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Paper Reference:	SECP_75_1213_07
Action:	For Decision

Website Enhancement Project Brief

1. Purpose

The purpose of this paper is to request SEC Panel approval for SECAS to implement the proposed improvements to the SEC website.

SECAS has been made aware through various channels that improvements to the website are necessary to enhance user experience of the website. Feedback and suggestions have been identified through the:

- Cross Code survey;
- SECAS Customer Satisfaction survey;
- SECAS helpdesk; and
- Engagement events.

The proposed changes aim to address this feedback by introducing new features and digitising processes, as well as enhancing the look and feel of the website.

2. Project Overview

SECAS has identified a list of enhancements to improve the content and functionality of the website, which we would like to deliver by the end of March 2020. It is proposed that the project is delivered in two phases.

Phase 1 will comprise of content enhancements which can be delivered by the SECAS Team through the existing Core budget. Work is already underway to deliver the enhancements listed in Table 1 by the end of January 2020.

Phase 2 will require website development, and the budget will be presented to the Board for approval. Table 2 provides a list of proposed changes, which have been categorised in order of priority to deliver the most benefit to website users. SECAS invites feedback from the Panel on these enhancements.

Phase 1

Ref	Description	Justification	Priority
WEP01	Refresh page content to be written in plain English.	To improve user understanding.	Must have
WEP02	Improve signposting to meeting documentation by adding summary line and link to the 'About SEC Panel' and each Sub-Committee page.	Improved website navigation to address feedback from Sub-Committee members.	Must have
WEP03	Add a new Governance page (to display Governance organogram) with meetings calendar as a sub-page.	Increase awareness of the governance structure and meeting content.	Must have
WEP04	Add 'Meet the Team' page with photos, names and contact details.	Improve awareness of key contacts.	Should have

Table 1: Content enhancements to be delivered by end January 2020

Phase 2

Ref	Description	Justification	Priority
WEP05	Improve search function by introducing the ability to display search results by date, frequency of use, last updated.	Addresses user feedback and reduces the time spent searching for website content.	Must have
WEP06	Publish a glossary of SEC acronyms.	Demystify jargon and improve users understanding.	Must have
WEP07	Publish an expandable list of FAQs with easily accessible answers written in plain English.	Improve visibility and understanding particularly for new entrants. May help reduce volume of frequent queries to the SECAS Helpdesk.	Must have
WEP08	Introduce a Members area for pages/documents/videos which require a login.	Provides an area for Parties to access confidential information and news, without having to access via a preview link on the publicly available section of the website.	Should have
WEP09	Embed video content as an image.	Improved design. Make videos stand out and enhance number of downloads, making events/ knowledge share more accessible.	Should have
WEP10	Online form for change of Party details.	Streamline the process for the user. Reduce manual processing time and risk of manual data entry error.	Should have
WEP11	Redesign home page to highlight time critical messages. Add rolling banner to draw attention to important updates.	Ensure new, time critical content stands out to increase awareness of important updates e.g. deadlines for elections/ impact assessments/ consultations and promote engagement events.	Could have
WEP12	Tags for top searches to be clearly displayed on the home page.	Increased visibility and accessibility of popular searches to users.	Could have
WEP13	Add new pages for podcasts and video presentations with quick links added to the home page.	Highlight content for auditory and visual learners to improve their knowledge. Increase number of downloads.	Could have

WEP14	Implement a simple website feedback survey for users to provide feedback in a few clicks e.g. report issues, broken link, suggest improvements.	Improved feedback reporting on user experience. Provide SECAS with instant feedback on any issues without the need to contact the helpdesk.	Could have
WEP15	Online form for event registration. Set up an auto response advising they will be added to the waitlist when an event is fully subscribed.	Streamline the process for the user. Ability to notify SECAS of any delegate changes or dietary requirements without emailing the helpdesk.	Could have
WEP16	Ability to export reports on Change of Party Details (WEP10) and event registration (WEP15) as a CSV file for editing.	Increased reporting and reduced manual processing time e.g. making badges for events.	Could have

Table 2: Proposed website enhancements which require development work

3. Indicative Project Schedule

The indicative project schedule below assumes agreement of the Project Brief at the December SEC Panel meeting, the approval of the SECCo Board for the project budget, and availability of suitable Project resources.

The dates referenced indicate when the main phases of the work will complete and may be adjusted.

Ref	Description	Date
1	Planning and Initiation	w/c 16 December 2019
2	Engagement with developers	Early January 2020
3	SECAS to implement Phase 1 content enhancements	By end January 2020
4	Work with developers to refine Phase 2 deliverables	Early February 2020
5	Draft test scripts for functional testing	Mid-February 2020
6	User Acceptance Testing (UAT)	By end February 2020
7	Work with developers to fix bugs	Early March
8	Fix bugs identified	Mid-March 2020
9	Phase 2 release and go live	By end March 2020
10	Promote changes via communication to SEC Parties	By end March 2020

Table 3: Indicative project schedule

4. Recommendations

The Panel is requested to:

- **APPROVE** the scope of the project; and
- **APPROVE** the recommendation of the project to the SECCo Board for release of funds.

Adele Thain, SECAS Team, 6 December 2019