



ASEF culture360

www.culture360.asef.org

CALL FOR PROPOSALS | WEBSITE REVAMP

<http://culture360.asef.org>

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ASEF culture360

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Project overview

Launched in 2008, ASEF culture360 (<http://culture360.asef.org>) is a portal managed by the Asia-Europe Foundation (ASEF). The portal has been running already since 2008 and has been recognised by Governments, arts institutions and arts professionals as a unique model of information exchange in the arts and culture sector between Asia and Europe. However, the technical setup has remained mostly unchanged during all these years. We are looking at moving towards a more evolutive platform, catering to the needs of today's users: responsive design and mobile compatibility, improved look'n feel based on user experience design and better backend structure to allow different visualisations (maps, mobile application, etc).

The project is looking at improving 2 distinct aspects of the website:

1. Refresh the design of the website and provide a fully functional template
2. Build a new, improved backend and transfer the existing content to it

These two tasks can be carried over by different teams but a strong coordination between them is required (implementation of the template will depend on the chosen backend).

Company overview

ASEF culture360 (culture360.asef.org) is a portal managed by the Asia-Europe Foundation (ASEF) since 2005. ASEF is a not-for-profit intergovernmental organisation located in Singapore. Founded in 1997, it is the only permanent institution of the Asia-Europe Meeting (ASEM).

The ASEM Partners are: Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Kazakhstan, Korea, the Lao PDR, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Norway, Pakistan, the Philippines, Poland, Portugal, Romania, the Russian Federation, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, the United Kingdom, Viet Nam, the European Union and the ASEAN Secretariat.

ASEF culture360 is designed to stimulate cultural engagement and enhance mutual understanding between Asia and Europe by providing relevant information through weekly updates on news, events, opportunities and resources. It also features a magazine with in-depth articles, interviews and profiles, and social media tools to enable online networking between individuals, as well as organisations across the ASEM region. Relevant information from the portal is also shared through a monthly electronic newsletter.

Our users

Artists

- Very mobile-oriented
- Looking for personal interaction / self promotion
- Looking for funding to travel, showcase their work, attend conference/training

Policy makers

- Researchers and academics
- Government officers and representatives
- Using the website as a database / resource
- Very connected and eager to share relevant content through their networks
- Longer average time spent on the website looking for country specific information and publications

Arts managers & administrators

- Arts and culture professionals working in arts institutions or independent organisations
- Looking for partnerships and content especially from countries/areas less visible online

Editors

- Professionals with experience of the arts and cultural sector
- Looking for an efficient backend that does not get in their way when working with content

Objectives of the new website

With the development of a new website / platform, ASEF Culture360 objectives are:

Improve access to existing content

The website will continue to **provide quality information to arts practitioners** through the collection and selection of *curated content*, in the same way the current website works. However, the way these content items are organised has changed in order to make it more accessible (re-organisation of taxonomies and content types).

The performance and reliability of the Search Engine also needs to be vastly improved in order to provide more relevant search results (and suggestions) to the users.



Raise the profile of ASEF culture360

ASEF culture360 wants to help **shape new ideas** through the publication of high-quality content, especially related to cultural policy. This content will be commissioned, and organised in an engaging and attractive manner along with the existing "Magazine" content.

Stay current with the technology

The existing website has become a confusing collection of content. Several databases have been merged and custom code prevents an easy maintenance of the website. We also want to offer a good user experience to our audience using mobile devices.

Current website overview

General information

The website uses the default WordPress 'posts' and 'pages', as well as several custom content types. The content items share the taxonomies, which are used to build the menus and the custom landing pages for each category view.

Category pages

They display a list of items with a specific content type. The pages are built using the standard WordPress category page, with additional faceted navigation (for custom fields and display order).

Country pages

An important feature is the ability to browse content by country. The entry point is currently: <http://culture360.asef.org/countries/> and a typical country page is <http://culture360.asef.org/country/kazakhstan/>. It displays a collection of recent content pulled from the different categories / content types available related to this country, as well as relevant custom content (typically, the mobility funding guide for the current country).

Organisation directory

The directory is a database of organisations dedicated to arts and culture in Asia. It is available through <http://culture360.asef.org/category/organisations/>.

The directory of organisations is currently difficult to browse, because it contains:

- User-generated content (uploaded with the 'Find a partner' feature)

- Official content from ASEF culture360, made of a database of organisations from another WordPress instance ('film' items) merged into the existing database of the ASEF culture360 WordPress instance

User generated content

Find a partner

Registered users can submit their organisation profile to the database of organisations through the *Find a partner* feature, accessible at <http://culture360.asef.org/category/organisations/partners/>. The item will be available for review in the backend, and selected editors can publish or delete it at their convenience. At each step of the workflow, an email is sent to the editors and the user to inform them of the new status. This feature needs to be available (and improved) on the new platform.

