Committee: R8WB   **Reporting Officer: Nick Wainwright, Chair**

Goals

To propose the content structure of a new R8 website that fully promotes the activities of R8 to all stakeholders in a contemporary, engaging, and easy to access way.

1. Identify the stakeholders and the purpose of the website.
2. Propose a well-planned information architecture.
3. Design a structure to accommodate well-formatted content that is easy to scan.
4. Include an effective navigation system.

R8WB was a new ad hoc committee formed in 2023 with the following committee members:

- Nick Wainwright (UK)
- Anish Mohanan Sudhamani (Germany)
- Periklis Chatzimisios (Greece)
- Murat Yazici (Turkey)*
- Reem Turky (Saudi Arabia)*

* These members did not respond to the request for participation in 2024

Progress against goals since the last report

The work performed in 2023 consisted mainly of preparatory work for a new website structure proposal in 2024. Specifically:

- Understanding the current website situation
- Analysis of the existing website structure
- Identifying content management and governance
- Gaining feedback from a selection of stakeholders

Analysis of the current website

- **Structure**
  - The website presents the user with two menu systems displaying multiple content, each vying for prominence.
  - The horizontal menu does not have multi-levels so there is no content hierarchy. A better structured menu system would make finding information could be more intuitive.
  - The current purpose of the website is unclear and appears to range from promoting events in the region to acting as a server for storing documents, sometimes from 15+ years ago.

- **Content**
  - There is no overarching message about IEEE and/or R8 on the homepage.
  - In isolation much of the content is relevant but it needs to be better structured and consistent.
  - Content is not managed well. There are meeting documents from 17 years ago still accessible.
  - There is no distinction between static and dynamic content.
  - Much of the existing content is too wordy and often time served.
  - There is no search function.

- **Style**
  - The responsiveness of the site is poor particularly on the homepage where banner graphics do not size properly.
  - The style of the content is inconsistent because there is no editorial control. The downside of a website written by different people is that it looks like a website written by different people. This leads to inconsistencies in content style, language, messaging, length etc.
  - Pages need to be designed to be visually appealing with engaging content to grab visitors attention.

- **Management of Information**
  - Information is not routinely removed. Meeting documents from 2007 are still available (that's 17 years ago!).
  - Part of the issue is that the website appears to be used as a server to store documents and therefore there are many time-served documents cluttering the website.
  - Time served documents either need to be deleted or archived in a different place.

- **Summary**

  Analysis of all aspects of the current website is an important activity as it provides the baseline from which to move forwards. It also provides an insight into the management steps that need to be taken to ensure that a new website continues to have the intended structure, content and style following moving fowards.

  Above all the R8 website must properly reflect the values of IEEE and its brand.

Points of Concern
- The design and development of a new website is a significant undertaking.
- It is essential that all stakeholders are aligned with the work and the direction of travel.
- It is strongly recommended that a steering committee is established to direct and oversee the development of the new R8 website with a wider stakeholder participation.
- There are several issues that need top level buy-in if we are to be successful and not to end up in the same place in the coming years, particularly regarding editorial control and information management.

