the sub-menus.

Simplified view of membership info:

- Logo (optional)
- Organization
- Country
- Contact Info
- Membership Type
- Website link

Recommendations:

1. Simplify the membership information page: To optimize the visitor experience, we recommend consolidating the membership information onto a single page. This approach will effectively condense the sub-menus, allowing visitors to browse information with greater ease and convenience.

2. **Provide relevant member's information**: Given the significant growth of APQN's membership over the years, it is important to ensure that the directories on the APQN website are regularly updated with relevant member information . To streamline the presentation of this data, we recommend including only essential details of APQN members, such as their logo, organization name, country, contact information, membership type, and website link.

EVENTS

We recognize the importance of effectively connecting with your members and website visitors. As such, we recommend improving the news and events page on your website by consolidating the events and news tabs into a single tab. By doing so, visitors will be able to conveniently and efficiently view the latest news and events from APQN. This will enhance the user experience and improve engagement with your audience.

Below is an example of effective News and Events page:

TIMELINE

We estimate that the redesign of your website will take approximately 4-5 weeks, depending on the complexity of the project.

Below is an estimated timetable of the redesign:

Functionalities	Time
Planning	4 weeks
Design Stage	4 weeks
Development Stage	8 weeks
Review and Testing	2 weeks
Final Revision and Acceptance	2 weeks

CONCLUSION

The primary objective of this website redesign project is to elevate the APQN website's overall aesthetic appeal, lending it a more polished and professional feel. In this regard, we have developed several examples of potential website designs that reflect a more modern and sophisticated aesthetic, which will serve as the foundation for streamlining the remainder of the website's pages to ensure consistency throughout.

The new website design will feature sleek, clean lines, a more intuitive user interface, and a color palette that speaks to the professionalism and expertise of the APQN. Additionally, we aim to incorporate more visually engaging elements such as high-quality images, icons, and infographics to effectively convey information to the website's visitors.

Upon completion of the redesign project, we are confident that the APQN website will have undergone a significant transformation, lending it a more professional and sophisticated feel that aligns with the APQN's mission and values.