

CWCTT TERMS OF REFERENCE

We will need:

- An audit of our current online presence
- Recommendations and planning of redevelopment
- Development and implementation of a new website
- Training and engagement strategies
- Additional information about other services you can provide along with costs eg. Managed webhosting.

PROJECT OBJECTIVES AND GOALS

The primary objectives and goals of the website redesign are as follow:

- **Interactive and Engaging Website** – We are seeking to redesign our website to include an intuitive, easy-to-use interface that allows visitors to complete their tasks quickly and easily regardless of the device they are using. The solution should be easy to maintain for our administrators and content creators, streamline business operations and aid in increasing our revenue for maintenance of the trail.
- **Purpose of our New Website** – Our new site should:
 - Serve the needs of all users by letting them easily find what they are seeking, providing them with access to key services/accommodation providers etc..on a 24x7 basis, allowing them to share information, interact with our staff and Official Partners of the Trail.
 - Showcase our community and trail in a way that highlights why this is a great place to visit and ride/walk our trail.
 - Provide an experience that is enjoyable for the user that will encourage them to come do the trail and return to the site.
 - Be strategic and nimble, and focus on making out content useful, interactive and engaging. We know that things will change in the future and we want our site to adapt and remain relevant.
 - Accept payment or at least link off/integrate to a third party payment portal to enable collection of donations from users, and to enable payments from commercial sponsors.
- **Customers** – We take a broad customer-centric view, we view anyone who visits our website a customer, whether that be a prospective rider/walker, Official Partner, Service Provider etc. Our website is our digital front door and our goal is to focus on the needs of our customers, and on improving our interactions and engagement with our customer base.
- **Strategic Partnership** – We want a vendor who will help audit our current site and propose recommendations to go towards the planning of a new website. Also to advise us what ongoing services and support they are able to provide in the future.
- **Responsive Site** – Visitors to our site will utilise a wide variety of devices to access our website, including computers, tablets and mobile smart phones. Our new website should

automatically detect the screen resolution of any screen. This will ensure that all users will be able to view our site, not matter what device they are using.

- **Flexible Solutions** – The new site should build upon proven and accepted website development standards while maintaining flexibility to easily grow and add new functionality over time and with minimal cost.
- **Hosting** – Options provided about vendors hosting plans

VENDOR EXPERIENCE AND DEVELOPMENT CRITERIA

Preference will be given to vendors' breadth of experience, creative flair on previous projects, references, number of years of experience and expertise of staff.

- **Collaborative Effort** – The website will be developed through the co-operations of CWCTT and the vendor and facilitated under the supervision of the Kawatiri Coastal Trail Project Team.
- **Skilled Team** – You and/or your staff should be skilled in user experience, navigation and information architecture, graphic design, accessibility, and support training of the content management system.
- **Proven Development Process** – Vendors should have a proven development process and flexible timeline structure that favours the availability and time commitment of the CWCTT.
- **Proven Content Management System** – The proposed content management software must be a proven platform for website development architecture. Development that is requested and approved by the CWCTT should be performed by the vendor utilising agile software development methodologies that encourage collaboration between the developer and the CWCTT.

SYSTEM FUNCTIONALITY

The vendor's proposed content management system (CMS) should be a web based application that provides the core of the entire development process, being both the platform for the development and the tool by which system administrators and contributors can update the new website. The CMS may feature plug-in applications or modules that enhance the functionality of the website, though core features should centre around ease-of-use, flexibility and for ongoing stability, an established information architecture and hosting environment.

The CMS must allow non-technical content contributors the following abilities:

- **Administrative Dashboard** – The administrative portion of the CMS shall be accessible for all content contributors and feature a customisable interface that displays critical shortcuts, on-site items that require attention, recent activity logs and an internal messaging system that displays administrative messages and updated information.
- **Automatic Sitemap** – The CMS should automatically create and update a sitemap and on-page breadcrumbs when content is added, edited or removed from the site.
- **Content Expiration** – Notification of expiration of site content shall be received by content owners through notifications available via the CMS, including a dashboard administrative display and email notifications. The dashboard should also detail the dates for when specific content was last updated and allow for notifications when certain time periods are reached.

