

ecedi



Redesign of the W3C website

2019





01

Ecedi – Temesis –
Yellow Dolphins –
UX sur le gateau





At the origin

4 entities for a single answer

Answer at 4 entities for a single project, this choice may seem risky.

However, we are convinced that it is the right approach and it is precisely this differentiating element that will make the strength and richness of our response.

To ensure the success of such an organization, the most important thing is above all the organization.

That is why our proposal proposes a unique bridgehead, a project manager who will be the conductor of the whole performance.

Thanks to its long experience in public procurement, ecedi is used to setting up specific dedicated groups to offer the most complete, relevant and qualitative response to all its customers.

Thus, as part of our response, ecedi will assume this role at all stages of the project and will be the guarantor of the final deliverable.



Our approach

Why choose a group response?

Common values

- The quality of the code and accessibility are at the heart of our concerns
- Creating value for our customers through meaningful projects
- The willingness to put our skills at the service of the general interest

Complementary expertise

- Expertise covering the entire spectrum of digital businesses
- The integration of all design, production and digital consulting activities to support you in your project
- Synergies around the sharing of knowledge and know-how

For long-term support

- A logic of partnership support: see beyond the project to propose, improve, optimize.
- Tailor-made projects with answers adapted to your problems

→ Experts in good practices, quality, accessibility and content to support you in a long-term partnership approach



Our commitment

The cream of the crop

To put at your disposal the experts recognized in their profession to allow you to benefit from the accumulated sum of all their experiences, both at the level:

- Ergonomics and design
- Development
- Accessibility
- Contents
- Referencing
- Accompaniment

Our conviction: the grouping of very specialized specialists in their respective fields, orchestrated by an agency accustomed to large-scale projects, will make it possible to meet all the evolution needs of your website:

- Modernization
- Increased engagement
- Improved navigation experience
- Robust and durable solution over time

ecedi

We are a responsible digital communication agency

- We design and develop custom websites and web applications.
- We build and deploy online communication and collect campaigns.
- We support you in the deployment of a 360° digital strategy to develop your visibility and presence.

+ 17 years
of existence

4 M €
of revenue in
2018

45
employees



Notre essence

- A **user experience approach** at the heart of project design
- Concern for **quality** and respect for good practices as a motto
- A **passion** for new technologies and open source tools
- An internalized production **made in France**
- We adopt an **ethical, social and responsible** approach internally and on all our projects
- We contribute to the development of a **digital social & solidarity project** by working with **people with disabilities or those who are far from employment**

100% of employees

Opquast Open
Quality Standards
Certified

+ 8 years

support for $\frac{1}{3}$
from our
customers

100 %

of our sites
developed in open
source

Impact environnemental

- Because the Internet is a technology that requires a lot of energy and machine resources (client and server), **eco-conception** is at the heart of our policy from the design and production phase to the run.
- **We integrate compliance with environmental criteria** into our company and involve all our partners in the same commitment to act responsibly.

2 % of CO²
Global impact of IT

x3 of the weight
an HTML page between
2010 and 2015

60 % of the impact
can be improved during
the conception phase



Profit for companies

- Contribute to the professionalization of people who are far from employment
- Create a partnership relationship with all stakeholders
- Reduce the ecological impact of web projects
- Contribute to the emergence of a fairer social model



Exemplarity in project management

- Fostering exchanges and knowledge sharing
- Promote best practices in terms of SEO, accessibility and quality
- Ensure safety at each stage of the project life cycle

Program performance

- Develop scalable and less expensive sites to maintain
- Offer ergonomic sites adapted to the user experience
- Take into account accessibility issues

Our history

2001

Creation of the agency focused on the associative sector and offering expertise in the world of open source.

2005

Drafting of the Digital Accessibility Act in the Interdepartmental Working Group on Disability.

2012

ecedi wins the digital market of the “Société du Grand Paris” and launches the Smartanswer & Dialoguons platforms.

2015

ecedi offers its services for the development of e-commerce and marketplace platforms.

2016

Creation, alongside Simplon and ATF Gaïa, of the Numerik-ea solidarity agency.

2003

Support & development of the Telethon. Specialization in fundraising & digital collect strategy.

2010

Creation of the ecedi agency in Grenoble and development in the Rhône-Alpes region

2014

ecedi focuses on project management at the international level for UN entities (Environment, Education, UNESCO).

2015

Proposal of services around web visibility and integration of eco-design into the production cycle.

2017

Combining the expertise of ecedi and Simplon Prod, a digital solidarity agency.

Our activities



Conception

UX / UI, functional & technical specifications, editorial consulting, AMOA



Production

Graphic design, site and application development, content integration, testing, AMOE



Run

Reporting, maintenance, hosting, editorial follow-up.



Audit

Needs assessment, diagnosis, change management



Formation

Digital acculturation, improvement, skills upgrading and retraining

Our clients

Public entities



ADEME



Agence de l'Environnement
et de la Maîtrise de l'Énergie

Our clients

NGO & foundations



Être humain !



Our clients

International organizations



ONU
environnement



United Nations
Educational, Scientific and
Cultural Organization



International Institute
for Educational Planning



ORGANISATION
INTERNATIONALE DE
la francophonie



ETICO

Our clients

Private entities



ARDIAN



Labofnac



axians



Atos



internaxX



Temesis

The leading agency in terms of web quality and accessibility

- Consulting and digital strategy agency, we support you to design accessible and ergonomic websites and applications

19 years of
existence

700 k
in 2018

7
employees



Our essence

- Guarantee the quality of your digital ecosystem
- Allow the inclusion of all users
- Establish human and lasting relationships with all project stakeholders.
- Take into account real uses to best meet user needs

+ 500

Audits

3

labelled sites
e-accessible level 5*

+ 70 years

of experiences accumulated by our
experts



Our values

- **Efficient and pragmatic** on all our projects
- **Pedagogical and didactic**, to make you benefit as much as possible from our experience and expertise
- **Ethical, social and responsible.** By appealing in particular to people with disabilities via, we contribute to the development of a digital social and solidarity society.

Our history

2000

Creation of the agency with the intuition that digital has like any other industry needs quality

2005

Temesis participates in the discussions on the disability law of 11 February 2005

2009

Temesis collaborates in the drafting of the General Accessibility Referential for Administrations

2014

Temesis supports La Poste in making its online recruitment space accessible

2018

Temesis is entrusted with the task of developing the RGAA V4 by DINSIC

2004

Temesis leads and supports the creation of the 1st Opquast web quality repository

2007

Temesis experts participate in working groups on the decree implementing the disability law

2012

Temesis contributes to the accessibility of the website of the Presidency of the Republic

2015

Temesis supports the Pas-de-Calais County Council in obtaining the 1st e-accessible label

Our activities



Strategy

We work upstream of projects to ensure the sustainability and dissemination of the accessibility approach



Conception

We intervene on the design stages of your projects to integrate your accessibility objectives



Production

We check that accessibility criteria are taken into account iteratively and measure the achievement of your objectives



Run

We avoid regression and continue to help you improve

Our clients

Public entities



Our clients

Public entities



★ musée du quai Branly
LÀ OÙ DIALOGUENT LES CULTURES



Our clients

NGO and non profit
organisations



Our clients

Private entities

LVMH

CHANEL

paco rabanne

LONGCHAMP
PARIS

CELINE

ERES

VISA

GRDF
GAZ RÉSEAU
DISTRIBUTION FRANCE



Le Monde

arte
RADIO



Yellow Dolphins



Our essence and activities

Yellow Dolphins NV supports companies on the path to online performance through the following services:

- Writing on the internet and intranet
- Content strategy
- Information architecture
- Natural referencing
- Ergonomics and user tests
- Mobile Web
- Traffic analysis

The clientele is spread over many countries: France, Belgium, Luxembourg, Switzerland, Quebec, Algeria, Morocco, Senegal, Kenya, Spain.



Information architecture

Ideal tree structure construction using scientific methods for testing information architecture

Graphic design and migration

Elaboration of rigorous migration plans to guarantee the sustainability of your referencing and orchestrate the rewriting

Mobile web presence strategy

Creations adapted to tablets and smartphones

SEO audit

Analysis of your traffic in relation to your objectives and the competition.
Concrete recommendations thereafter

Content strategy

Support to maintain a presence through effective content marketing

SEO Training

SEO-oriented content strategy

Web writing training

Pioneer in "writing for the web" training for more than 15 years

Production

Writing content tailored for google and attractive to your audiences

Coaching

Coaching in writing

User testing

information architecture test, user path test

A/B testing

traffic generation to key areas of the site

Mobile ergonomics

improved mobile readability and tactile interactions



Our clients

Private entities



Parlamentum Europaeum



Wallonie

AViQ

Agence pour une Vie de Qualité

Familles Santé Handicap



BNP PARIBAS
FORTIS

arte



GREENPEACE

UX sur le gâteau



Our essences

Micro design studio based in Paris, UX sur le gâteau is today one of the known and recognized players in digital ergonomics and improving the browsing experience of Internet users.

Author of reference books on the theme of ergonomics, UX sur le gâteau likes things well done, working with brilliant people, challenging projects, complicated questions and making sites simple!





Our activities

UX Design

Design Strategy / Design Thinking / User research / Concepts /
Information architecture / Personas & User Journeys / Wireframes /
User testing / Coaching UX

UI Design

Visual identity / Art direction / Mock-ups / Graphic charter & UI Kits /
Prototypes / Responsive design

Our specialities:

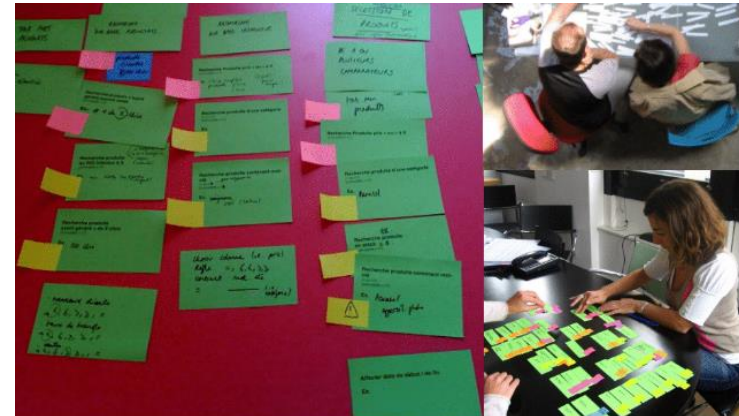
E-commerce, Editorial sites, Transactional, Business tools,
Applications, Mobile & Tablets



Discovery & User knowledge

Methodologies:

- Barrier / opportunity matrices
- Quantitative and comparative analyses of uses
- Tracking and optimization of leakage points
- Usage questionnaire
- Gamestorm
- Card sorting
- KPI analysis



Design concept

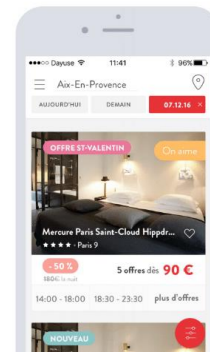
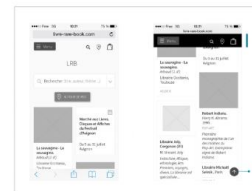
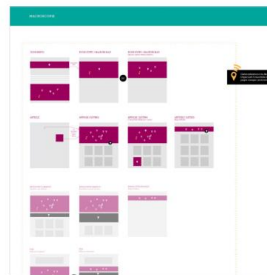
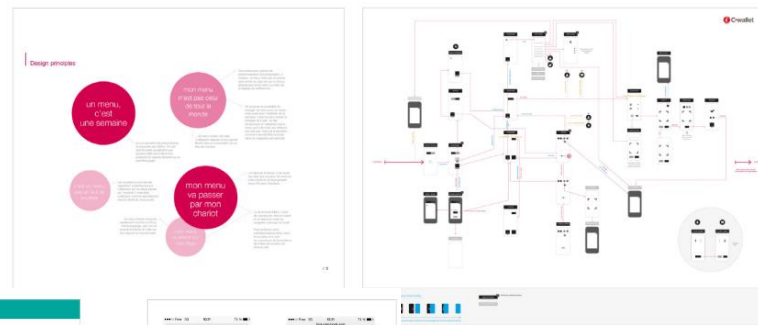
- **Methodologies:**
- Ideation
- Sketching
- Collaborative sketching
- Co-creation
- Team challenge
- Design sprints



UX and Visual Design

Methodologies:

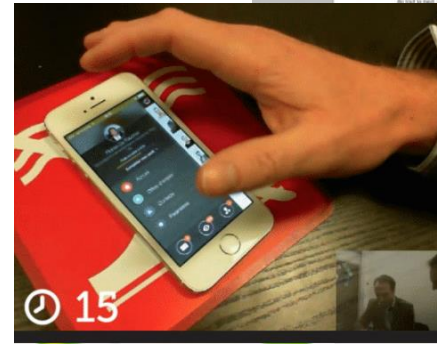
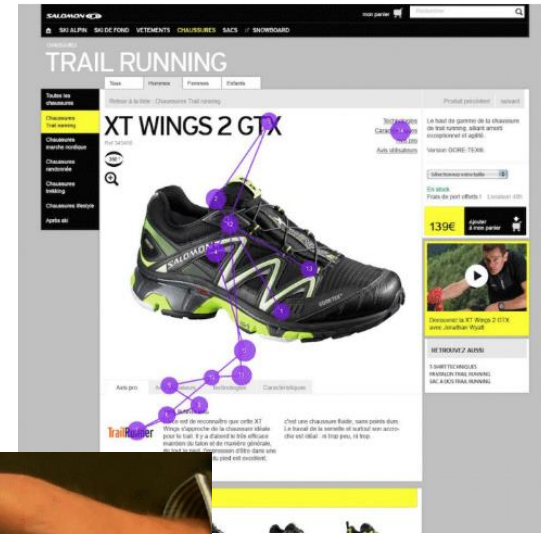
- Ergonomic concepts & Design principles
- Interaction flows
- User journey maps
- Wireframes
- Mockups
- Prototypes



Audits and user knowledge

Methodologies:

- Personas
- Audit Ergonomics & UX
- Audit Conversion
- User tests
- Eye-tracking
- Questionnaires
- Focus groups
- Diaries
- Card sorting
- A/B and multivariate tests



Our clients

Private entities





02

Project
context



W3C

- W3C's mission is to lead the World Wide Web to its full potential by developing protocols and guidelines that ensure the long-term growth of the Web.
- The primary goal of the structure is to share knowledge and for all protocols and guidelines to be beneficial to as many people as possible, regardless of their country, language, devices and networks used

→ W3C: the guarantor of the global web

The current site

- An aging website that no longer meets the positioning and ambitions of the W3C
- A dated design that does not reflect the richness and expertise of the site
- A collaborative tool open to all but not very ergonomic and with complex navigation
- Such a depth of information that it becomes complex to access it

A high-stakes project....

