

## 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](mailto:apqnsecretariat@163.com) as well as [nbraika@bqpca.gov.bt](mailto:nbraika@bqpca.gov.bt) by September 15, 2023.

Best regards

APQN Seventh Board

August 30, 2023

# APQN WEBSITE REDESIGN

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## 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
<b>Overall Design</b>	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.
<b>Navigation</b>	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.
<b>Visual Elements</b>	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.
<b>Content</b>	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.
<b>Sub-menus dropdown</b>	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



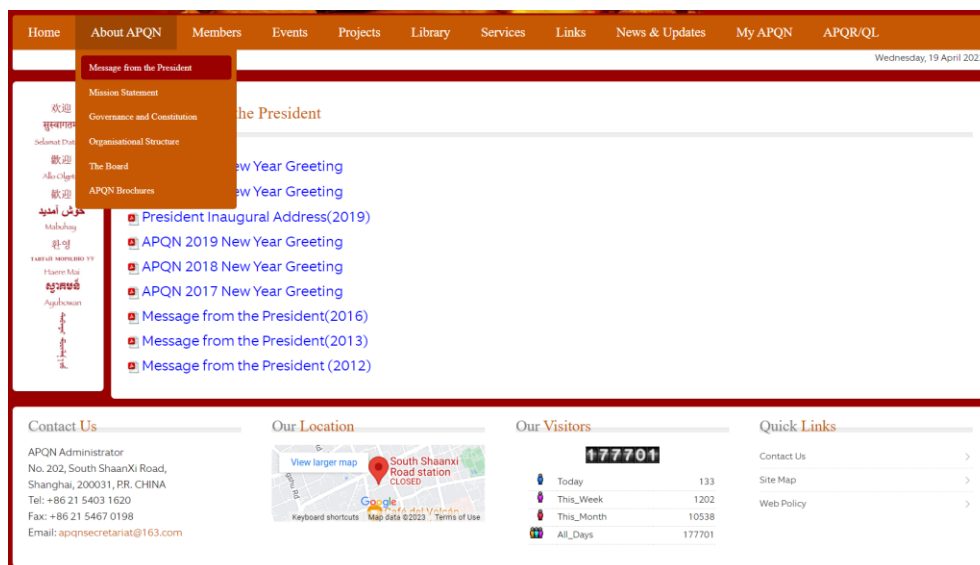
We have identified several key issues with the current Homepage layout:

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



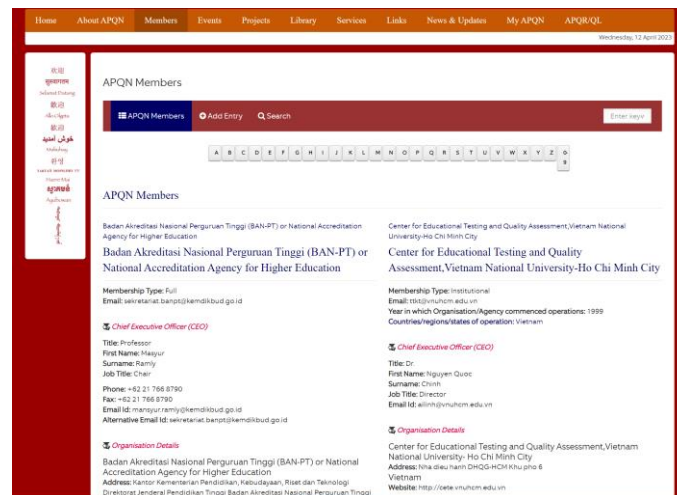
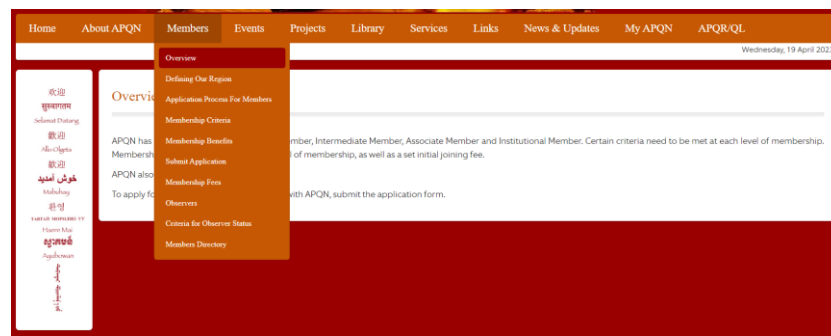
The "About Us" page plays a crucial role in any website as it provides visitors with information about the company or organization. A well-crafted "About Us" page can help create a positive brand image, establish credibility, and strengthen the organization's online presence. However, we have identified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