- **Content Management** – A way to add, edit and move content directly on an assigned webpage without the need to utilise or be trained on a back-end administrative system eg. HTML
- **Content Preview** – Content publishers must have the ability to preview changes prior to publishing on the site.
- **Content Scheduling** – Content added to the site, whether as part of page content or additions to plug-in applications or modular elements shall feature delayed posting and automatic expiration abilities.
- **Hyperlinking** – Users who wish to add simple links – either internal or external – should be provided with an option to do so through an automatic hyperlinking option.
- **Menu Updates** – Content publishers should be able to add and update menu items if assigned the appropriate permission level.
- **Online help and training videos** – 24/7 access to support materials including but not limited to, online training manuals, support FAQs, customer support forums, instructional videos, information newsletters, request forms, online education courses/webinars and support related updates through common social networking mediums.
- **Page Templates**
 - Content publishers must have the option to use pre-created page templates to assist in the formatting and development of new content.
 - Content publishers should have the ability to place widgets or content blocks on page templates that serve specific purposes and streamline the template building process. Widgets can represent any key function such as calendars, directory, e-notification, FAQs, search, etc. Widgets should have settings to customise their look and function to meet specific needs.
 - Content publishers must have the option to share templates with and use templates from a wider community pool which shares consistent page development.
- **PDF Conversion** – Ability to convert documents to PDF's via an included PDF conversion tool.
- **Spell check** – Editor should include spell-check functionality.
- **Support Access** – Trained content creators of the CMS shall have access to live support via e-mail or phone during vendor's normal business hours.
- **CMS Activity Reporting** – A report detailing all changes and activity taking place on the website through content contributors and administrators, which can be filtered by start and end dates, times, by content type and by action taken, and exportable.
- **Login History** – A separate history report detailing user login history, including the user type, the date and time of the attempted login, the IP address of the user and whether or not the login attempt was successful.
- **Menu Administration** – Administrators shall have the ability to add, edit, update and move menu items, affecting overall site structure and organisation.
- **Permissions** – The permission system shall be divisible into both user administration and group administration, allowing permission levels to be attributed to groups to which users can be added.
- **Site Search Statistics** – Access to site search statistics, including the ability to filter searched terms by date and time, which can also be exported.

SYSTEM ADMINISTRATION

- **Broken Link Review** – An administrative centre for reviewing quality assurance including detailing broken links on the website, including the referring page locations to that links can be corrected.
- **Infinite Menu Levels** – An infinite menu level system that allows the addition of an unlimited number of menu levels for the CWCTT.
- **Infinite Page Structure** – An infinite page structure system that allows the addition of an unlimited number of pages by the CWCTT.
- **SSL Certificate** – If necessary, one or more SSL certificates to encrypt data contained in site transmissions.

Website Analytics – An administrative centre for reviewing, filtering and exporting

SYSTEM FEATURES

This will be included as part of the review process but here are some examples of what we are looking at:

- **Trail Details and Maps** – Printable
- **Givealittle** – Donate button
- **Accessibility Add-ons** – Accessibility software embedded in the website that offers users access to larger fonts and audible content.
- **QR Codes** – Link to back end website information
- **Multi Language Interpretation**
- **Advanced Site Search**
- **Social Media**
- **Blogging**
- **Official Partners Programme**
- **Calendar of events** - Buller Region
- **Contact us form**
- **E-newsletter**
- **E-notifications** – A sign up box that allows the users to add their email addresses to receive important updates eg. track closure information, planned maintenance
- **FAQ Tool**
- **Volunteer Sign Up**
- **Itinerary Plans** – Printable
- **Choose your ride/Plan your ride** – Printable
- **Accommodation**
- **Food n Drink**
- **See n Do**
- **Trail Status**
- **News**
- **Tour services**
- **Survey**
- **About Us**