- Assert the brand's identity and reference status through a simple, coherent and more contemporary design
- Revised ergonomics to simplify the user experience and navigation in general
- A willingness to increase commitment both in terms of user collaboration and financial commitment
- A willingness to share developments to allow scalability over time

... To which we would like to provide an answer

- A future harmonious site, pleasant to visit
- A future practical site, where access to information is intuitive
- A future showcase site, enhancing both the brand and the richness of W3C's actions and content
- A future responsive site, adapted to current web usage, and optimized both in terms of performance and referencing

→ A website that should reflect the ambitions of the W3C

Projet scope

- UX design - collaborative design through a UX/UI methodology
- Graphic design
- Digital accessibility
- New information architecture and data structuring
- Workshop design phase and development of detailed functional specifications
- Reponsive design
- Dev Front end end
- SEO support
- Optimization of referencing
- Content strategy and storytelling
- Content migration
- Advice

Essential prerequisites

- A site accessible to all with at least an AA compliance (the AAA would be a plus)
- A depth and richness of information that will necessarily have to be retrieved
- Compliance with good web practices
- Performance as well as the existing one, or better
- A collaborative and participatory process
- An advisory role for the agency throughout the project, and over the long term

The audience

- Web developpers and designers
- C-level decision makers
- W3C members
- W3C Groups
- Business developpment
- the general public

Our recommendation

- An important conception phase, in a user-oriented approach
- A complete redesign of the site under the Drupal 8 Open Source CMS
- Favour one entry per target/need from the home page
- Ergonomics and design modernization to improve access to information
- A rationalization of the tree structure so that it better reflects the positioning

Our promise

- Experts at your disposal
- Complementarity of expertise
- A modern and refined design
- Quality at the heart of developments

Expected services

- Designing
- UX/UI Strategy approach to content
- Graphic design and management of responsive web design
- Development under an Open Source CMS
- HTML integration of graphic designs
- Interfacing with third-party tools
- Project and technical monitoring
- Optimization of natural referencing
- Preventive, corrective and evolutionary maintenance
- Accommodation
- Training



03

Digital
Strategy



01_{/03}

Inventory



- **Understand** your mission & vision
- **Understand** the context of your project
- **Map** your existing tools & their flows
- **Take advantage** of your statistics & data
- **Understand your** audience and their needs
- **Perform** an internal & external diagnosis (SWOT)

02_{/03}

Requirement definition



- **Exchanging** with internal stakeholders
- **Collect** your users' needs through a UX/UI approach
- **Brainstorm** creatively on the uses of tomorrow in your business

03_{/03}

Strategic recommendations



- **Study and monitoring**
- **Develop** concepts to increase your audience
- **Define** a global and coherent digital ecosystem
- **Adapt** the tools to your needs, objectives and budget



04

governance and
project
management



A division of the project into two main phases

Conception phase

- UX/UI approach
- co-construction design workshop
- support and advice
- Content strategy
- validation of the common intervention schedule
- functional and budgetary arbitration
- development of functional specifications
- wireframe and graphic design development
- Accessibility audit

Production phase

- CMS installation
- back end and front end development
- acceptance and testing
- accessibility audit
- returns processing
- Migration plan
- uploading

**divided into
several lots**

Visibility strategy

Project organisation



CONCEPTION



Functional specification



Content strategy



UX/UI



Webmarketing.



Accessibility.



PRODUCTION



Design



Editorial



Développement



Audit and code review



Formation



RUN



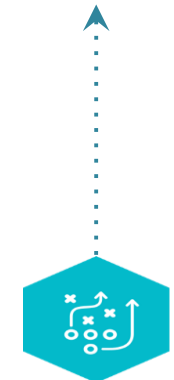
Maintenance



Hosting



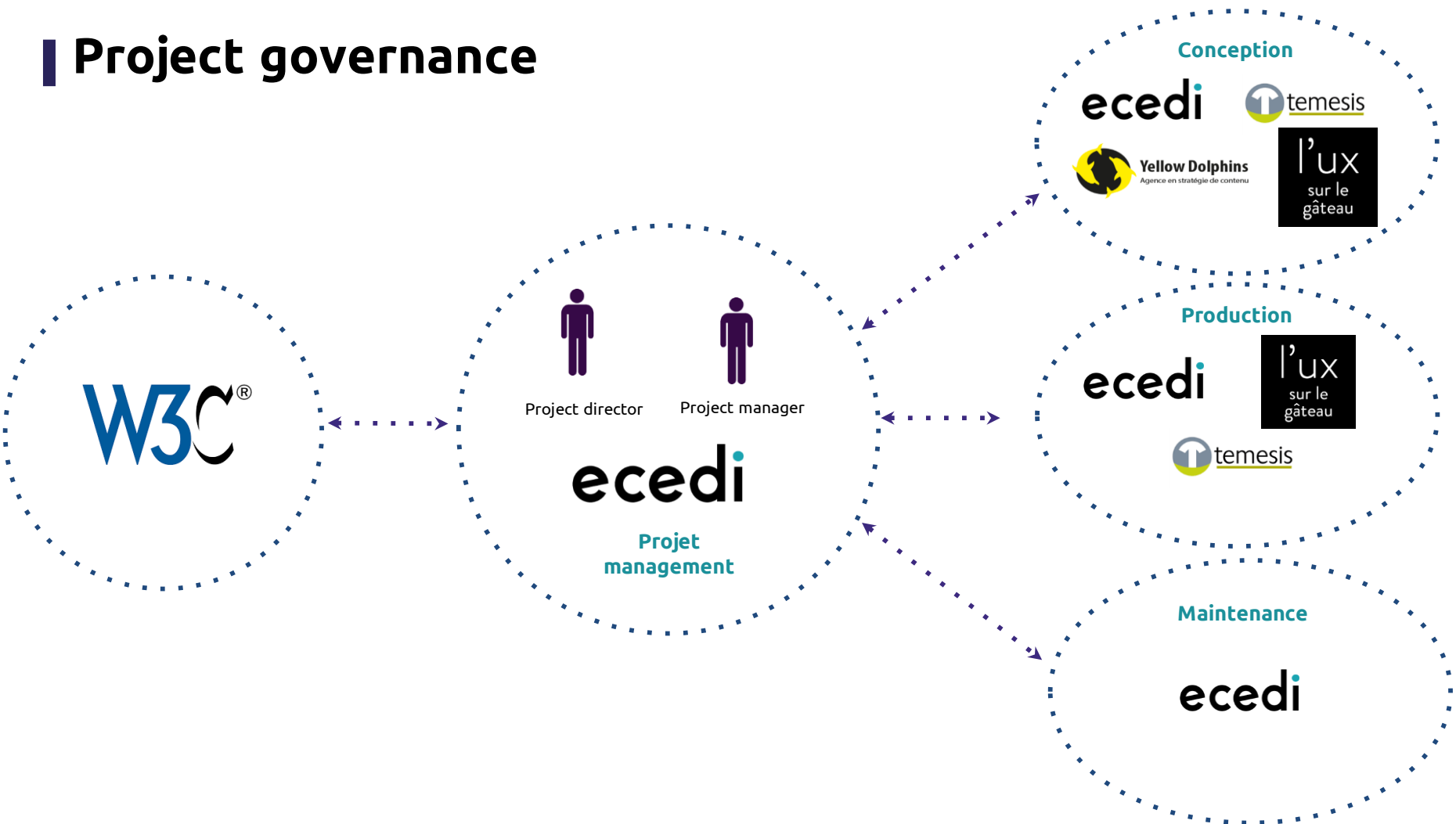
Marketing monitoring



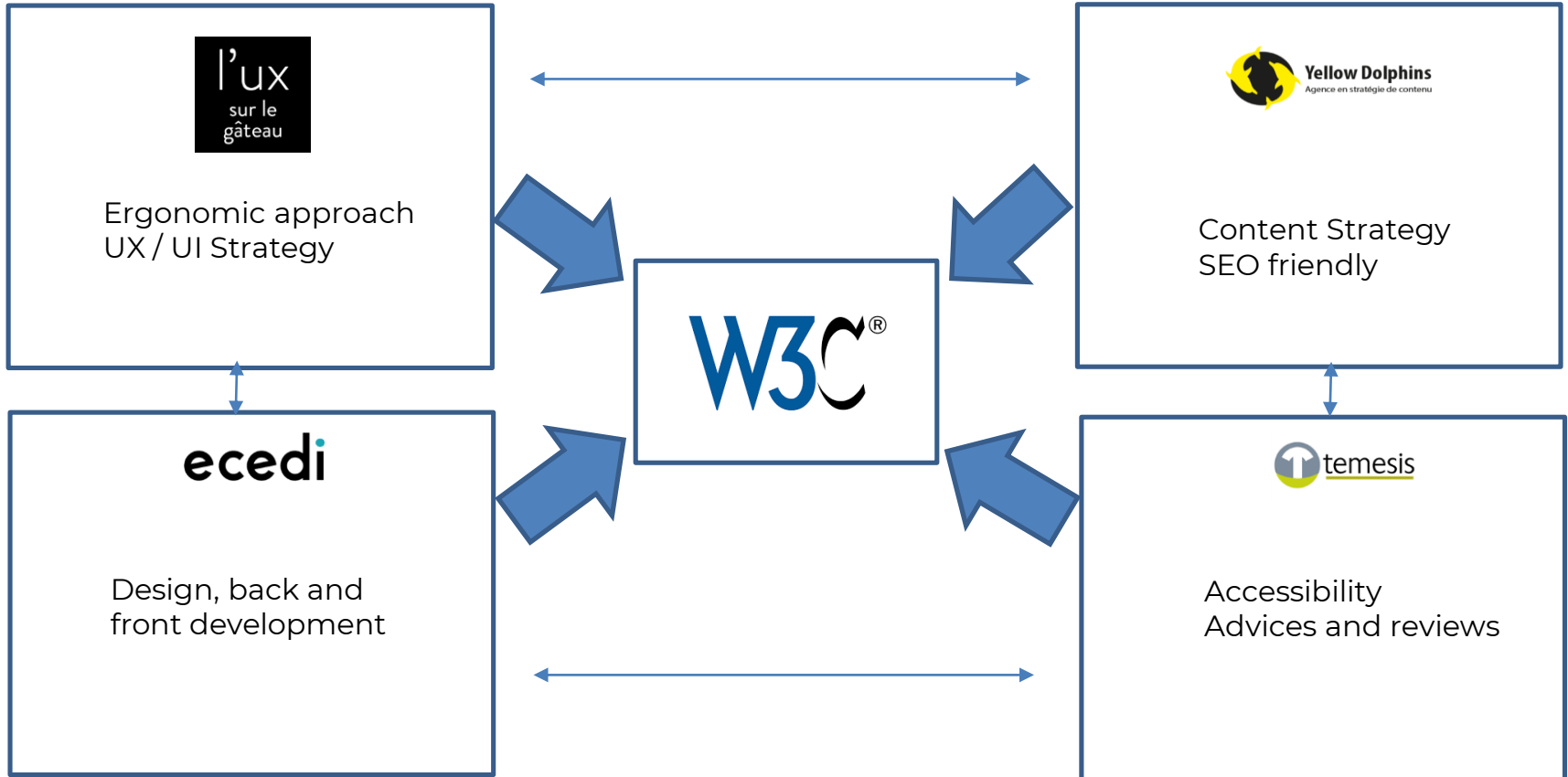
Project management



Project governance



The perimeters of each entity



Support modality and project management

Support at each stage of the project

Before

Responsiveness to requests

Anticipates impacts and possible adhesions

Advises on devices

Monitoring the legal and legal aspects of the business and supports

DURING

Coordinator and pilot

Verifies that objectives are met on an ongoing basis

Adapts to constraints

AFTER

Organizes and presents assessments

Anticipates future needs once projects are in production

The role of the Project Director



Project director



Lucas Huys

The Project Director sets the strategic orientations of the projects based on his expertise/knowledge: that of the brand, its challenges and its modes of expression. He is the referent of the project team and the client on the basis of the strategy, accompanied by the experts. Throughout the project's lifecycle, it is the guarantor of compliance with the proposed strategy and the orientations of formal expression. He controls and supports all the stages of production, at the service of the project

Missions

- Leads, empowers and supports the agency's resources that work on its projects
- Manages the commercial part, draws up estimates and manages the financial management of the customer account
- Ensure that the proposal made is in line with the client's expectations (objectives, planning and budget)
- Defines performance indicators and management system according to customer objectives
- Works closely with the client to provide solutions, be proactive, improve the performance and efficiency of its operations

Responsibilities

- Responsible for the development of strategic recommendations
- Ensuring that projects are in line with the recommendations

The project manager role



Project manager



Sebastien Jobart

The project manager is the conductor of the projects entrusted to him.

He combines digital culture, functional skills and know-how, understanding of technical issues and coordination methods to ensure the smooth running of the project for which he is responsible.

Missions

- Organizes, manages and shares information on the entire production and monitoring of its digital projects
- Interface between all project team members (internal, external, customer)
- Designs and writes project management deliverables (budget, tree structure, briefs, planning, wireframes, functional specifications, etc.)
- Organizes, participates and coordinates the recipe before production begins

Responsibilities

- Planning, organization and coordination of stakeholders
- Budget of projects entrusted for evolutionary maintenance

Taking charge of the project

Our objective is to support you
over the long term....

... it is necessary to frame
the actions to be carried
out from the start of the
mission, with their
prioritisation and phasing
over time

The key points

The handling of the file is done via:

- the official launch meeting with the entire team in charge of the platform project and the group team
- the review of all ongoing projects and files accompanied by the global roadmap
- a presentation of the context and issues
- The presentation of the specific constraints to be integrated into the project implementation (deadline planning...)

Project launch meeting

A launch meeting for project initialization

Bringing together the W3C teams and the grouping teams

The objectives: to get to know each other, to discuss and share the methodology to be used, to study and critique the proposal submitted during the consultation stage.

This first meeting will also make it possible to define or modify: la roadmap globale

- intervention schedules and associated costs according to the prioritized missions
- present common work tools
- validate the proposed governance

Daily life

workshops

Specific workshops:

- Three workshops dedicated to ergonomics, user experience and UX/UI design and graphic design
- A workshop dedicated to information architecture
- A workshop dedicated to SEO-oriented content strategy
- Three workshops dedicated to defining the scope and desired functionalities and structuring the information leading to the development of functional specifications for the project

Long-term support

Weekly support

a weekly telephone meeting between the W3C project manager and the ecedi project manager

this telephone point will have as its objective:

- to propose regular monitoring throughout the project's implementation to review ongoing missions
- to discuss the difficulties encountered in finding solutions
- to frame the next steps of the project

Ad hoc long-term support

We recommend a tailor-made support according to needs and news, in order to take stock of the existing situation, the use of the different pages, the elements that can be improved, to address the points to be optimised, to adapt the existing situation in relation to the feedback from experience and to propose evolutions and adjust the visibility strategy

The working documents

The group takes charge of the following tasks:

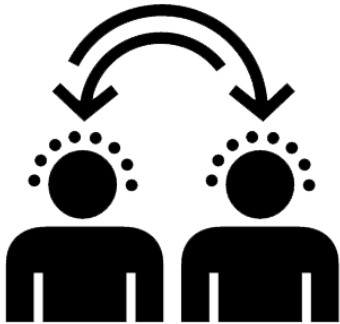
Deliverables of meetings / project:

- the organizational schedules and diagrams at the end of each new brief
- proposals for agendas, sent upstream
- writing operational decision records (who does what when...)
- the production of studies, audit reports, opportunity notes, general functional specifications, etc.