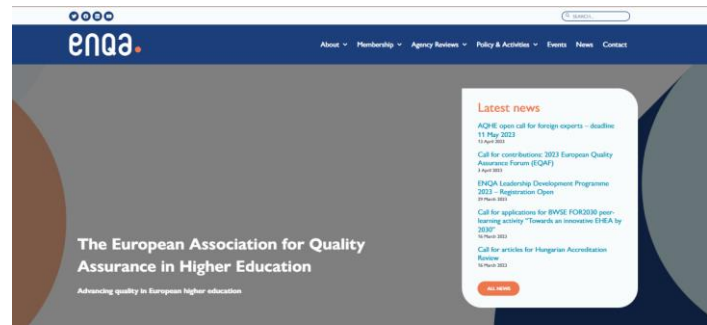
### Key Issues:

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

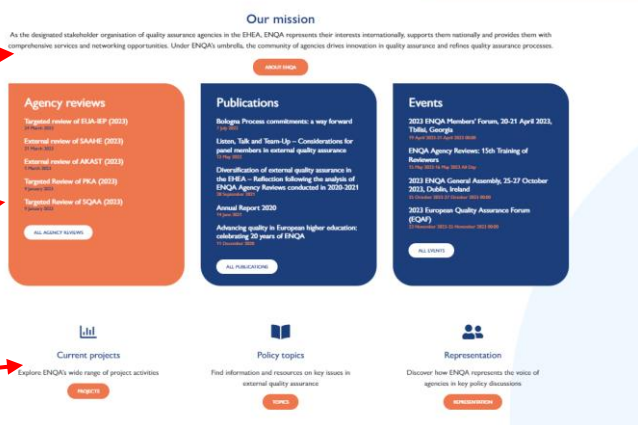
The following is an example of effective Home layout:



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.

Sign up for our latest news

First Name <input type="text"/>	Last Name <input type="text"/>
Organisation <input type="text"/>	Country <input type="text"/>
Email <input type="text"/>	

☐ Yes, I want to be subscribed to the ENQA newsletter mailing list.

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.

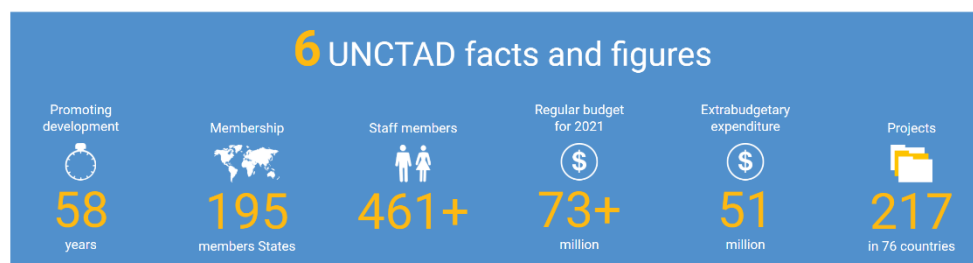
To improve the design of the APQN homepage, it is recommended to adopt a similar approach. This can be achieved by using simple colors that complement the existing red theme color, standardized fonts in terms of color and size to enhance readability, and more whitespace to reduce clutter and create proper 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:

[LOGIN FAQ](#) | [NEWS](#) | [COVID-19](#) | [JOIN](#) | [CONTACT US](#)

[Sign In](#)  
[Forgot Your Password](#)

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

- Accreditation Commission >
- Board of Directors >
- Events Committee >
- Staff >
- Policy >
- CHEA Recognition >

[HOME](#) / [ABOUT US](#)

### About Us

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

#### QUICK LINKS

- [Event calendar](#)
- [Member directory](#)
- [Become a reviewer](#)
- [Get the Guide to AAQEP Accreditation](#)

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

Founded in 2017, the Association for Advancing Quality in Educator Preparation (AAQEP) is a membership association and quality assurance agency that provides accreditation services and formative support to all types of educator preparation providers. The association is [approved as a tax-exempt organization](#) under Section 501(c)(3) of the U.S. Internal Revenue Code.

AAQEP is [nationally recognized](#) by the Council for Higher Education Accreditation. As of April 2023, over 190 educator preparation providers in 33 states and other jurisdictions are AAQEP members. Of those, 91 providers in 20 states and territories are now [AAQEP-accredited](#).