Arts content

The website used to be running WordPress with BuddyPress, in an attempt to create a social network for users of the website. It allowed them to create content, participate in groups and have a personal profile page. These features were not used consistently by our users, and were removed from the website. Instead, registered users can now create a content item called "Arts content" through a basic form (<http://culture360.asef.org/category/arts-content/>). Upon validation by the editors, the item is publicly available at <http://culture360.asef.org/category/arts-content/>. An email is sent to the editors and the user at each step of the process.

This feature needs to be available (and improved) on the new platform.

Technical details

The current website runs on a custom instance of WordPress (now v4.6.1).

The core functionality is expanded by community plugins, homemade plugins and a custom template. The most important plugins we use are listed below:

- Akismet (spam protection)
- Contact Forms
- Google Analytics collection
- MailChimp (for the newsletter integration)
- Relevanssi (search results improvements)
- AccessPress Social Share (displays number of shares and social buttons)
- User Submitted Posts (USP Pro)
- VaultPress (WordPress backups)
- WP Social Login (allow login through social media accounts)

- Caching plugins (WP Super Cache and Varnish)
- Yoast SEO

Backend requirements

- An Open Source backend with a large ecosystem and user base - a solution based on WordPress or Drupal is preferred. The development of custom modules should be limited to a minimum by re-using existing community supported modules instead. Long-term compatibility is essential.
- SEO-friendly as possible, which includes:
 - Short URLs and redirection lists
 - Compatibility with Open Graph and Twitter cards
 - Management of XML sitemaps
 - Management of meta tags
- Full text indexation of the website and its contents, and a reliable and efficient search engine (autocomplete and suggestions, semantic search).
- Ways to search and filter content based on taxonomies and multiple terms.
- Social features (at least user profiles), and be able to integrate and provide login with external social platforms (at least Facebook, Twitter, Google+).
- User generated content, for 'opportunities' and 'organisations'. Content will not be published before being validated by a moderator (from ASEF Culture360).
- A 'related content' feature that can:
 - display related content on a page
 - allow an editor to manually select related content when editing an article
 - the suggestions being based on the taxonomies and similarity of content
- Easy to extend by creating of new pages, using a page building system (configurable views and adjustable blocks of content on pages)
- Allow editing of any content area of the website (header, footer, menus) without requiring changes to the template.
- Allow a very granular management of roles and permissions.
- Support a caching system for best performance.

Creation, edition of content

- The solution will provide easy and flexible ways to manage content (bulk editing, modern 'backend' and tools).
- Real WYSIWYG editor - so that styles and layout are similar when editing and viewing content. In place edition of content is preferred.

- An advanced and reliable image manipulation system is required when manipulating posts (resizing, inserting, cropping, captions and thumbnail creation).
- User friendly edition and selection of tags (disciplines & themes) is required (autocomplete).

Technical details

- The code required for the project will be hosted in a GitLab repository, managed by ASEF Culture360.
- A tested migration procedure is required. Specific details on how content should be migrated from the current website to the new platform will be provided.
- The CSS files will be built using LESS or SASS.
- Maximum accessibility (following WCAG 2.0) is a strong asset.
- The template will be compatible with most modern browsers (including IE9+).
- Strong separation between functionality/code and design/template is essential.
- Hosting of the production website is the responsibility of ASEF Culture360.

Taxonomies and custom fields

Space

Type of information	Examples
Country / area	Thailand, France, Europe, ASEAN, International
City	Paris, Tokyo, ...
Address / location	Damrak 18, 1012 LG Amsterdam GPS location

Time

Type of information	Examples
Published date (default)	24 Sep 2016, 12h38
Last updated (default)	28 Sep 2016, 24h55
Deadline	31 Dec 2016



Begin date	1 Dec 2016
End date	31 Dec 2016

Source

Type of information	Examples
Origin	User-generated content, Curated content, Commissioned content
Author	Timothee Guicherd
Author details	Short bio, contact details?

- Calls
- Jobs
- Residencies

Disciplines (taxonomy)

- Craft
- Dance
- Design
- Film
- Literature
- Music
- New Media
- Performing Arts
- Photography
- Theatre
- Visual Art

Themes (taxonomy)

- Arts & Environment
- Art Education
- Creative Industries
- Cultural Management
- Cultural Policy
- Culture & Development
- Economy & Society



- Funding
- Heritage
- Mobility
- Museums
- Professional Development
- Cultural Rights

Content types

News / Events

Field / taxonomy	Multiple	Required
Space		
Country / area	Y	Y
City	N	N
Location	N	N
Time		
Begin date and end date (for events)	N	N
Source		
Origin	N	Y
Author	Y	N
Taxonomies		
Disciplines	Y	Y
Themes	Y	Y

Opportunity

Field / taxonomy	Multiple	Required
Space		



Country / area	Y	Y
City	N	N
Location	N	N
Time		
Deadline	N	N
Source		
Origin	N	Y
Taxonomies		
Disciplines	Y	Y
Themes	Y	Y
Format	N	Y