Reporting tools:

- coordinates and supervises a global reporting dashboard
- Reporting and monitoring of maintenance via Redmine

Cooperation



Exchange

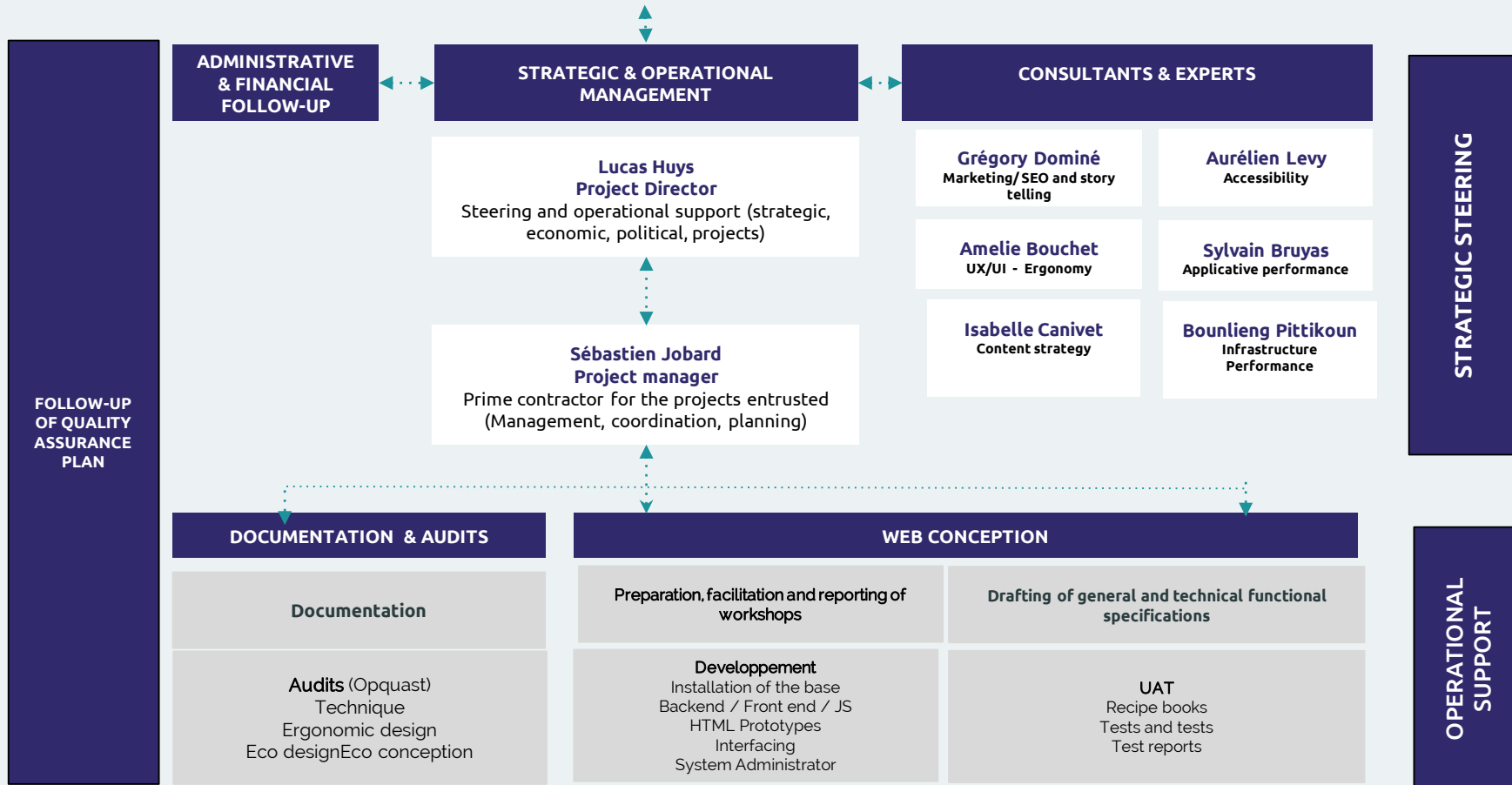


What about the internal teams?

Dedicated team

At your disposal
a team that...

- **fully understands the challenges of your project as a whole**
 - Understanding your context in political, structural, and operational terms and a proven knowledge of digital ecosystems
 - Ability to analyze the digital issues of an institution like yours.
 - Through our collaborations with several public and associative actors
- **masters all the required know-how**
 - With in particular a referential expertise in terms of accessibility and web quality: RGAA and Opquast.
 - A creative approach focused on users, ensuring that all your audiences, internal and external, are taken into account at the international and international level.
 - Hybrid profiles: both strategic and operational
- **is based on proven methodologies**
 - The habit of providing project support services of similar scope.
 - The habit of working in synergy with other teams and partners



Support for structuring reference tools

Online project
management



Basecamp

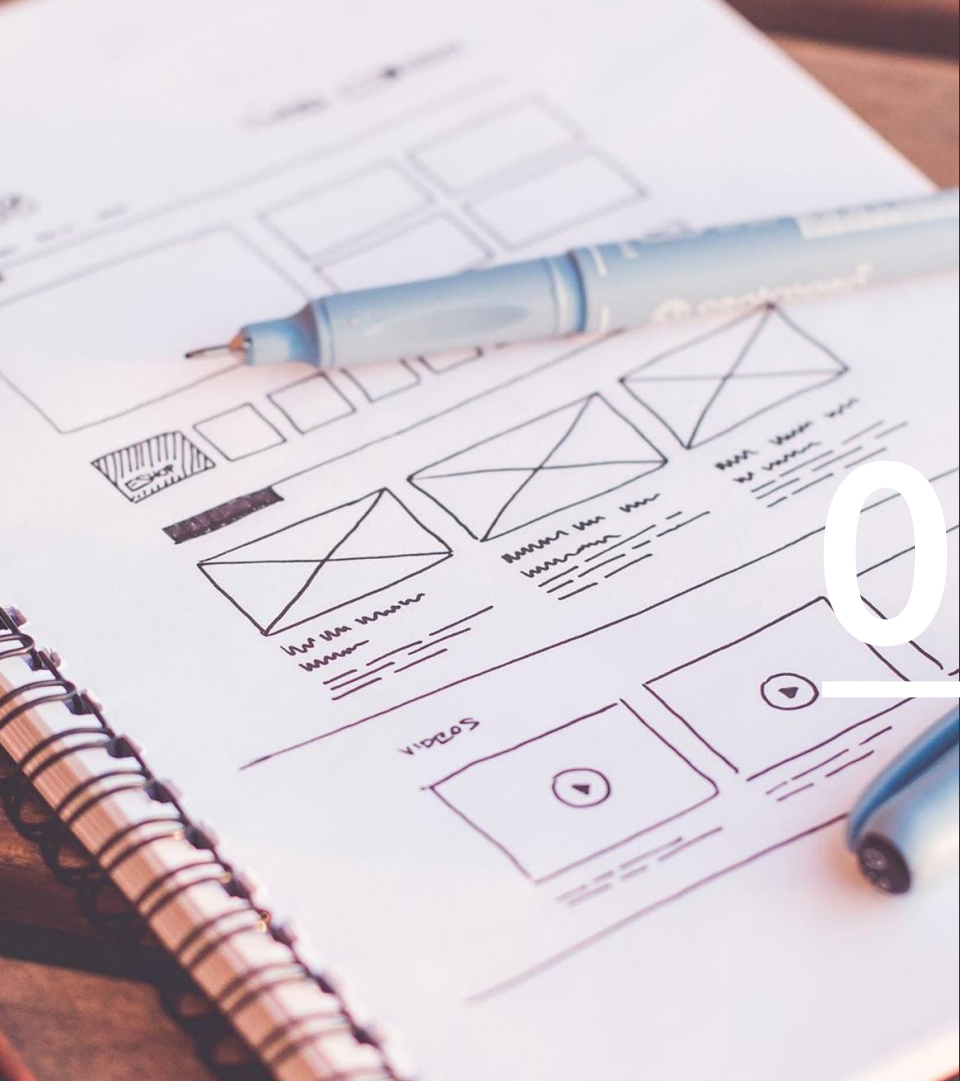


The Project
Toolbox
(Ticketing system)

Dedicated email
addresses



Differentiated alias systems can be set up such as: W3C-projet@ecedi.fr W3C-interne@ecedi.fr / etc. In this way, no recipient can be forgotten. The entire project team will have the same level of information.



05

The different stages of the conception process

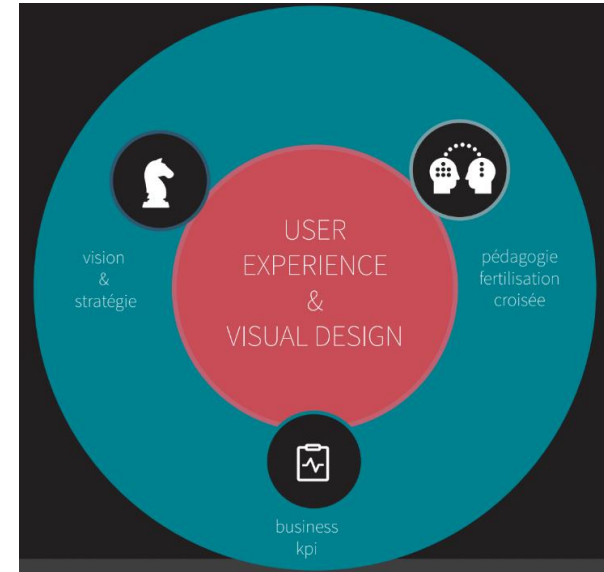
UX/ UI Design

The principles

- Identify **needs, users and uses**
- Collect user **insights** Analyze data, develop **ergonomics** & user paths
- Test and prototype (wireframes)
- your visual identity online
- **Formalize**
- Multi-disciplinarity and co-creation
- At the crossroads of **user and strategic needs**
- Continuity of UX according to devices and uses

It is essential to integrate during the design phase a representative panel of daily users of the W3C site, but of the Internet in general. We recommend that particular emphasis be placed on:

- Users with disabilities
- Members of the groups, who are the "driving forces" of the W3C



The main steps

Immersion

(To be carried out in collaboration with the people in charge of the Strategy / Consulting part and the Content part)

- Workshops to unravel content and functionalities
- Understanding of current uses (with the support of a data analyst)
- Opportunities and developments
- Strategy

The main steps

User research

- Semi-directive interviews with users and confrontations with the existing system, based on usage scenarios (optional)
- Top tasks (optional)
- Formalization of Personas, Usage Scenarios and Experience maps (see examples of deliverables)

Information architecture

- Sorting cards with the working group
- Card sorting with users (optional)
- Global and detailed information architecture / Interaction flows

The main steps

UX & UI Design

- Concept / Design principles
- Design workshops / Studio design
- UX Design: Macroscopies and wireframes
- IU design: Graphic charter, interface production

The main steps

Usability testing

- User tests (ideally, several iterations, including a session well in advance, to validate the concept and fundamentals)
- Special focus on sampling, with the composition of a panel representative of the general target, but also of targets less statistically represented, but key for the W3C.
- Eye-tracking option possible
- Correction phase of the design elements according to the lessons learned from the test

Focus personae

The persons are used to:

- **Synthesize** the ideas that emerge from observations, interviews with users;
- **Communicate** and share a common vision of users within the team;
- **Generate affect and empathy** for users who are sometimes difficult to access.

They help in decision-making in the design of a product. Usage scenarios, interaction modalities, functions, information architecture etc. must be designed to enable people to achieve their goals in the best possible conditions.

Designing a product based on people allows you to (re)focus discussions on the people who will ultimately use the system.

Collaborative work with people with disabilities

In order to be able to integrate people with disabilities as effectively as possible into the site construction process and to ensure that the choices that will be made respond to their daily problems, we propose to support you in the search for these target audiences:

- through Numerik'ea, an adapted company created by ecedi and employing people with disabilities
- through "France Handicap APF", an NGO specialising in the world of disability, which we have been supporting for many years and with which we have already organised co-construction workshops with disabled people

Content strategy

Information architecture

During a redesign, we focus on 2 aspects that have a significant impact on the performance of the website:

- An intuitive information architecture for users
- Zero loss of referencing during the redesign

In designing the architecture, we rely on the following strengths:

- The human intelligence of architects, capable of handling large volumes of information and great complexity.
- Taking into account the company's context: its offer, its culture, its values, but also and above all, its audience.
- The mastery of sometimes technical content
- Software intelligence, which allows us to conduct rigorous and user-friendly information architecture tests remotely.
- The ability to analyze the results of these tests, talking about the sometimes difficult statistics.
- The ability to transform test observations into concrete recommendations

Content and accessibility

The W3C, because of its mission, will obviously be sensitive to the accessibility of its own site. Some accessibility rules are specific, concrete and can be objectively applied. For example, allowing users to easily increase the font size by at least 200%, without impacting content or functionality. But other rules are much more open to interpretation, such as the recommendation to use explicit and predictable wording.

This is where our professional information architecture techniques come to our rescue. They allow us to build, test, refine and validate the relevance of a navigation system and its degree of predictability.

As for SEO, we make sure to set up a precise and complete 301 redirection system, which ensures our client to recover all its referencing already acquired and to redirect users of old pages to the most appropriate pages semantically in the new architecture. And this, page by page, in sometimes gigantic information ecosystems

Methodology

Here are the steps we are taking to successfully complete the redesign of the information architecture:

Phase 1: Recovery and analysis of the existing system

- Discovery of the existing site
- Identification of the "large pieces" that make up the site
- Identification of possible sub-sites or satellite sites
- Export of the complete architecture to an Excel file (important step subject to interactions with the IT team!)
- Analysis and clean-up of the architecture
- Qualification of content (audiences, volume, date, etc.)

Phase 2: Architecture of the new site

- Proposed architecture of the first two levels
- Validation of the first levels by the customer
- Complete architecture proposal
- Gain analysis (decrease in site depth, skimming of content mass, removal of redundancies, etc.)

Methodology

Phase 3: Architecture test

- Definition of the test panel
- Scripting of tests
- Recruitment of participants
- Programming the test software
- Execution of the card sorting test (card sorting)
- Running the tree test
- Analysis of test results
- Recommendations for architectural improvement

Phase 4: Validation of the new architecture

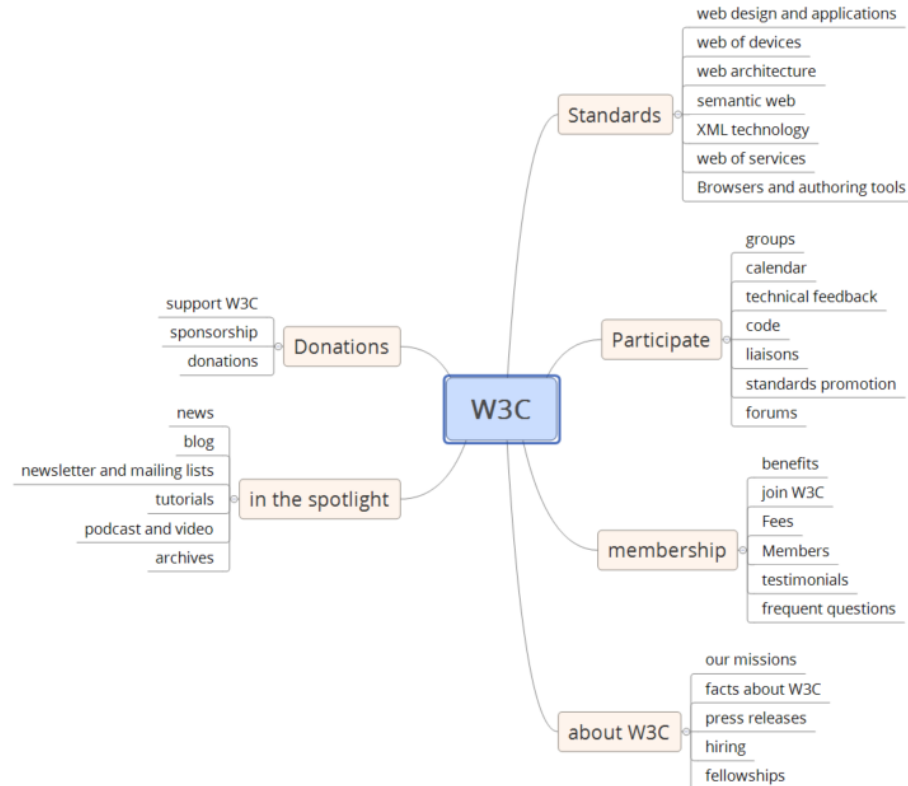
- Cleaning up the modified architecture following the tests
- Architecture validation
- Drafting of Guidelines for good governance of architecture
- Writing Writing Guidelines for the new site (this step is optional, but we are often asked to do it)

Phase 5: Migration support

- Creating the URL migration plan (html pages)
- Creation of the URI migration plan (images, files, etc.)
- Migration tracking on Google Analytics (traffic after redesign)
- Monitoring of the migration on Google Search Console (indexing of the new site, possible error messages, etc.)

Purpose

- Challenge the current information structure in order to create a more intuitive navigation logic, and allow users to explore the depth of information available on the site easily, and thus promote interactions



Accessibility review

Why think accessible?

Among other things, the Internet makes it possible to offer online information and services that are permanently available and that allow users to access them without necessarily having to travel physically.

People with disabilities, particularly those with mobility difficulties, can thus participate in social life independently, thanks to the diversity of web content offered, whether it is information, culture, leisure or administrative procedures, etc. However, given the diversity of ways in which websites are accessed, and in particular the technological tools that enable people with disabilities to surf the Internet, many websites are still not accessible to people with disabilities.

Recommendations for making web content accessible have been around for many years.

The international standard on the subject is the "Web Content Accessibility Guidelines 2.1" issued by the World Wide Web Consortium (W3C).

