DG Devco web site redesign  
Vision workshop, report

**Date:** 31 January 2012 **Our reference:** inteuc **Contact:** Koen Peters

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# Introduction

**Participants** from the EC:

* LUBOWIECKI Wojciech
* SIMON Christian
* FASTRE Caroline
* LELOUP Frederic
* RISPOLI Yannick
* PATHO Erika
* PEREZ SARACIBAR Rodolfo
* RYCZAN Anita
* VICKERS Stacey
* TALKO Wojtek
* PIVETTI Giulia
* (GODEFROY Aurelie)

Participants from Namahn and Intrasoft

* Janette Tanner (Namahn)
* Koen Peters (Namahn)
* Carmen Lupea (Intrasoft, observer)
* Philip Millard (Intrasoft, observer)
* Liliana Ion (Intrasoft, observer)

The **objectives** of this vision workshop were:

* Determine the target audiences for the DG Devco web site, and prioritize these.
* Determine the main objectives/goals for the DG Devco web site, and paraphrase this in a short mission statement for the site.
* Do first design explorations for a country landing page and for the home page of the DG Devco web site, by making an inventory of desired building blocks for these pages.

# Target audiences DG Devco web site

## Exercise

Brainstorm via post-its

**Steps**:

* Write down on post-it notes the main target audiences you see
* Eliminate the doubles, and group the post-its
* Prioritize (primary, secondary), via voting
* Determine what is typical for each group?

**Input**: quotes from the user interviews, with the users’ assumptions of the target audience of the current web site.



## Results

### Group 1: Development stakeholders (**19**)

Belongs to this group:

* **Donor organisations** (): international donor organisations
* **Partners** (Worldbank, United Nations, …) and Member State Agencies
* **NGO’s** (): NGO’s and civil society
* **Civil Societies**
* **Fund seekers** (): in need of funding, and looking for Calls for Proposals/Tenders, programmes; usually private business entities
* **Project managers** ():
* **Government & politicians**: EU, Member States, partners, EU Parliament members, National Parliament members
* (Group 1 as a whole: )

Main **content needs** for this group:

Fund seekers:

* How to get funding? Who can apply? -- basic introduction, that is now missing
* Call For Proposals: rules, beneficiary list, (e-)PRAG, PADOR
* AAP (Annual Programs) – priorities per country
* Monitoring funding decisions, explanation on how monitoring system works in DG Devco

Project manager:

* Practical project info

### Group 2: People with a general interest in DG Devco (**11**)

Belongs to this group:

* **General public, citizens** ()
* **Media, journalists** ()
* **Researchers, Specialists in development aid issues** ()
* **University students**
* **Young public**
* **Job seekers**

Top 4 **content needs** for this group:

* How we spend/spent the money?
* What results? (case studies, projects, country samples, stories)
* Focus areas, priorities (Millenium development goals)
* How and to whom are we accountable?

Other content needs:

* Policies easily explained
* Infopoint: events, publications

### Group 3: Insiders (**0**)

Belongs to this group:

* **EC officials**
* **DG Devco workers**
* **Delegations**
* **New employees**

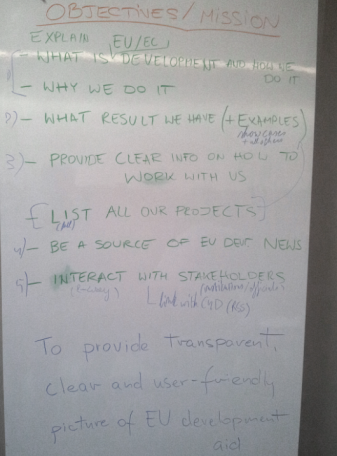
Main **content needs** for this group:

* General overview of the organization, stakeholders, work and results. Partly same information needs with the general public
* All documents and information is not in the intranet

# Goals, objectives of the DG Devco web site

## Exercise

Group exercise (2 groups), on whiteboard

## Result

### Group 1

Members: Caroline, Frédéric, Rodolfo & Wojciech

**Objectives:**

* Explain what is EU/EC Development; how and why we do it
* Show what results we have with examples and showcases (+ a full list of all the projects)
* Provide clear information on how to work with us
* Be the source for EU development news
* Interact with stakeholders (Institutions, officials etc.) e.g. by RSS feeds and Capacity4dev. Should be 2-way communications!

**Mission statement:**

To provide a transparent, clear and user-friendly picture of EU development aid.

### Group 2

Members: Anita, Giulia, Christian & Yannick

**Objectives:**

* Inform
* Justify our work by showing results
* To give tools, templates and documents to help work in the development field
* Specific information on projects
* Be a link between the insiders and outsiders, enable dialogue between the target audience and the delegations