#### MISSION

AAQEP promotes and recognizes quality educator preparation that strengthens the education profession's ability to serve all students, schools, and communities, and to do so equitably.

##### To accomplish its mission, AAQEP:

- Supports the professional development of those engaged in educator preparation and the continuous improvement of preparation programs
- Coordinates formative peer reviews in support of member institutions' quality assurance and continuous improvement efforts

#### AAQEP Design Principles

1. **Collaboration** across preparation providers
2. **Improvement-focused, innovation-friendly** protocols
3. **Partnership** among institutions, state agencies, and AAQEP
4. **Comprehensive** standards that address all types of providers
5. Respect for **context and mission**
6. **Consistency** and calibration of all reviews

[About](#) | [Membership](#) | [Agency Reviews](#) | [Policy & Activities](#) | [Events](#) | [News](#) | [Contact](#)

#### Who we are

ENQA was first established in 2000 as the European Network for Quality Assurance in Higher Education to promote European cooperation in the field of quality assurance in higher education. In 2004, it became the European Association for Quality Assurance in Higher Education with the aim to contribute to the maintenance and enhancement of the quality of European higher education, and to act as a major driving force for the development of quality assurance across all the Bologna Process signatory countries.

[ENQA as a membership association](#)

[Who are ENQA members?](#)

[Who are ENQA affiliates?](#)

[READ MORE ABOUT THE ENQA MEMBERSHIP HERE](#)

#### What we do

ENQA has three main goals:

- Representing interests of quality assurance agencies
- Providing services to members and other stakeholders
- Driving the development of external quality assurance

To achieve these goals, ENQA conducts various activities:

#### Events

Facilitating networking, peer learning and professional development through events, training and webinars

[SEE MORE](#)

#### Values

ENQA respects the diversity of higher education systems and quality assurance approaches and operates in keeping with its values, which it promotes amongst its members:

Integrity	Transparency	Independence	Social responsibility
ENQA operates with integrity and in a fair, equitable, impartial, objective and professional manner in consultation with its members and affiliates, partners and fellow associations.			

#### Documents

[ENQA Statutes](#)

[Strategic Plan 2021-2025](#)

[Rules of Procedure](#)

[Work Plan 2023](#)

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.

- 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.
- 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

**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:

The screenshot displays the 'News and events' page of the University of Oxford. The page features a dark blue header with navigation links: ADMISSIONS, RESEARCH, NEWS & EVENTS, and ABOUT. Below the header, the 'NEWS & EVENTS' section is prominently displayed. The main content area is divided into several sections:

- News and events:** This section includes three featured articles with images and headlines:
  - Oxford philosopher launches project to explore the ethics of AI** (with a photo of a man in a suit).
  - Three or more concussions linked with worse brain function in later life** (with a grid of brain scan images).
  - Oxford University's SDG Impact Lab announces partnership with newly launched Rosberg Philanthropies** (with a photo of a man in a blue shirt).
- OXFORD FEATURES:** This section includes a large photo of a group of children and a headline: **'Fight against drug-resistant malaria in critical new phase: 'We are in danger of losing our current antimalarial drugs to resistance''** (dated 24 APR 2023).
- EVENTS:** This section lists upcoming events with dates and times:
  - 26 APR Book at Lunchtime: Reformation, Resistance and Reason of State** (Seminar Room, 26 APR 2023).
  - 26 APR Castilian String Quartet in Concert with the St Anne's Camerata** (Hollywell Music Room, 26 APR 2023).
- LATEST NEWS:** This section lists recent news items with small images and headlines:
  - Oxford University Chancellor appointed Knight Companion of the Most Noble Order of the Garter** (13 APR 2023).
  - Elephant seals drift off to sleep while diving far below the ocean surface** (28 APR 2023).
  - First offers made to prospective students for Oxford's Astrophoria Foundation Year** (20 APR 2023).
  - Gift from fintech entrepreneur provides fully funded scholarships for Black British postgraduates** (20 APR 2023).
  - Using social media activity to monitor and respond to population displacement in Ukraine** (19 APR 2023).
  - Fossils reveal a 100-million-year-old relationship between feathered dinosaurs and feather-feeding beetles** (19 APR 2023).
  - Trial investigating potential treatment for fatigue relief in people with long COVID reports results** (14 APR 2023).
  - R21/Adarix-M™ malaria vaccine developed by University of Oxford receives regulatory clearance for use in Ghana** (13 APR 2023).



## 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.