In France, the General Accessibility Improvement Framework (RGAA) is made available by the Interministerial Directorate for Digital Technology and the State Information System (DINSIC) to facilitate compliance of sites with Article 47 of Act No. 2005-102 of 11 February 2005 on equal rights and opportunities, participation and citizenship for people with disabilities and Decree No. 2019-768 of 24 July 2019 on accessibility of communication services to the public online.

The main steps

**Temesis will be involved both during the design and production phases.
The proposed distribution is as follows**

Conception phase

- Wireframe review
- Review of specifications
- Review of graphic models

Development phase

- Review of HTML, CSS, JS developments
- Final recipe
- Accessibility declaration

Wireframes review

The objective of this phase is to detect possible accessibility problems as early as possible during functional and ergonomic design.

The process is as follows: from the wireframes provided (pdf document, JPG or PNG files, Invision link), the Temesis expert produces an assessment of their accessibility potential.

It examines wireframes against each of the relevant RGAA 4 criteria at this stage in order to determine the impact of design and ergonomic choices on the level of accessibility.

Thereafter, the consultant verifies that the corrections have been taken into account and then validates them final of the wireframes.

Deliverable: Report of functional and ergonomic recommendations

Specification review

The Temesis consultant studies the specifications of functional and technical aspects and notes the points that needs to be further developed and clarified. If necessary, he exchanges with the project team to determine the functionalities and the behaviour of the components of the future site.

It integrates or corrects general requirements in terms of digital accessibility.

Then, he writes the specifications that must be followed by the technical team:

- in the construction of templates
- in the development of styles
- in the choice and development of scripts

Specification review

For each component identified, the expert details how accessibility should be taken into account during technical integration. It proposes, where relevant, several ways to achieve the objective and illustrates, if necessary, the specifications with concrete examples of HTML, CSS or JS code

Deliverable: updated specifications

Review of graphic models

The objective of this phase is to detect possible accessibility problems to the graphic level.

The process is as follows: from the graphic elements provided (JPG or PNG files, link Invision), the Temesis expert produces an assessment of their accessibility potential.

It examines the graphic models against each criterion of the relevant RGAA 4 at this stage to determine the impact of graphic choices on the level of accessibility. If necessary, it shall provides proposals to ensure the correction of these models.

Thereafter, the consultant verifies that the corrections have been taken into account and then validates them finalization of the graphic models.

Deliverable: graphic recommendations report

Review of developpements

The objective of this monitoring is to detect as early as possible the potential accessibility issues and to assist teams operational in the implementation of solutions.

The process is as follows: In several phases of intermediate recipe, the Temesis technical expert analyses the HTML pages according to the criteria of RGAA 4 applicable to this stage.

It follows the chronology of the development team and carries out successive recipes on HTML/CSS/JS elements as and when required as they are integrated:

- page templates,
- navigation menus,
- forms,
- functional components, etc.

Review of developpements

For each recipe, the expert enters specific tickets in the bug manager used during the project (or at defect through word or xls documents or the bug manager made available by Temesis). The tickets specify the problem encountered and propose a several solutions to remedy this.

When necessary and at the request of the operational teams, the expert can also answer their questions directly, and in particular to seek alternative solutions or qualify the solutions envisaged.

Throughout this phase, the expert checks the intake of takes into account the recommendations and when bugs are fixed he closes the tickets.

Available: bug tickets in redmine

Final UAT

The audit will be carried out according to level A+AA of the RGAA 4, on a sample of pages proposed by Temesis and validated by the W3C teams. The selected pages should

integrate the editorial content present on the website put online.

To test the pages, the expert uses various tools or software, including browser extensions and technical aids for people with disabilities:

- NVDA
- Jaws
- VoiceOver

For each audit, the code is analyzed to determine the origin of the difficulties encountered.

As the possible improvements are discovered, the expert takes screenshots and notes the results to be transmitted.

At this stage of the mission, the operational part of the audit is completed, the technical expert has all the results and the equipment to facilitate their use.

Final UAT

The expert then writes an operational report that presents:

- the evaluation carried out
- the results of the audit
- all the problems detected and the solutions to be provided

For each problem detected, the Temesis technical expert describes the possible solution(s) to remedy it and illustrates the recommendations whenever possible with screenshots, examples and images obtained during the audit of the representative pages.

When necessary, the expert in charge calls upon a second technical expert to exchange and determine the most appropriate recommendations according to the context.

Depending on the possibilities, this report may take the form of a pdf document or tickets in a bug manager made available by the site manager or his technical service provider



06

Production methodology

A tailor-made methodology

Adapted methodology

Our recommendation is not to start with a pure agile methodology that would require an extremely strong involvement of your teams on a daily basis, and uncertainty at the budgetary level, but a method adapted with an allotment of developments, allowing you to test each major iteration in parallel with the developments

Allocation of developments:

- Specification
- Adaptation of the graphic design
- Control and validation of the product elements
- Back and front end development
- Internal UAT
- Control
- Customer UAT
- Putting on line

A tailor-made methodology

This model will allow an efficient UAT solution and thus a better reactivity.

For each batch:

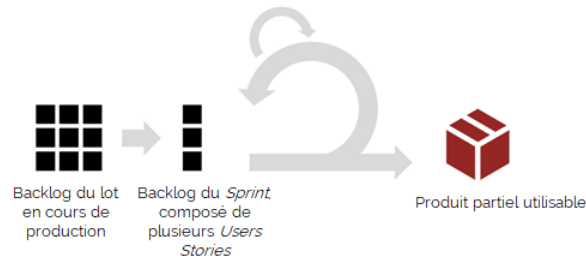
Validation of all detailed functional specifications delivered on the upstream phase.

Activities

Creation of a backlog containing all the functionalities to be developed

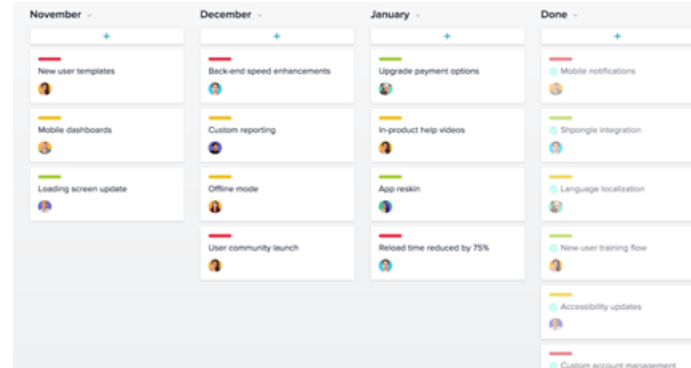
Organization of iterative development cycles. The functionalities to be produced are divided into subsets called User Stories, and grouped by big sprint.

In order to simplify project follow-up by your teams, we propose not to split the project into too many sprints, but to group the functionalities into 3 or 4 main families



A tailor-made methodology

- Realization of a development roadmap with a prioritization of the different sprints
- This division must be done in a logical way. Indeed, since the different bricks and functionality are intrinsically linked to each other, you must ensure that you follow a logical order to allow you to test first the basic functionalities and then those with a more global impact or dependent on interconnection with third-party tools.
- Before each batch, ecedi's teams create a backlog containing all the Sprints to be produced.
- The prioritization of tasks will be submitted to the W3C for validation prior to development



A tailor-made methodology

Deployments

This phase will take place at the end of each batch

Prerequisites:

- Validation following the receipt of each batch
- Activities
- Deployment of the development platform to the acceptance environment (tests)
- Opening of access to the "redmine" ticketing tool to allow W3C teams to indicate their various potential returns
- At the end of all the tests and returns processing for each batch, the website is put into production

Deliverables

Website in production

A tailor-made methodology

This methodological approach will allow the site to be released in several stages, with a Beta version in the first instance (which can for example coexist with the current collaborative space), which will be enhanced with new releases until the final version of the site is put online.

A tailor-made methodology

As indicated in the rfp, the first delivery will include the following features and topics (beta version)

- Website homepage:
- Primary navigation targets:
 - "Standards"
 - "Participate"
 - "Membership"
 - "About"
- <https://www.w3.org/Consortium/>*
- W3C Blog
- Vertical industries landing pages
- Public Work Groups homepages (ala IETF data tracker)
- /TR homepage (only the frame)
- Account pages (request, my profile)

The composition of the following batches will be jointly defined during the design phase, which will allow us to prioritize functionalities according to the needs of your users and your internal priorities

Specific working environments

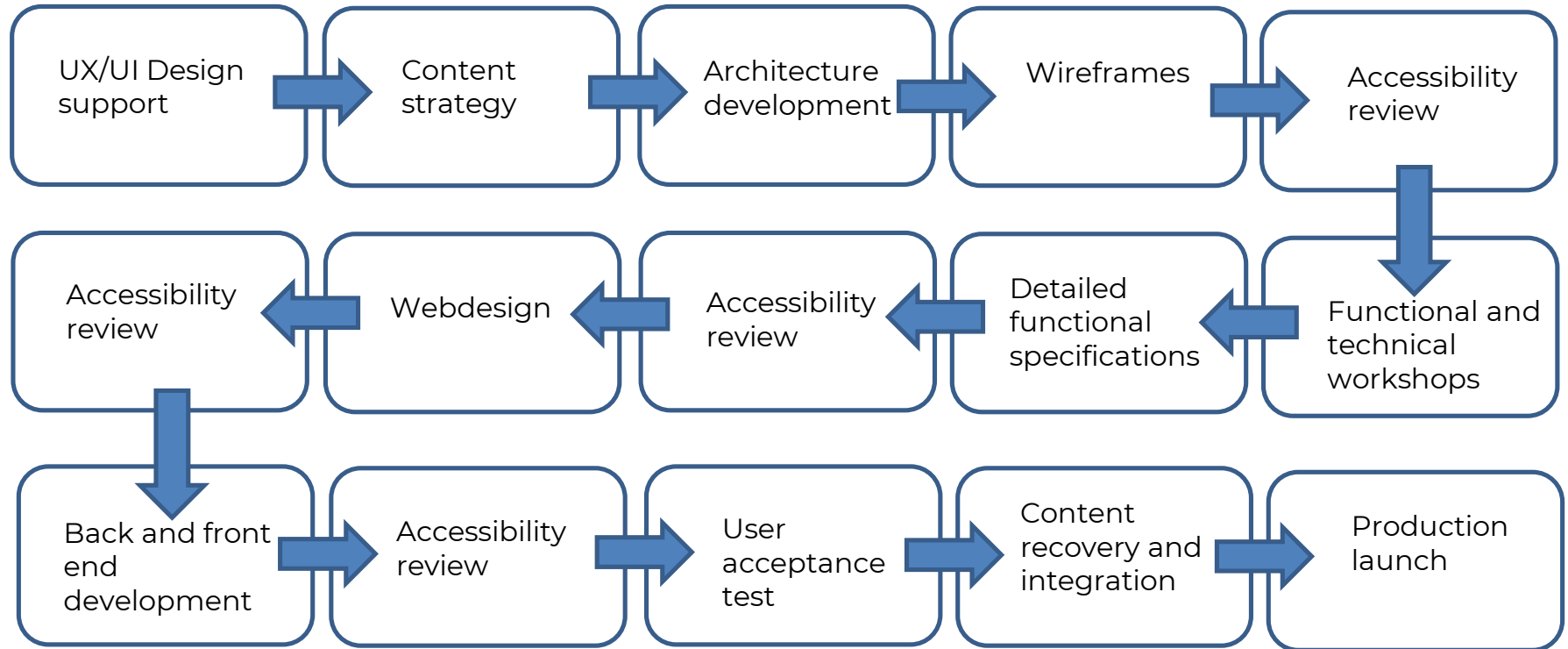
- A development environment accessible only internally
- A UAT environment accessible online only on login and password to allow all tests to be performed under real conditions
- A pre-production environment: an iso version of the online site, accessible only with login and password
- A production environment: the online site

All environments will be permanently iso, the state of the code, files and database will be similar to ensure no loss or difference in the development of new features

Before each intervention, the production database will be downgraded to all environments to guarantee functional iso intervention perimeters.

If developments require the parallelization of several developers, use of GIT and committee after each unit task.

Intervention timeline



during the development phase, marginal adjustments to the graphic design can also be integrated in order to guarantee the coherence of the website as a whole



07

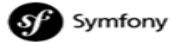
**Functional and
technical aspects**

Mastered technological environments

Content Management System



Frameworks



Digital asset management



E-commerce solutions



E-CRM



Technical choice

A website is not reduced to its technical dimension which should never be a problem but always a way to find a solution. The technical solution therefore aims to meet the needs expressed in terms of content and functionalities.

We recommend using Drupal 8 to redesign your site.

To meet these objectives, we have chosen several technologies:

- Technology used: PHP
- Content management tool (CMS): Drupal 8
- Database : MySQL database
- http server : Apache
- Operating system: Linux RedHat
- Access possible via FTP



Drupal™

Why Drupal ?

- Its modular core makes it a very advanced and scalable system for managing your site
- It perfectly manages the different types of content and the cross-functionality of information is ensured through a powerful taxonomy tool
- Drupal's basic role management allows you to set up user profiles. Thus, it is easy to configure the display of features according to the type of user identified
- Customizable with many themes and extensions
- Management of images and files through the interface

But also

- Compliant with recognized Web standards
- A large and active developer community
- Many additions and contributions are regularly published on the portal site <http://drupal.org/>
- A perfectly detailed user and developer documentation, which offers very advanced functionalities.

Scalability of the site and its contents

An evolving tool

Drupal is a scalable and flexible solution, which benefits from a community of developers (more than one million members worldwide) who actively contribute to solving bugs, problems or evolution needs that appear thanks to everyone's ideas and suggestions.

You can then quickly and over the long term upgrade your site to meet your future needs.

Drupal, a high level of customization:

On a site developed with Drupal, almost all elements are customizable such as pages, aesthetics, fonts, images etc... The ability to really adapt your site to your image.

In terms of content, all the site's content will be manageable, as well as the navigation menu. They will therefore be able to evolve over time according to the different phases and progress of the project.

| Simplified site administration

A tool for updating the site

Drupal has been designed to separate form from content. The rich text editor manages style enhancements based on CSS style sheets and respecting accessibility standards.

An easy-to-use back office & front-end editing tools

Organized by content type, it is easy to create or update any page of the site through the back office or directly through the front office using its front-end editing tools.

Optimization of referencing

Drupal is recognized as one of the most effective tools for search engine optimization. The CMS has a strong capacity in this area. Its source code is optimized with each update and the management of permalinks, categories and tags is made easier.

| The main lines of development

- Model and develop applications
- Configure the chosen CMS and develop specific modules
- Integrate graphic models :
 - Design HTML / XHTML templates that comply with W3C
 - Define and implement multi-device and multi-browser CSS stylesheets
 - Comply with the rules of accessibility and mobile Internet
- Design exchange flows between applications (Web Service, CSV, XML, etc.)
- Audit and recommend a hosting architecture + support

Deliverables

- HTML / CSS templates
- website + commented source codes
 - functional realization
 - Realization of developments
 - UAT
 - Deployment (acceptance, pre-production and production))

Frontend development: design integration

Once the graphic design of your site has been determined and validated, Ecedi transforms your creation into a web page.

Its missions:

- Integrate and define HTML / XHTML Templates compliant with the W3C
- Define and implement multi-environment and multi-browser CSS stylesheets,
- Take into account the rules of accessibility for all and responsive web design with respect to a minimum of 3 breakpoints*

Frontend development: design integration

Styleguide KSS

In order to guarantee the scalability of CSS styles and to be able to use them as easily and efficiently as possible afterwards, we recommend the creation of a guide style

- KSS is a set of guidelines helping to produce an HTML styleguide tied to CSS documentation that is nice to read in plain text, yet structured enough to be automatically extracted and processed by a machine. It is designed with CSS preprocessors (such as SCSS or LESS) in mind, and flexible enough to accommodate a multitude of CSS frameworks
- KSS focuses on how people work with CSS — it does not define code structures, naming conventions, or methods for abstraction. It is important to understand that the styleguide format and documentation format are intrinsically tied to one another.