Magazine and Publications

Field / taxonomy	Multiple	Required
Space		
Country / area	Y	Y
City	N	N
Location	N	N
Time		
Deadline	N	N
Source		
Origin	N	Y
Author	Y	Y
Taxonomies		



Disciplines	Y	Y
Themes	Y	Y

Organisation

Field / taxonomy	Multiple	Required
Space		
Country / area	Y	Y
City	N	N
Location	N	N
Time (no specifics)	N	N
Source		
Origin	N	Y
Taxonomies		
Disciplines	Y	Y
Themes	Y	Y

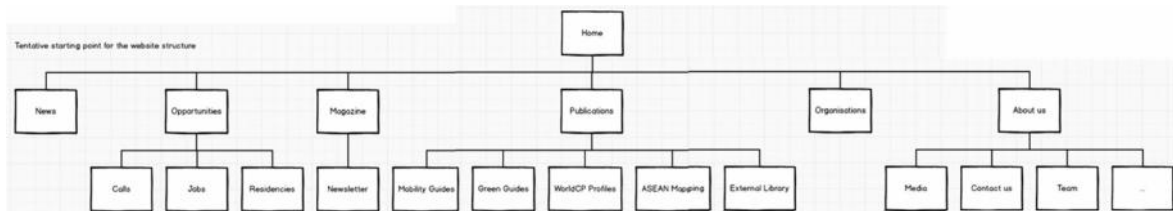
Design and template requirements

The project does not aim at redesigning the website, but at improving the existing design with a user-centered perspective in mind. The new design will also:

- be fully responsive and mobile compliant
- meet the needs of our audience
- look more modern and less cluttered

The logo, colour palette and general look'n feel of the website should remain the same. Changes are expected for the navigation system and display of content. The template should allow flexibility in the promotion of content (moving from banners to more innovative and enticing calls to action).

Content commissioned by ASEF culture360 should be given special prominence and visibility on the website (magazine content, mobility guides and green guides).



Paths to content

Content can be accessed through menus or a navigation system in the following "sections", slightly derived from the existing content structure:

- News
- Opportunities
- Magazine
- Publications
 - Mobility guides
 - Green guides
 - WorldCP profiles
 - ASEAN mapping
 - External library
- Countries
- Directories
- About
 - Media
 - Contact us
 - Team
 - FAQ
 - Partners

Migration of content

Existing content (text and images of posts, uploaded documents) will be carried over to the new platform. Migration paths will be defined later to map previous taxonomies to the structure described here. A list of URL redirects will be provided after the migration.



Project details

ASEMUS website

There is a WordPress instance running for the domain 'asemus.museum'. This website, dedicated to a network of museums in Asia and Europe, is outside the scope of this project and will be kept as-is for now.

Staff

ASEF culture360 is currently supported by one project coordinator and one admin officer in ASEF in Singapore. The project also relies on 3 independent contractors, all part-time - an editor based in the UK, an SEO & social network specialist from Italy, and a technical coordinator working from the Netherlands. The technical coordinator will be in charge of the project and can provide technical support on a part time basis.

Expected project timeline

October 2016	Open call for proposals
1 November 2016	Deadline for submission of proposals
December 2016	Selection of the contractors
January 2017	Possible meeting in Singapore to kick off the development process
January - February 2017	UX assessment and template development, preliminary technical development (backend, search index)
March 2017	Template delivery
April - May 2017	Testing iterations, template refinements and UI implementation
June 2017	Live launch of the new website

Project deliverables

Template / design

- UI assessment

- Interaction modelling (personas, user scenarios and stories)
- Prototyping (wireframes and mockups)
- Complete package: website template, and source graphic files

Backend

- Knowledge transfer to administrators and editors
- Complete source code (on git repository)
- Redirect lists and configuration recommendations

Requirements for applicants

- Proposals must come from companies located in one of the ASEM member countries. Individual applicants can reside in any country but need to be a national of one of the ASEM member countries.
- Team collaboration is done through online tools, Skype conversations and occasional meetings in Singapore (usually once a year). Flexibility and ability to match the different time zones is required.
- Applicants will have an extensive experience in working with Open Source Software, mobile development, SEO optimization and User Experience design.
- A proven experience in a similar environment (international, with a focus on arts and culture) is a strong asset.
- The success of the project depends on a close collaboration between the developers and the designers, who should have previous experience working together on similar projects. They will design, develop and implement the solution and ensure knowledge transfer to the members of the ASEF Culture360 team.

Expressions of interest

Expressions of interest should include:

- Portfolio of past relevant projects
- UI design strategy and planning
- Design implementation strategy
- Backend implementation strategy and planning
- Project timeline and budget

Expressions of interest (EoI) should be sent to ASEF Culture360 at: opencalls@culture360.org no later than 30 November 2016. Only shortlisted candidates will be contacted.