Proposals for improvements/Other Issues to report
- The Region's website should be aligned with the IEEE strapline 'Advancing Technology for Humanity'.
- Its purpose needs to be properly defined.
- Website development and maintenance must be considered as a marketing and promotional activity, and no longer as an IT project.
- It needs to pivot to a more outward looking website.
- The management of the information needs to be agreed.
- There should be much stronger editorial control to ensure consistent content and style.
- Website design and build should be added to the ad hoc committee remit.
- A draft website should be built so that progress can be reviewed by the executive/steering committee. This could be on a non-IEEE server.
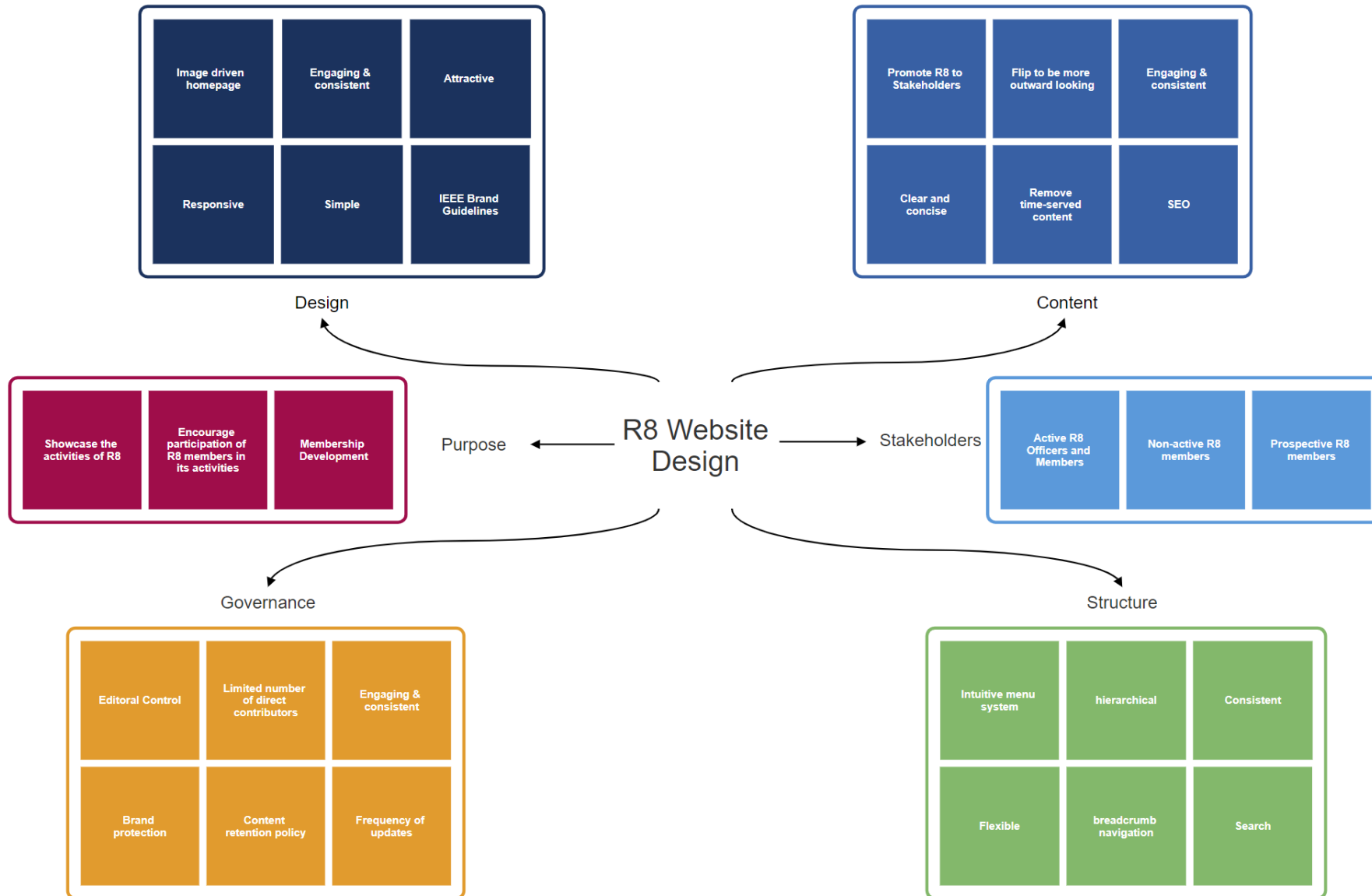
Next Steps
- Agree the overall sitemap.
- Define a wire diagram for the homepage and inner pages.
- Set up a development website to demonstrate progress/features/ideas.
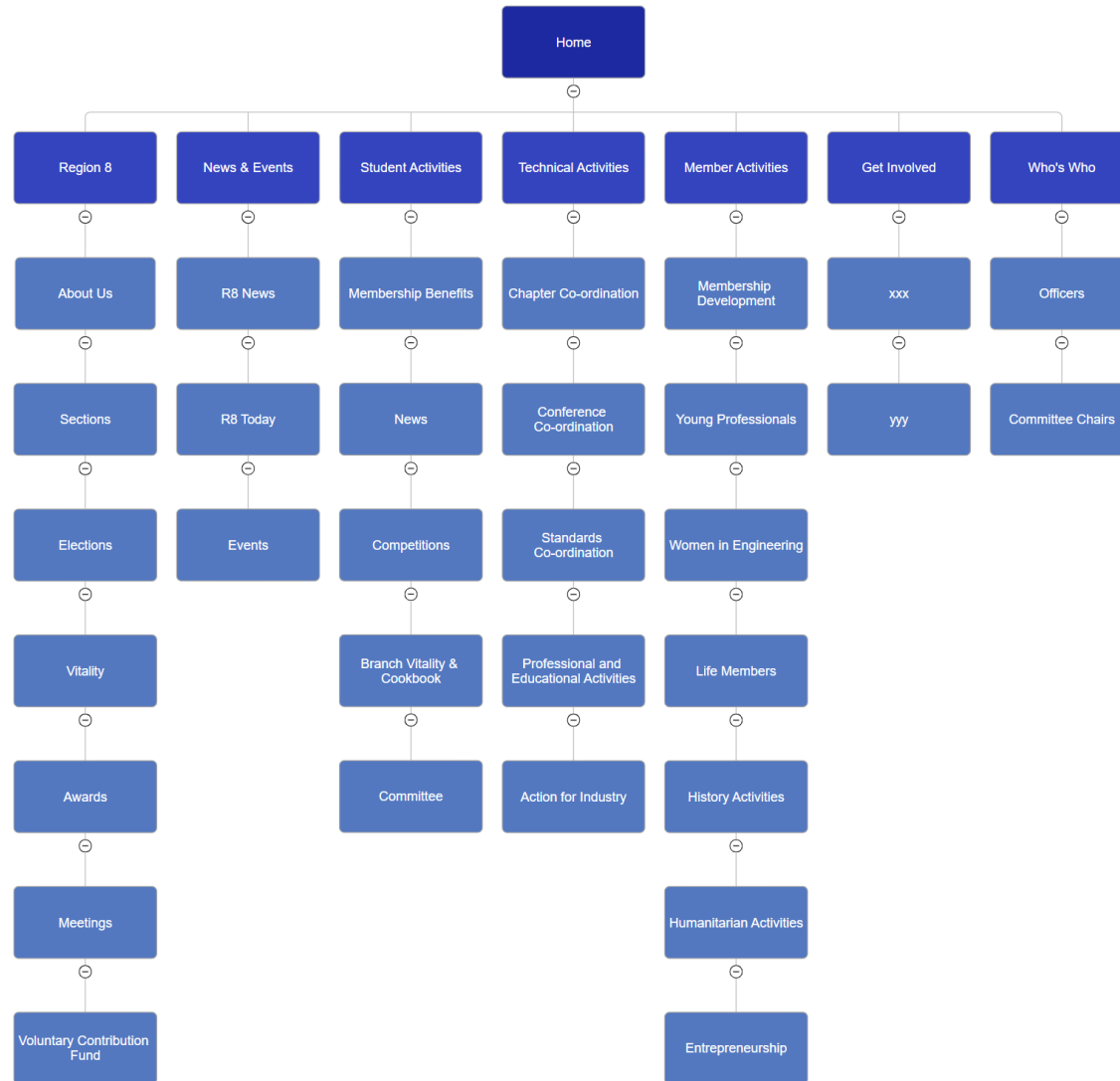
Nick Wainwright
R8WB Committee Chair
February 2024

Design

- Image driven homepage
- Engaging & consistent
- Attractive
- Responsive
- Simple
- IEEE Brand Guidelines

Content

- Promote R8 to Stakeholders
- Flip to be more outward looking
- Engaging & consistent
- Clear and concise
- Remove time-served content
- SEO

Purpose

- Showcase the activities of R8
- Encourage participation of R8 members in its activities
- Membership Development

R8 Website Design

Stakeholders

- Active R8 Officers and Members
- Non-active R8 members
- Prospective R8 members

Governance

- Editoral Control
- Limited number of direct contributors
- Engaging & consistent
- Brand protection
- Content retention policy
- Frequency of updates

Structure

- Intuitive menu system
- hierarchical
- Consistent
- Flexible
- breadcrumb navigation
- Search

Key elements for the new R8 website design

Site map of the current R8 website (for illustration, not meant to be readable)

Draft site map of the new R8 website (for discussion)