Modules and extensions for every need

Proposal to implement Drupal but by integrating its extension TOME, allowing the generation of static sites.

<https://www.drupal.org/project/tome>

Why a static website approach?

- Speed: projects created with a static website generator achieve exceptional results. Since they are composed only of HTML codes (and possibly CSS and JavaScript codes), interpreting these codes is an easy task for browsers. Therefore, database queries that require resources are no longer necessary. This means that the server can respond directly to each request.
- Content version control: Although the content of dynamic Web projects is stored separately from the code database, the content of a static site is usually found in simple text files. As a result, content elements are not structured differently from other components of the code base. This way, you can perform version control without any problems.

Modules and extensions for every need

- Security: Websites created by static website generators allow very few possibilities of attacks. Static web projects benefit the fact that they achieve their objectives even without accessing the database and without interacting with users or performing authentication. The potential risk is limited to the client's access when the page is called
- Good traffic management: Web projects with dynamic elements generally have problems with unexpected traffic peaks. Websites created by a static website generator have far fewer problems with a high number of visitors. Rendering static HTML pages requires very few resources from a server.

Modules and extensions for every need

Content Collaborative Management

- Proposal to set up a collaborative content editing system with several versions of content in parallel, and the implementation of a versioning and validation workflow.
- Several contributors will be able to submit their modifications / recommendations for changes to the site's content, and W3C teams or a possible group leader will be able to choose whether or not to publish the modifications according to their relevance.
- Simultaneous management may also be considered (Google Doc type) but requires customization of the existing module to ensure security and compliance with W3C rules.

https://www.drupal.org/project/collaborative_editors

Modules and extensions for every need

Management of the MFA

Proposal to set up a double identification via the module:

<https://www.drupal.org/project/tfa>

TFA is a base module for providing two-factor authentication for your Drupal site. As a base module, TFA handles the work of integrating with Drupal, providing flexible and well tested interfaces to enable your choice of various two-factor authentication solutions like Time-based One Time Passwords (TOTP), SMS-delivered codes, pre-generated codes, or integrations with third-party services like Authy, Duo and others.

Modules and extensions for every need

Bidis Management

https://www.drupal.org/project/ckeditor_bidi

This plugin provides the bi directional text flow buttons, RTL and LTR .

The CKEditor BiDi plugin makes it possible to change the text direction for an HTML block-level elements like paragraphs and lists. This ability is essential for authoring content in languages that are written Right to Left like those with Arabic and , Hebrew writing systems.

Modules and extensions for every need

Setting up a blog section

The [Blog module](#) allows authorized users to maintain a blog. Blogs are a series of posts that are time stamped and are typically viewed by date as you would view a journal. Blog entries can be made public or private to the site members, depending on which roles have access to view content.

The Blog module adds a blogs navigation link to the main navigation menu (the link must be enabled), which takes a visitor to a page that displays the most recent blog entries from all the users on the site. For authorized users, the navigation menu has a create content link (which takes the user to a page with a link to a submission form) and a my blog link (which displays the user's blog entries as other people will see them). The blog module also creates a recent blog posts block that can be enabled.

<https://www.drupal.org/docs/8/modules/blog/overview>

Performance indicators

Proposal to use a set of tools to test the performance of the future website, both in terms of technical performance and KPI and insight plus marketing (rebound rate, transformation...)

- Website Grader: SEO/ Speed/ Responsive and security
- Yooda: SEO test
- Validator W3C: compliance with good practices
- Hotjar: collect user insights
- Google test my site: speed and performance in mobile version





08

Focus on SEO and
statistics



| Statistics

Regularly measure your statistics

- Define KPIs to frequently monitor your performance
- Track all your campaigns (emailing, advertising, paid referencng,...)
- Set up summary reporting tables
- Test and improve in lean startup mode



AT INTERNET



| Statistics

Due to the richness of the functionalities offered and the depth of the architecture and content of your site, we recommend using AT Internet, which offers, among other things, a precise analysis of the following elements:

- Simple and fast marking (web and applications)
- Dashboards, reports and data mining
- Powerful and flexible PLC
- Navigation and UX analysis
- Real-time data on all dimensions
- Real-time segmentation
- Support expert
- Compliance with the GDPR

...but AT Internet has a cost (426 dollars per month).

Also if this cost is considered too high and prohibitive for the W3C, we recommend in this case to continue the use of Matomo, even if some elements of the site are not precisely tracked today



AT INTERNET



| SEO Optimization

Content optimization:

- fill in tags, metadata and title levels
- Integration of title tags
- Improvement of meta-descriptions
- Content prioritization with semantic tags H1,H2,H3....
- Make sure that there is no duplicate content, that each page has a unique url
- setting up an url redirection table at the root of the server to keep the current referencing (initial table transmitted by the client)
- error management 301
- Micro-data integration Schema.org
- Pages 404 personalized

Netlinking valuation: ensure that all satellite sites and your partners are redirected to your site.

| SEO Optimization -detail

Optimization of organic SEO.

Our methodology for this point is very clear and takes its starting point the three pillars that cover all the SEO issues that you could encounter.

Each of this pillar is split into two steps:

1st Phase: Reviewing

- **Technical field:** to be sure that your website is built upon firm technical foundations. Without this part, all your SEO effort could be useless.

We review and optimize around 120 up to date technical points to make sure your website is at the leading edge of technical SEO.

Thanks to that work, your website will be well indexed; will be optimized to be at the top for targetted Search Engine's requests; will look good in the SERP.

- **Semantic field:** to target your different audiences in the best way. Then, to organize your content around the topics that your targetted audiences are actually looking for.

To succeed, we do an important work of preparation to identify your main topics and those from your audiences. We do this based on you content, on interviews with your teams, and thanks to reviews we do of your current audiences' search engine requests.

Then, we split each topic to make an elaborated and very large tree view of your subjects and contents. Resulting from this work, we help you in the writing of all of your metas, titles and alternative text.

| SEO Optimization -detail

- **Netlinking:** This is a work on your reputation on Internet.
To be clear, we make partnerships with good reputation websites to build a coherent networking through backlinks that put you at the top. This makes you more important on Search Engines' eyes.

2nd Phase: Following-up (SEO Maintenance) Technical field: we keep track of all the optimizations and improvements made on your new website. We directly act if a weak spot is detected.

In concrete terms, we follow-up all the technical criteria in a table that we share with you. If an anomaly is detected, we act.

- **Semantic field:** we work hand in hand with your teams to support them in the editorial work. We do this based on the previous 1st Phase work and thanks to following-up your Audience's behavior on search engines to identify optimization spots.
- **Netlinking:** we spread our efforts of strengthening your reputation on the web. We keep up to date the list of well reputation websites related to your website. Then, each month we prioritize those websites and contact a portion of them.

| SEO Optimization -detail

3rd phase:

Construction of a tailor-made strategy resulting from both the first 2 steps and the content strategy.



09

Training course



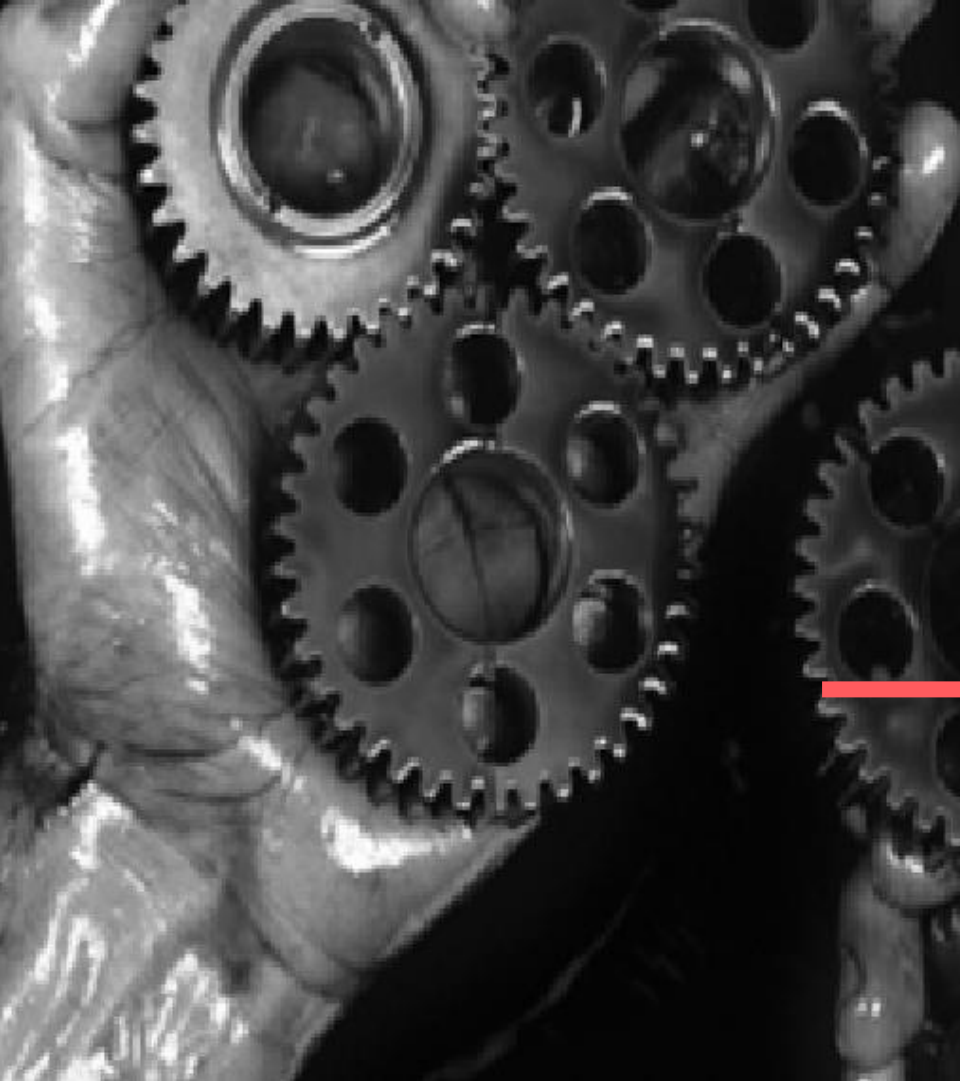
Training offer

Training:

- Training of 5 users of the platform on site
- A day of training
- Customized training manual

• **Training content**

- Presentation of the Content Management Tool
- Presentation of the new site and its functionalities
- Presentation of the back office and its tools, exercises
- Presentation and management of the different contents, exercises



10

Maintenance offer



Maintenance

- Put your web application online and maintain it over time
- Backup and secure your data
- Support the use of the application and transfer skills
- Prevent and correct technical or functional incidents (updates)
- Be your daily support with traceability of requests in a dedicated platform
- Study and carry out technical or functional evolutions

Preventive maintenance

monitors the evolutions, new versions and updates of the content management tool necessary for the proper functioning and security of the website. We recommend planning core and module updates at least twice a year.

Corrective maintenance

corrective maintenance consists of the correction of design, programming or language defects manifested by application operating anomalies, including performance degradation.

Evolutive maintenance

covers additional development requests on the website, whatever the nature of the intervention: design, back-end or front-end development, hosting, etc.

Maintenance

Concerning blocking anomalies, we specify that:

the accommodation will be monitored 24 hours a day, 7 days a week and an alert procedure defining the contact persons to be contacted will be put in place

the main contact will be

- o the project manager during working hours (9:30 am - 6 pm),
- o the consulting director outside these working hours and on weekends.

An extranet for monitoring is set up by Ecedi: Redmine ticketing space.

You will be able to follow in real time the various requests you send us and the processing of them by our support.

In order to guarantee the transparency of interventions and time spent, Ecedi proposes to the W3C to carry out an estimate of the time required before all maintenance evolution interventions.

Maintenance

Procedure for taking a request into account

Wording	Definition
Blocking	An anomaly whose consequences prevent the operation of the system and the modules that depend on it. The functionalities concerned are vital for the system in the case of blocking anomalies.
Major	An anomaly with bad consequences that disrupt the quality of service of the system.
Minor	An anomaly that is neither blocking nor major.

Maintenance

Response times :

(*) The time given is counted during Maintenance / Assistance working hours.

indicator	Calculation rule	Level of service
Processing time for a blocking anomaly in production	Number of working hours between the incident reporting and the provision of a relevant bypass proposal* and/or the delivery of the corrective action	Within 7 working hours
Processing time for a major production anomaly	Number of working hours between the incident reporting and the provision of a relevant bypass proposal* and/or the delivery of the corrective action	48 working hours
Processing time for a minor production anomaly	Number of working hours between the incident reporting and the provision of a relevant bypass proposal* and/or the delivery of the corrective action	10 working days



11

Quality, eco-
design and
accessibility



Eco- design

- An innovative approach, eco-design makes it possible to integrate environmental criteria into your digital projects from the design phase onwards in order to reduce their impacts throughout their life cycle.
- As a continuous improvement approach, eco-design must be driven by a desire established at the highest level of your structure.
- We involve this approach on 115 themes, such as: eliminating non-essential functionalities, preferring assisted data entry to self-completion, promoting a simple, refined design, adapted to the web, creating a responsive site, limiting the number of HTTPS requests...

© 2020

Digital Accessibility

ecedi strives to take into account reference systems to enable everyone to access information regardless of the equipment used (computer, mobile, 3G connection, etc.) and individual difficulties (blind, visually impaired, motor disabilities, multi-handicaps, etc.)


Issues international recommendations for web accessibility



World Wide Web Consortium (W3C)
Cellule Web Accessibility Initiative (WAI)



You!



Web Content Accessibility Guidelines 2.0 (WCAG 2.0)

French translation for administrations and local and regional authorities



General Accessibility Guidelines for Administrations (RGAA)

General Data Protection Regulations

The DGMP became effective on May 25, 2018. It concerns any legal entity processing personal data. This affects your organization and process, but also your digital tools so that they comply with this new regulation. Below are some impacts on your tools.



Clear information

Pages dedicated to the privacy policy and the cookie policy.



Consent

The purposes of the processing must be clearly defined and accompanied by consent (box not pre-checked).



Form

A clear mention of the general rights deriving from the Data Protection Act and specifying that the details of this information can be found on the page of the privacy policy.

Cookies banner

Modify your cookie banner and how it works.

Optimized security

Modify TLS Protocol, Software Firewall,...

Performance

Opquast Quality, Eco-design and accessibility share an essential value: the user must be at the heart of the creation of a website and thus give access to everyone, without exception. This improves your overall performance.



Improvement of SEO

search engine reads a page like a blind person does. The more he accesses the data of a site, the more he can refer to it.



Better ergonomics for users

The improvement in quality is perceived by optimized, lighter pages and simplified navigation.



Easy maintenance

The improvement of the technical quality allows a better compatibility with the different devices and imposes a rigorous methodology.



Optimized security

Provide the best possible user experience / Increase conversion rate



12

Our
commitment in
summary



5 principles
to accompany
you
in all
transparency
and efficiency....

Principle #1 Co-construction

Whether it is technical, graphic, monitoring, assistance or support services, our services are provided in a spirit of partnership. We ensure that all stakeholders involved in the subject under discussion are involved: the Agency's communication service, users,...

This support is provided in a collaborative spirit that promotes collective intelligence.

Principle #2 Social responsibility

We are an agency committed to social integration issues through work and the solidarity partner of many public and non-profit sector actors.

Digital communication has a particular resonance at Ecedi in terms of utility and added value for users.

Principle #3 Flexibility

It's about our DNA. Thanks to it, we are proactive and reactive. This allows us to respond diligently and flexibly to the services requested but also to be proactive in response to current events.

We diligently call for any necessary expertise.

... in order to lay
the foundations
for a lasting
partnership.

Principle #4 The Design Thinking* approach

Our vision of the design, creation and ergonomics of a website combines:

The desirable from a human point of view

by applying the design sprint method.

The technically feasible in an approach that includes all web quality and therefore accessibility metrics.

The economically viable while respecting the principles of eco-design.