**Mission statement**

Inform about what we do and how we work

# Building blocks for the home page and country landing page

## Exercise

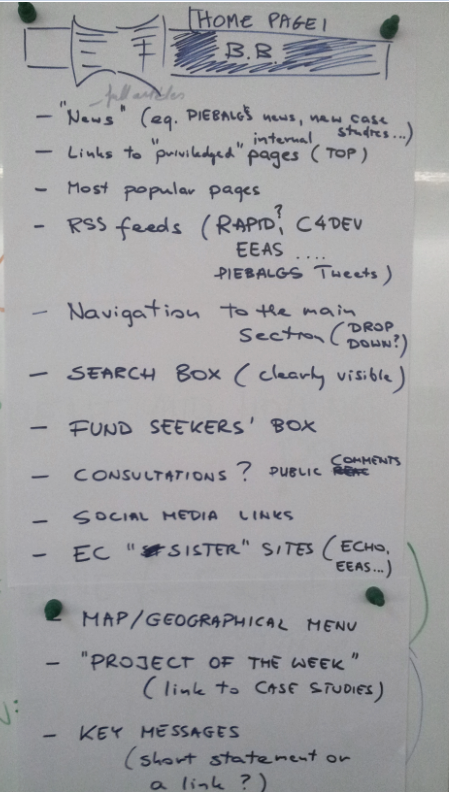
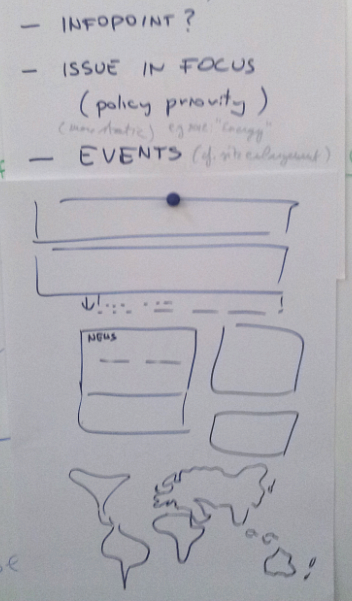
Group exercise (2 groups), on A3-paper.



## Result

### Group 1

Members: Caroline, Frédéric, Rodolfo & Wojciech

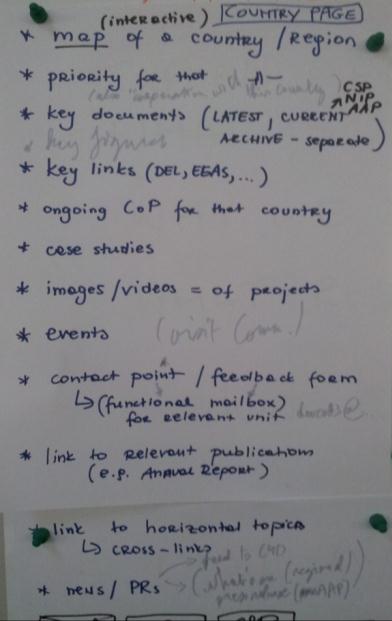
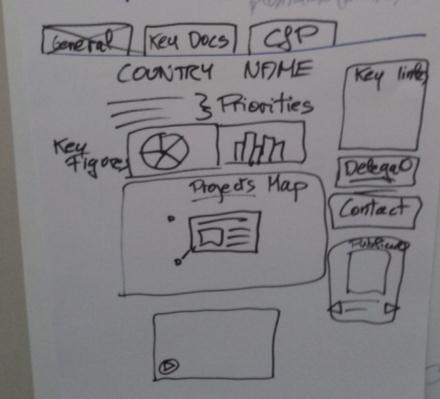
 

**Homepage building blocks:**

* News (should link to a separate news page – a news item is a full article)
* Links to privileged/TOP pages on the site (selected by DG Devco)
* Most popular pages (automatic selection according to popularity, need to be checked not to have too much overlapping with TOP pages)
* RSS feeds (RAPID, Capacity4dev,EEAS, Piebalgs Tweets…)
* Navigation to the main sections (dropdown?)
* Search box (clearly visible)
* Fund seekers’ box
* Consultations? Public comments
* Social media links
* EC sister sites (Echo, EEAS…)
* Map/geographical menu
* “Project of the week” that links to case studies (carousel, cases to be selected manually according to relevance)
* Key messages (short statement and a link, as on the WFP homepage)
* Infopoint? (not mandatory on the homepage)
* Issue in focus (policy priority, thematic e.g. “Energy” in 2012. Not to be changed often)
* Events (visible only if there are upcoming events soon)

### Group 2

Members: Anita, Giulia, Christian & Yannick

**Country page building blogs**

* Interactive map of a country/region
* Priority for that country/region (what we do in this country – the cooperation)
* Key documents and figures (latest, current, separate archive for older documents)  
  e.g. CSP (Country Strategy ), NIP, AAP (Annual Action Program)
* Key figures
* Key links (Delegation web site, EGAS…)
* Ongoing CoP for that country
* Case studies
* Images / videos of projects
* Events (e.g. visit by the Commissioner)
* Contact point (contact information to be defined, at least functional mailbox address) & feedback form
* Links to relevant publications, e.g. annual report
* Links to horizontal topics (cross-linking from country to region etc.)
* Regional news/PRs (feed to C4Dev; “what’s on (regional)?”; press release about AAP)

### Minutes from the morning presentation (usability analysis)

* Logic needed for external websites: Linking and look & feel
* Better coordination and communication needed between the delegations and DG Devco site. Delegations are able to produce material, but validation is usually needed before launch.
* Search functionalities to be developed further. Search should be visible on all pages, filtering options or advanced search needed. Decision to be made what sites the search should cover. Google is not an option (without an upgrade) for external sites.
* Left hand side banners are not working properly from usability and visibility point of view. Important links, like PRAG, will need better visibility on the new site.
* More in-depth analysis on Google statistics is needed (e.g. from what sites or search engines users come from) Namahn and Intrasoft will coordinate another session or other way of delivering the information and analysis to DG Devco team.
* Information on TR8 project needed: what are they developing exactly, and are there any synergies to be found
* Calls for Proposals: We should give visual template examples, not only textual guidelines