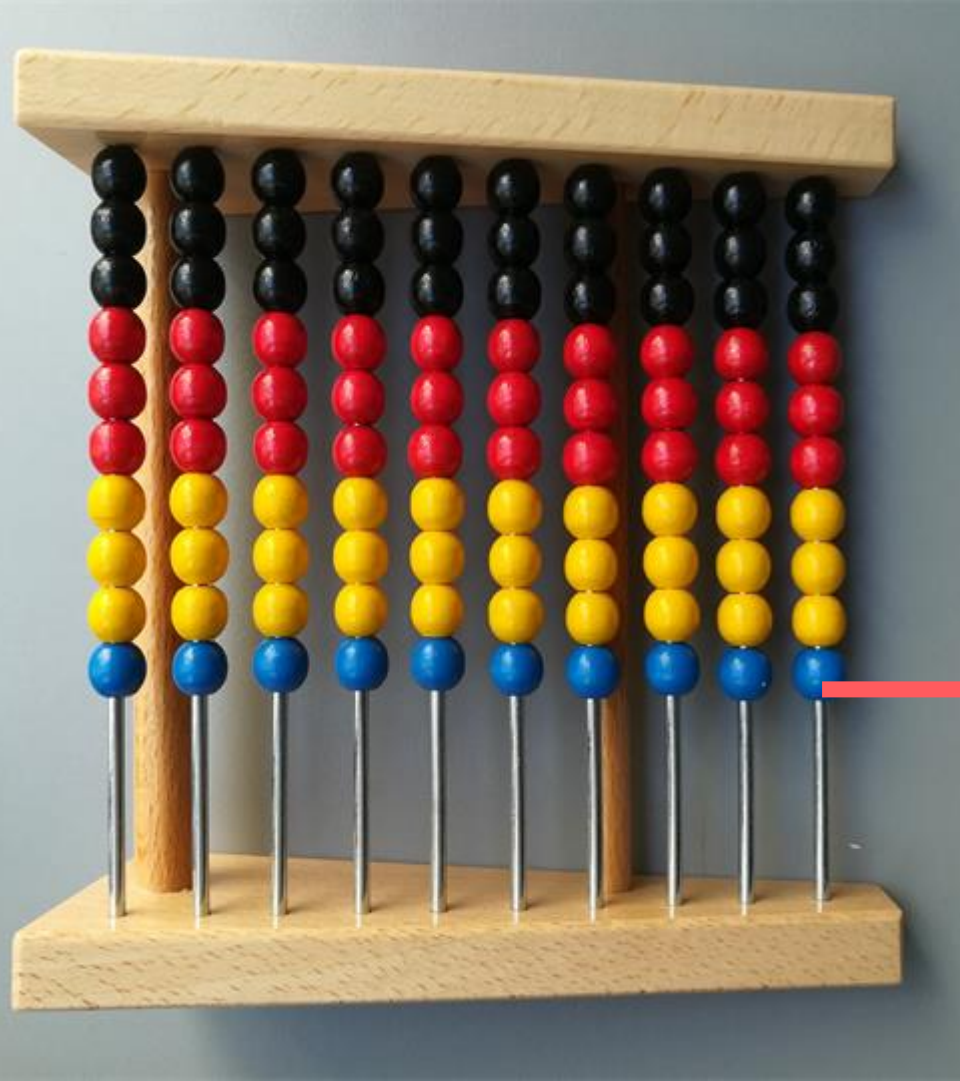
*source definition IDEO

Principle #5 Measurability

We have the culture of ROI.

We propose performance indicators to measure our overall support.

Our offer is part of a real return on investment approach.



13

Budget and
planning



Retroplanning

A year to do it all over again....it's short...

... We recommend taking at least 3 more months to really integrate your users into the conception process.



Conception

- **Kick-off meeting** : January 16, 2020
- **Architecture and content workshop**: from 23 January to 21 February 2020
- **Ergonomic and UX workshops**: from 10 february to 20 March 2020
- **Technical workshops**: from 2 march to 10 april 2020
- **Restitution**: mid-April 2020
- **Design & specifications**: mi-april to mi- may 2020
- **Accessibility audit**: from 15 may to 29 may 2020
- **Final validation W3C**: 10 june 2020



Développement

- **Back end development and front end ecedi** : from 15 june to 30 October 2020
- **Version Beta**: end of august 2020



UAT & Delivery

- **Ecedi internal UAT**: from 2 november to 12 November 2020
- **Accessibility audit: from** : from 16 novembre to 4 december 2020
- **Content integration and customer UAT**: from 7 December to 24 December 2020
- **Last corrections**: from 28 December to 8 January 2021
- **Launch site**: 11 January 2021

Website redesign budget - conception phase

Construction - Description of products and services	Expenses	Profile	Cost TOTAL excluding VAT	Cost TOTAL including tax
Construction phase				
Project management - consulting	3	\$1 000,00	\$3 000,00	\$3 600,00
Support, advice + follow-up + technical workshops	8	\$780,00	\$6 240,00	\$7 488,00
Drafting of functional specifications	8	\$780,00	\$6 240,00	\$7 488,00
SEO recommendation and strategy	15	\$948,00	\$14 220,00	\$17 064,00
Editorial support and content strategy	18	\$948,00	\$17 064,00	\$20 476,80
Design and graphics				
UX/UI support	10	\$1 560,00	\$15 600,00	\$18 720,00
Graphic models	18	\$960,00	\$17 280,00	\$20 736,00
Accessibility support				
audit and design support	9	\$1 200,00	\$10 800,00	\$12 960,00
audit and development support	9	\$1 200,00	\$10 800,00	\$12 960,00
Total benefit	80		\$79 644,00	\$95 572,80

Website redesign budget - production phase

PRODUCTION - Description of products and services	Expenses	Profile	Cost TOTAL excluding VAT	Cost TOTAL including tax
HTML / Frontend integration				
Desktop and responsive web design - Accessibility AA minimum	50	\$672,00	\$33 600,00	\$40 320,00
Backend development				
Technical developments (CMS or FRAMEWORK database)				
Setting up the CMS	2	\$672,00	\$1 344,00	\$1 612,80
Workflow configuration (3 profiles), rights and permissions, database	3	\$672,00	\$2 016,00	\$2 419,20
Specific development of the homepage	2	\$672,00	\$1 344,00	\$1 612,80
Development of custom templates	17	\$672,00	\$11 424,00	\$13 708,80
Bidis	4	\$672,00	\$2 688,00	\$3 225,60
Multilingual	8	\$672,00	\$5 376,00	\$6 451,20
Collaborative space - working groups -	24	\$672,00	\$16 128,00	\$19 353,60
Third-party tool interface	10	\$672,00	\$6 720,00	\$8 064,00
Transfer of the contents of the current site	18	\$672,00	\$12 096,00	\$14 515,20
Consulting support				
Project follow-up	12	\$780,00	\$9 360,00	\$11 232,00
Technical project follow-up	12	\$780,00	\$9 360,00	\$11 232,00
Recipe and quality process (ecedi)	6	\$780,00	\$4 680,00	\$5 616,00
Integration and configuration statistics AT Internet/ matomo	2	\$780,00	\$1 560,00	\$1 872,00
Production start-up	1	\$780,00	\$780,00	\$936,00
Total benefit	171		\$118 476,00	\$142 171,20

Website redesign budget - Total

TOTAL PROJECT HT (AMOA + DEVELOPMENT)	251	\$198 120,00
	20% VAT	\$39 624,00
	TOTAL TTC	\$237 744,00

Training budget

Formation	Charges (days)	Profil PJ/H/HT	Total cost HT	TOTAL cost TTC
Manual writing of the contributor backoffice user manual	1,5	\$720,00	\$1 080,00	\$1 296,00
1 one-day training session (5 people max)	1	\$720,00	\$720,00	\$864,00
Total de la prestation			\$1 800,00	\$2 160,00

Annual maintenance proposal

Maintenance / year (the credit of days is deducted from the time spent)	Price per day	Day/ man quantity	PRICE € HT	PRIX € TTC
Preventive, corrective and evolutive maintenance per year	\$672,00	16	\$10 752,00	\$12 902,40
Total service / year			\$10 752,00	\$12 902,40



14

Project team





EXPERTISES

- Digital communication consulting
- Visibility and collection campaigns
- Webmarketing and ROI
- Content marketing photos/ videos
- Change management
- UX approach
- Accessibility
- Strategy 360
- CMS and Open Source Frameworks

Project Director and Consulting Director

9 years of experience

Presentation

- Lucas and digital is a bit of a coincidence that does things well. Initially intended for marketing and political and public communication, it is during an internship in a webTV that Lucas discovers the world of the web and all the components that make it so rich. First through the prism of video, then very quickly on the design of dedicated platforms and the development of digital communication campaigns. Having an associative fibre and a concern for the general interest, his choice was quite naturally made for Ecedi. First as a project manager, Lucas used his cross-functional knowledge of the various digital professions to become project manager and then director of the Ecedi Paris agency.
- He takes particular care to bring digital strategies and discourses into resonance with the associations, companies and institutions he supports in strategy and consulting.

Due to the diversity of his skills and business knowledge, Lucas brings his expertise in digital communication and collection and acquisition strategies. Its leitmotiv: let us capitalize on your redesign project to increase your presence and digital impact.

Training and certifications

- Master II in Political and Public Communication
- Master's degree in direct marketing and communication (Iscom)
- Double degree in history and political science

References

Sidaction, Mémorial de la Shoah, Fondation Médéric Alzheimer, Mairie de Paris, PromoSanté IDF, ARSEG, Groupe la Martiniquaise, Passion Céréales, Codifab,, Ameublement français...



EXPERTISES

- Digital project management: institutional sites, site factories, online collection...
- Consulting and digital communication strategy (project management assistance)
- Expert in web quality
- Advice on ergonomics and user experience
- Bilingual French-English

Project manager

8 years of experience

Presentation

- Sébastien's main areas of expertise are digital, visual and editorial communication. He assists his clients in the formalization of their communication needs and in the implementation of their digital projects. He will be the daily referent interlocutor for the coordination and operational follow-up of the project.

As a daily contact for the coordination and operational follow-up of your projects, Sébastien provides you with a real listening ear and a strength of proposal that ensures both proactivity and reactivity on your projects.

Training and certifications

- Bachelor of English
- Diploma of Journalism (RNCP level II)
- Opquast certified - 900 points (online certificate)

References

- AFM-Téléthon, UN Environment : One Planet Network, Climate & Clean Air Coalition, International Resource Panel, Global LCA Data Access, planetGOLD... Fondation Hôpitaux de France-Hôpitaux de Paris, Lire et Faire Lire, Ecole nationale supérieure de l'électronique et ses applications (ENSEA), The Regional Marine Pollution Emergency Response Centre for the Mediterranean Sea (REMPEC), Promosanté IDF





EXPERTISES

- Management, Team leading
- Languages: Drupal, PHP, SQL
- Versioning: GIT, SVN
- Design and technical choice
- Parameter setting, maintenance, industrialization, operating support
- Trade

Lead developer

8 years of experience

Présentation

- Benjamin has been interested in web technologies since he was a child. During his studies, he serves family and friends through his own business, he already knows that he will make it his profession...
- First active as a freelancer FULL-STACK on techno' like Prestashop, Joomla, Wordpress.
- He ends up slowly heading for BACK-END in his first agency abroad (Esokia ltd, offshore agency). He falls in love with Drupal and his community.
- Since then, he has returned to France, specializing in PHP and Drupal.

"First understand the need, then discuss the functionality and tool."

Training and certifications

- 2013 Regional Champion Maurice Webcup
- 2016 Drupal 7 training: verification of knowledge acquired
- 2017 Drupal 8 Training: Happy Culture - helping juniors in the transition to D8
- 2019 Opquast Certified: "quality control in web projects" - 790 points

References

- <https://prolongementligne14-orly.fr/> : Drupal 7
- <http://www.atf-gaia.fr/> : Drupal 8
- <https://www.metropolegrandparis.fr/fr/> : Drupal 8
- <https://www.planning-familial.org/> : Drupal 8
- <https://www.je-roule-en-electrique.fr/>: Drupal 8



EXPERTISES

- Intégration HTML / CSS / JS
- Responsive Web Design
- Accessibilité
- Quality

Front end developer and accessibility expert

9 years of experience

Présentation

- I am specialized in the integration of responsive, accessible and best practice sites.
- With senior experience in agencies, I support the most varied projects by taking charge of team follow-up.

Training and certifications

- Web quality - expertOpquast
- Accessiweb Expert in EvaluationAccessiweb
- Multimedia designer-directorGobelins
- BTS Visual Communication option Multimedia

Références

Ministère de la Transition Écologique et Solidaire, Métropole du Grand Paris, Direction de l'information légale et administrative, APF France handicap, Direction interministérielle de la transformation publique, Fondation Médéric Alzheimer, Mémorial de la Shoah, Région Auvergne Rhône-Alpes, Sciences Po, Sidaction, Société du Grand Paris...





EXPERTISES

- Accessiweb Expert in Accessibility Assessment since 2009
- Consulting and web quality expertise
- Eco-responsibility
- Quality Assurance Plan
- Advice on ergonomics and user experience
- Workshop facilitation: training and awareness raising on good practices in terms of quality and accessibility

Quality manager

12 years of experience

Presentation

- After a Master II in computer linguistics, Audrey started her career as a back-end developer in an IT services company, then quickly became an AMOA project manager and accessibility consultant for the Club Med group in particular.
- In 2010, she decided to join the Ecedi agency as quality manager and expert in digital accessibility. In constant search of progress, she completes her knowledge by permanent monitoring and active participation in online forums on accessibility and digital quality. Member of the GTA since 2009 (Accessiweb Working Group), she masters all web standards. Quality referee at Ecedi, she works closely with the Temesis team.

As part of this project, Audrey is the guarantor of the smooth running of the services and the efficiency of the proposed organisation with the implementation of quality checkpoints and the monitoring of the processes included in the Quality Assurance Plan.

Training and certifications

- Master II in Computer Linguistics - TAL
- Opquast certified - 860 points (online certificate)
- Sign Language (Level 1 to 5, EFLS)
- Accessibility expertise in evaluation (expert file)

Guarantee of the quality of digital productions for all customers

Audrey is involved in all phases of a project, from the design to the creation of websites and trains clients to maintain the web quality (accessibility, best practices, etc.) of their websites and digital applications.



EXPERTISES

- Web writing
- Content strategy
- Accessibility
- SEO



Expert in web writing, content strategy and SEO

Activities

- Initiator of the first "writing for the web" training courses in Europe.
- Expert in web writing, content strategy and SEO.
- Journalist by training
- Consultant in web content strategy
- Author and lecturer at several universities.

Publications

- Jean-Marc Hardy is the author of the following books:
- 60 golden rules for a successful website, 2nd edition, Dunod, 2016.
- The content strategy put into practice, Eyrolles, 2012.
- From the Web to Mobile, 2012, co-written with Isabelle Canivet.
- Dozens of articles in the magazine press.

Références

Intranet of the European Parliament: used by more than 30,000 civil servants, in 25 languages, from 3 countries., AVIQ, Fédération européenne des syndicats (ETUC), AXA Assurances, Axios, Banque du Luxembourg, BGL BNP Paris, Bourse de Luxembourg, Crédit agricole, Dexia Groupe, LaFrançaise des jeux, IKEA, Editions Dupuis, Editions Eyrolles, Gallica, EDF, Lafarge, Commission européenne, Cour des comptes européenne, Assemblée Nationale Française...





EXPERTISES

- Content strategy
- SEO
- Accessibility
- UX Design

Consultant in SEO-oriented web and mobile content strategy

Activities

- Consultant in SEO-oriented web and mobile content strategy.
- Trainer in content strategy, web writing, natural referencing and traffic analysis.
- Professor at the universities of Paris, Mulhouse, Strasbourg, Montbéliard and Dakar.
- Speaker.

Publications

- Write well for the Web. Content strategy to improve its natural referencing, Eyrolles, 2017, 4th edition.
- Mobile referencing. Web analytics & content strategy, Eyrolles, 2013.
- Content strategy and Web and mobile SEO (DVD), Elephorm, 2013.
- Content strategy in practice - 30 tools under scrutiny, Eyrolles, 2012.

Références

Intranet of the European Parliament: used by more than 30,000 civil servants, in 25 languages, from 3 countries., AVIQ, Fédération européenne des syndicats (ETUC), AXA Assurances, Axios, Banque du Luxembourg, BGL BNP Paris, Bourse de Luxembourg, Crédit agricole, Dexia Groupe, LaFrançaise des jeux, IKEA, Editions Dupuis, Editions Eyrolles, Gallica, EDF, Lafarge, Commission européenne, Cour des comptes européenne, Assemblée Nationale Française...



EXPERTISES

- Information architecture
- Ergonomics
- User experience
- Interaction design
- Wireframes
- Graphic identity and web design
- Colour universes and models
- Graphic charter
- Responsive and responsible
- User tests

Ergonomist and Lead UX Designer

15 years of experience

Presentation

- Co-founder of the Design Studio L'UX sur le gâteau. UX Strategy & Service Design. Realization of UX Design, Information Architecture and UI Design missions. Domains: Websites, E-commerce & E-business, Tools, Business Applications, Mobile Interfaces
- Professor of Ergonomics, E-commerce and Mobility Chair
- Author and ergonomist

Training and certifications

- DESS Ergonomics at the University of Paris 5 René Descartes, Paris
- Master's degree in Cognitive Psychology, University of Rennes 2 Haute Bretagne, Rennes

References

- Monoprix, l'équipe, Chanel ,Citroen, SFR, Microsoft, Center Parcs, ING Direct, Air France, GDF Sez





EXPERTISES

- Advice on ergonomics and sociology of uses
- Digital accessibility
- User test
- Eco design
- Training
- Auditing
- Workshop facilitation: expression of uses, expectations and needs
- Functional specifications



Accessibility Consultant

15 years of experience

Presentation

- A graduate in Plastic Arts and Art Sciences and multimedia designer-director, Aurélien focused early on accessibility issues and now directs Temesis, a pioneering agency in this field in France. He is one of the first accessiweb experts in Evaluation and one of the main authors of the RGAA repository... In particular, he contributed to obtaining the e-accessible 5* label for the service-public.fr website.
- A leading and recognized expert in the French digital community, he provides advice and training on accessibility and eco-design of digital productions (sites, mobile applications).

With Aurélien, accessibility is not a constraint but an essential component of the service added value of your sites and applications.

Training and certifications

- Accessiweb expert in evaluation (Accessiweb)
- Multimedia Director Designer (IESA)
- Deug Arts Plastiques et Sciences de l'Art (Panthéon Sorbonne)

References

- LVHM, Chanel, Occitane, LCL, CIC, Pages jaunes, Visa, RATP, EDF, Présidence de la République , Service-public, Sciences Po, Conseil Général Pays de Loire, Région Ile de France.



EXPERTISES

- Consulting in ergonomics and content architecture
- Interface audit
- Digital accessibility
- Quality
- User test
- Workshop facilitation
- Training
- Functional specifications



Ergonomist consultant

17 years of experience

Presentation

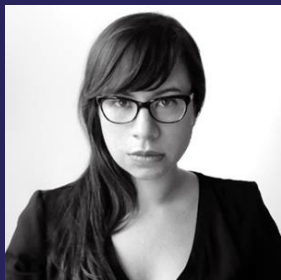
- Co-founder of Temesis, Eric is in charge of ergonomic missions and internal training. It develops a particular appetite for the digital projects of institutions whose public service mission is the very essence of their digital communication.
- **"My main concern is to guarantee your users simple digital services that meet their mobility needs."**
An approach to site ergonomics that always places the user at the centre of its thinking and guarantees the level of quality of experience expected on your sites and applications by all your audiences.

Training and certifications

- IUT QUIMPER - DUT Commercialization Techniques - Marketing operations in the field of commercial and personal / financial services
- IUT of Quimper in marketing techniques - DUT techniques of marketing - Marketing & Sales

References

- CNSA, Défenseur des droits, Agefiph, Région Occitanie, Région Aquitaine, Drôme, Conseil Général du Pas de Calais, Service d'Information du Gouvernement, Direction Légale et Administrative, Ville de Bordeaux.



EXPERTISES

- Experienced design,
- Interface and interaction design
- Service design
- Accessibility and quality
- Graphic identity and web design
- Design thinking approach
- Facilitation of workshops and focus groups: expression of uses, expectations and needs of targets, personas,
- Information architecture and functional specifications

UX/UI Consultant

15 years of experience

Presentation

- Lead UX/UI designer at Ecedi since 2009, Aurélia is a graduate of Les Gobelins in multimedia design and production and ENSAAMA Olivier de Serres. Her main areas of expertise are digital ergonomics, user-centric web interface design and digital accessibility.
- In search of the best user experience to offer, she has specialized in identifying expectations and uses through exploratory interviews, focus groups, line questionnaires, personas methodology. At the same time, it has developed a real culture of digital accessibility. She leads the creative team

Aurelia combines a design thinking approach, design expertise, experience and service design expertise and creative skills: a combination that guarantees you the right answers in terms of ergonomics, digital accessibility and graphic design.

Training and certifications

- Formation UX (Laptop),
- Conception réalisation multimédia (Gobelins),
- Espaces de communication (Olivier de Serres)

References

- Planning familial, Mémorial de la Shoah, Métropole du Grand Paris, France Générosités, APF France handicap, Handicap International, IIEP-Unesco, Sidaction, AFM Téléthon Events, Emmaüs Market Place.



EXPERTISES

- Advice and implementation of digital infrastructure and hosting systems
- Technical architecture audit
- Parameter setting and maintenance
- Performance consulting
- Load increase

Technical consultant for infrastructure and systems

15 years of experience

Presentation

- Self-taught, passionate about computers, Bounlieng started his career with a hosting company for 5 years. He joined Ecedi in 2007 as a systems and network administrator. As such, he manages the installation and maintenance of sites on shared servers or dedicated servers for clients such as ARSEG, Family Planning, UN EA, Société du Grand Paris. He is responsible for server outsourcing for Cap France, Eco-mobilier or SAEMES. He also provides audit, support and consulting services on technical architecture. Bounlieng is also very involved in the agency's quality approach.

Its permanent technical monitoring and expertise guarantee Ecedi and its customers the performance of the proposed infrastructure and system environment..

Complete system skills

Controlled environments: LAMP/LEMP platform: Apache / Nginx, Linux: Redhat, Centos, Debian, Ubuntu

- Databases: MySQL, MariaDB
- Supervision - Operation: Zabbix, netdata, nagios, ansible
- Optimization: Varnish, MemCached, redis, load-balancing, failover





EXPERTISES

- PHP
- Drupal / Wordpress
- Magento
- Javascript
- Java

Développeur backend

5 years of experience

Presentation

After working in hardware maintenance, network administration and infrastructure project management, Nicolas finally turned to development.

Curious, calm and methodical, he likes to solve the enigmas that the projects he works on propose to him every day.

Training and certifications

- AFPA - IT Developer Designer - Java EE - Admitted
- Joseph Fourier University (Grenoble I) - DUT Telecommunications and Networks
- Opquast certified: "quality control in web projects" - 865 points

References

AFM TÉLÉTHON – Société du Grand Paris – Labo fnac – label emmaüs – UNESCO





EXPERTISES

- Wordpress, Symfony, Drupal 7 and 8
- Object-oriented development
- Database management
- Integrated Management Software Package
- D3.js, Javascript, css

Développeur backend

5 years of experience

Presentation

- Back-in developer. I design the functionalities and correct the anomalies encountered on the sites.
- I am preparing a professional degree in IT oriented information systems, methods and tools. It allows me to deepen my skills in the design, maintenance and integration of information systems.

Training and certifications

- University of Grenoble Alpes - Master 2 Applied Mathematics in Human and Social Sciences (WIC) - Computer Science
- IUT2 Grenoble - Licence Professionnelle Métiers de l'Informatique (SIMO) - Informatique
- Opquast @ certification: Quality control in Web projects - 645 points

References

- Société du Grand Paris, Mc Cann, Association des Paralysés de France, Les jours heureux, AFM, TDbank, EBD, Région Auvergne Rhône-Alpes, RATP RER A





EXPERTISES

- CMS web integrator
- Consulting and web quality expertise
- Digital accessibility
- Quality
- User test in a handicap situation
- Training
- CMS: Wordpress, SPIP and Drupal
- Workshop facilitation: training and awareness raising on good practices in terms of quality and accessibility

numerik_eu

Dev frontend and Expert Digital Accessibility

21 years of experience

Presentation

- Graduated from the Gobelins, the school of image professions in 1998, Sophie started her career as a web designer in start-ups and then turned to the professions of integration and global web project management. Convinced that digital technology is a formidable tool for social inclusion, she quickly chose to specialize in accessibility issues.
- In 2018, she decided to join Numerik-ea as Front, Quality and Digital Accessibility Manager. Within Numerik-ea, she is naturally in charge of managing projects on digital accessibility themes and is the accessibility reference on the Simplon Access programme, run by Simplon.co, which aims to encourage the digital inclusion of people with disabilities in the 18, 19 and 20th Parisian districts.
- Highly invested, Sophie is regularly called upon to speak at events such as Accessiday, Brailletnet or Paris Web, where she is a permanent member of the staff. An inspiring journey recognized at the 2019 EA Women's Trophies, during which Sophie received the Nina Simone Volonté award.

Its specialized expertise in terms of accessibility and web quality, its involvement in any subject dealing with disability and integration combined with excellent interpersonal skills enable this project to be carried out with efficiency and kindness.

Training and certifications

- Assistant multimedia director - Gobelins
- Professional training Web Quality Referent - Temesis
- HTML/CSS Accessibility Training, Javascript and Rich Interfaces - Atalan
- Opquast certified - 780 points (online certificate)
- Expert in digital accessibility - Atalan / Océane Consulting / Temesis



EXPERTISES

- HTML / CSS integration
- Responsive Web Design
- Newsletter

Front-end developer

7 years of experience

Presentation

- I have an atypical background: I started by learning Japanese, co-managed a restaurant (and yes Japanese too), with a detour to the Commerce box and then I found an incredible world, that of the Web.
- Successful conversion as a Web Developer within Ecedi.

Training and certifications

- Web quality - Intermediate
- Web Developer Training
- Simplon Lyon
- Japanese license
- INALCO
- Certified Opquast

References

Ministère de la transition écologique et solidaire, Métropole du Grand Paris, le planning familial, Mémorial de la SHOAH, La Région Auvergne-Rhône-Alpes.



EXPERTISES

- HTML/CSS/JS integration
- Responsive Web Design
- Accessibility
- Newsletter
- Drupal

Front-end developer

4 years of experience

Presentation

- Following a professional reconversion, he decided to move towards the web with a desire to combine his 2 passions, the web and design.
- Her training has enabled her to consolidate her knowledge and the Ecedi agency has enabled her to put it into practice within her many projects.
- Its main areas of expertise are the integration of responsive and accessible sites.

Training and certifications

- Web quality - advanced Opquast
- IFOCOP - Web Integration Developer (Bac +4)

References

- Société Nationale des Sauveteurs en Mer, Société du Grand Paris, Métropole du Grand Paris, Ministère de la Transition Écologique et Solidaire



15

Practical cases



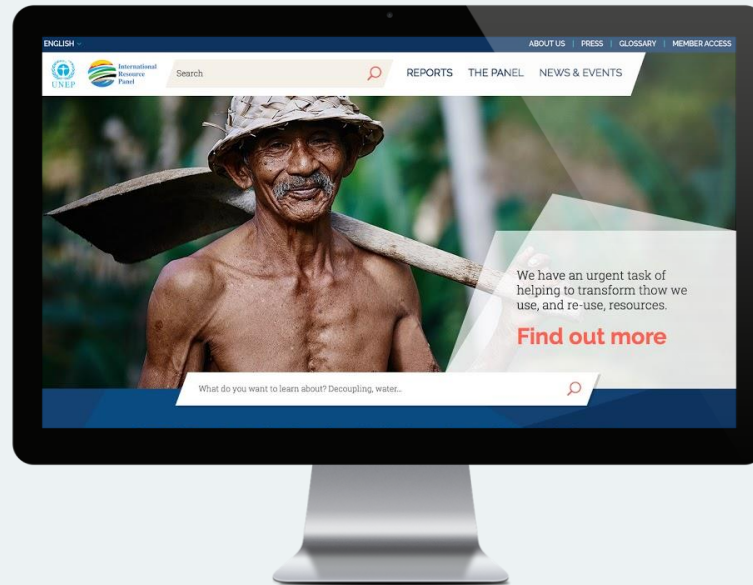
International Resource Panel

resourcepanel.org

Lancé par le Programme Environnemental des Nations Unies en 2007 pour construire et partager les connaissances nécessaires afin d'améliorer notre utilisation des ressources dans le monde, l'IRP a confié son site à ecedi pour la réalisation d'un design et une navigation fluides, facilement accessible dans presque toutes les langues du monde.

Un espace connecté offre un forum d'échange et de partage de documents.

Spécifications fonctionnelles | Design responsive | Développement itératif par lots | Accompagnement et formation | Maintenance et hébergement



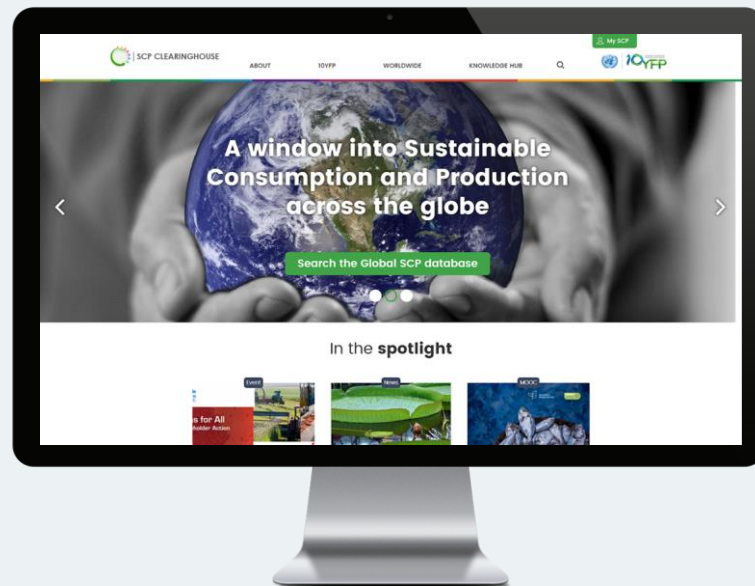
CAS PRATIQUES

SCP Clearinghouse

scpclearinghouse.org

Afin de moderniser un site de vieux de 10 ans, ECEDI a re-développé sous Drupal un site contributif permettant de capitaliser des ressources venues du monde entier sur la consommation et la production durable.

Spécifications fonctionnelles | Design responsive | Développement itératif par lots | Accompagnement et formation | Maintenance et hébergement

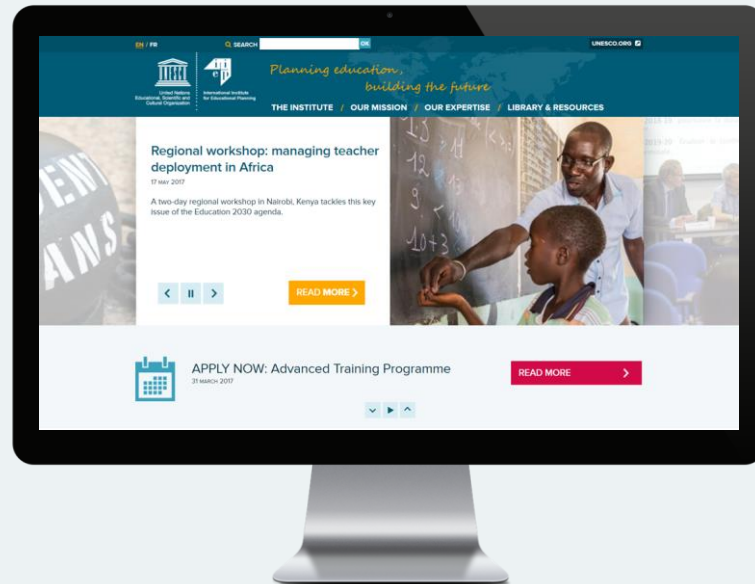


UNESCO-IIEP

iiep.unesco.org

Dans la cadre de la mise en œuvre de sa nouvelle stratégie à moyen terme 2014-2017, cet Institut de formation et de recherche de l'UNESCO (seul organisme spécialisé des Nations Unies chargé de soutenir la politique, la planification et la gestion de l'éducation), a fait confiance à Ecedi pour la refonte intégrale de son site institutionnel et son évolution pour les années à venir.

Ateliers de spécifications fonctionnelles | Accompagnement opérationnel du projet | Formation à la gestion des outils | Multilinguisme | Connexion avec des services tiers | Cartographie | Moteur de recherche Google Custom | Annuaire

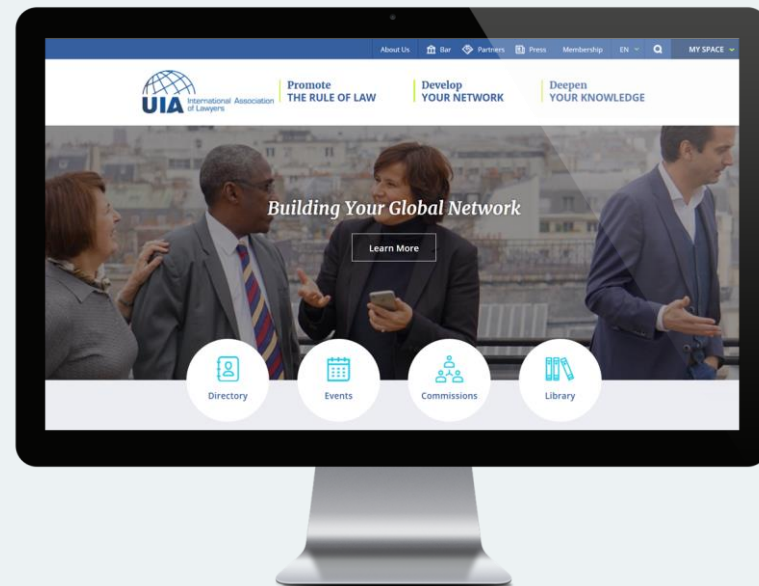


UIA - International Association of Lawyers

<https://www.uianet.org/en>

L'Union International des Avocats (UIA) est une association professionnelle qui promeut le métier d'avocat. Elle organise également des actions de soutiens à des défenseurs des droits en danger. Initié en 2016, le projet consistait à refondre le site internet et l'outil métier (CRM) conjointement en raison d'une forte dépendance entre ces 2 systèmes d'informations.

Recueil du besoin | Accompagnement conseil | Design | Développement et intégration HTML (Drupal) | Gestion multilingue (Trilingue) | Formulaires d'inscription & d'adhésion | Stratégie de contenu & Intégration Newsletters : Design & Intégration
Développement CRM (Sugar) | Rôles utilisateurs multiples | Assistance à maîtrise d'œuvre, recette | Maintenance | Hébergement



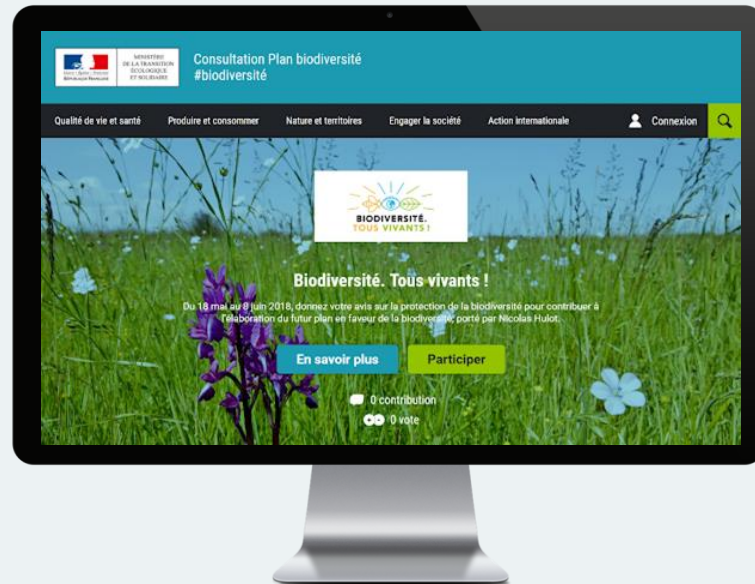
Consultation Plan biodiversité

www.consultation-biodiversite.gouv.fr

A l'occasion des Assises nationales de la biodiversité, ecedi a conçu et développé une plateforme de concertation pour recueillir les avis et contributions des citoyens, des associations et des professionnels afin de préserver la biodiversité.

Ce sont près de 30 000 contributions qui ont été déposées sur le site et qui ont permis l'élaboration du Plan Biodiversité.

Communication participative | Dialoguons (applicatif développé sous Drupal) | Réalisation design et ergonomie | Conseil accessibilité et qualité | Statistiques et travail de visibilité et d'acquisition (SEO, SEM, Netlinking, Community management) | Animation et modération des contenus

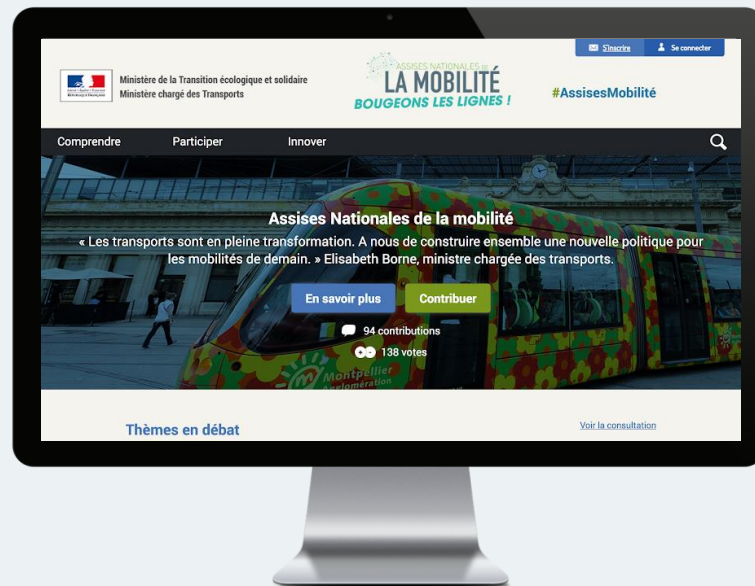


Ministère de la Transition écologique et solidaire

Le ministère a confié à Ecedi la stratégie, la conception et la production des ses différents applicatifs numériques. (Marché de 4 ans)

- Stratégie numérique du positionnement numérique de Bison futé
- Communication participative (assises, concertation, etc)
- Module carte
- Refonte de sites internet (ODD, MCT, etc)

Communication participative | Dialoguons (applicatif développé sous Drupal) | Réalisation design et ergonomie | Statistiques et travail de visibilité et d'acquisition (SEO, SEM, Netlinking, Community management) | Animation et modération des contenus



Ministère de la Transition écologique et solidaire

Ecedi a réalisé le site de la campagne Ensemble, continuons de recycler pour le compte du Ministère de la Transition écologique et solidaire. L'application a été développée grâce à Angular.

| Angular

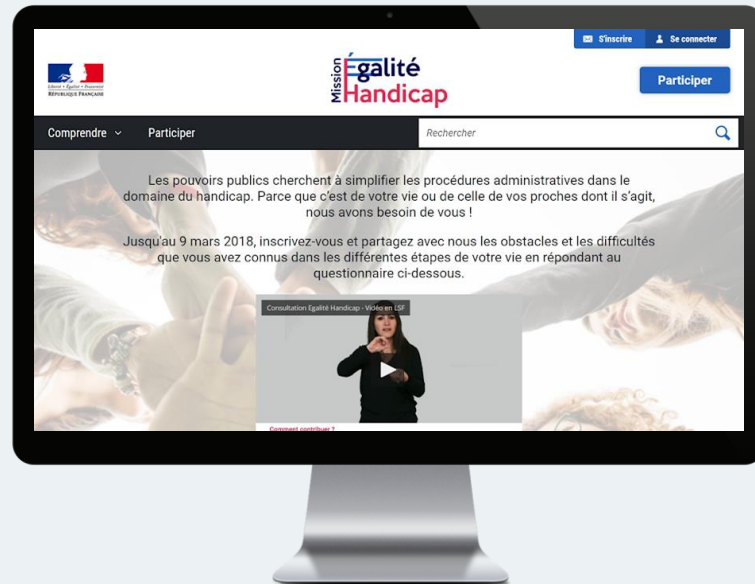


Direction interministérielle de la transformation publique (DITP)

Mission “Programme de simplification administrative”

La DITP a confié à ecedi la création d'un site de consultation publique.

L'objectif est de recueillir les témoignages des personnes en situation de handicap et de leur entourage sur les obstacles et les difficultés qu'ils peuvent rencontrer dans leur parcours de vie et qui ont pu créer des ruptures de droits à leur détriment.

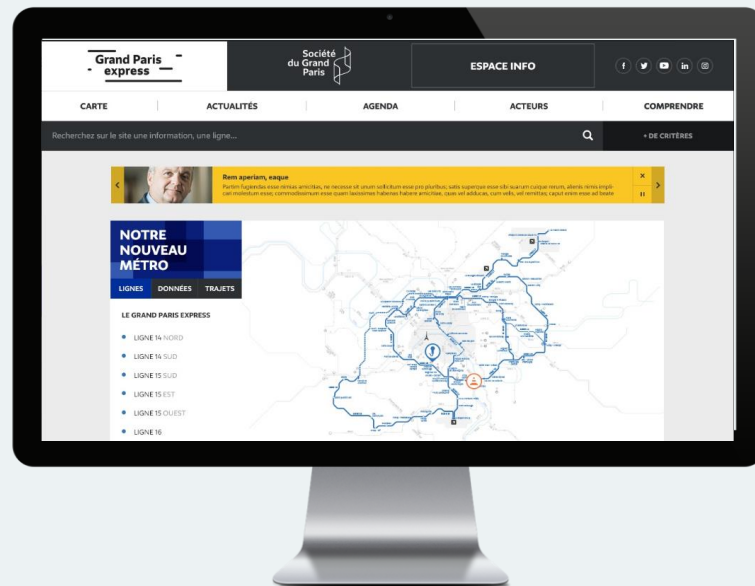


Société du Grand Paris

societedugrandparis.fr

La Société du Grand Paris a confié à Ecedi la refonte de son site avec différents objectifs : la communication en interne, la communication sur les phases de concertation et d'enquête publique ; enfin la communication sur la phase de communication des travaux.

Conception et animation de réunion publique | Supports print et événementiels (rapports, dépliants, affiches, flyers, etc.) | Développement sites internet et extranet | Statistiques et travail de visibilité et d'acquisition (SEO, SEM, Netlinking, Community management) | Développement plateforme web pour la relation aux publics (CRM) | Hébergement | Formation aux outils et aux applicatifs | Développement module cartographique et simulateur d'itinéraires | Déploiement Digital Asset Management, et intégration Drupal



Région Auvergne Rhône-Alpes

jecreedansmaregion.fr

Création d'un portail informatif et participatif, à destination des créateurs d'entreprise et des professionnels du secteur pour répondre aux besoins de la Région Rhône-Alpes.

Conseil et accompagnement à la maîtrise d'ouvrage | Rédaction des spécifications fonctionnelles et techniques | Création graphique | Développement et intégration html | Assistance à maîtrise d'œuvre, recette | Hébergement | Formation administrateur



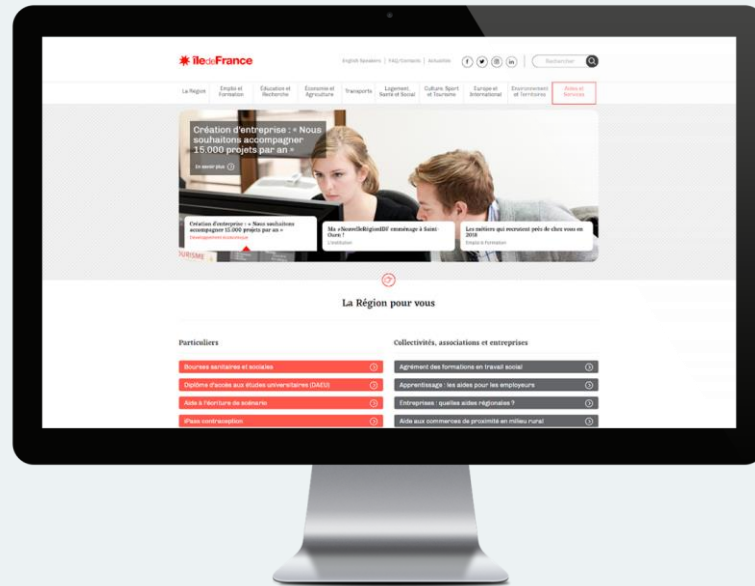
Région Ile-de-France

iledefrance.fr

Ecedi a accompagné la Région Île-de-France dans l'analyse UX/UI de ses différentes interfaces web : tests utilisateurs, prototypages, recommandations graphiques et fonctionnelles, design d'interface.

Le développement et la mise à jour de ces outils exigent une réflexion constante sur l'évolution des usages des Franciliens et des solutions disponibles pour construire de nouveaux services.

Formalisation d'expression de besoin | Conseil et assistance en design | Stratégie digitale | Stratégie de contenus | Animation d'atelier de travail | Recherches en usages et comportement utilisateurs | Design d'interface (UI) | Prototypage et tests-utilisateurs | Audit et accompagnement SEO



Saint-Quentin-en-Yvelines

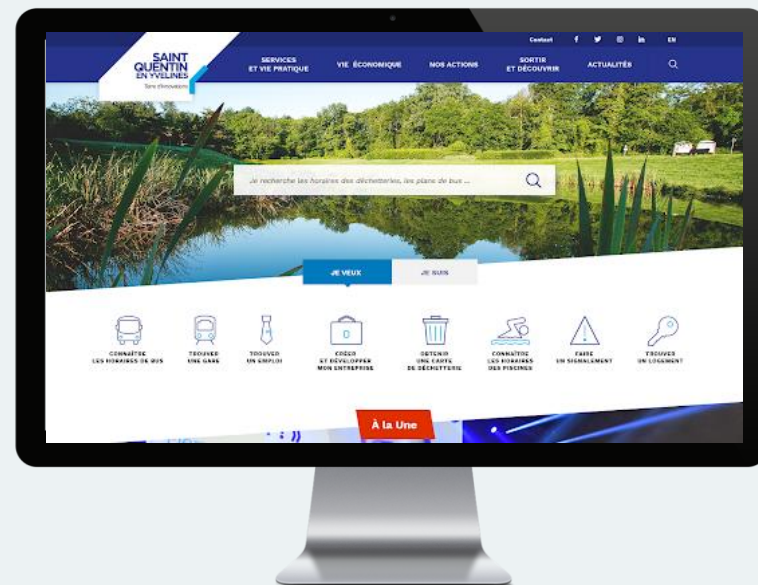
saint-quentin-en-yvelines.fr

L'agglomération de SQY a confié à ecedi la refonte de son écosystème digital avec pour objectif la création d'un portail global multi-cibles.

Des parcours utilisateurs spécifiques ont été travaillés.

Une attention particulière a été apportée à la recherche sur le site.

Animation d'atelier de conception | Conseil et création design |
Développements site internet et interfaçages avec plusieurs outils tiers |
Formations administrateurs et contributeurs au back-office du site |



Groupe SCOR

[scor.com](https://www.scor.com)

ecedi est l'artisan de la refonte du site internet du groupe SCOR avec pour mandataire l'agence de communication Terre de Sienna.

Accompagnement conseil | UX / UI - refonte graphique | Développement et intégration HTML | Assistance à maîtrise d'œuvre, recette | Support hébergement | Formation administrateur | Duplication du socle du site corporate pour les sites pays | Maintenance des sites



APF France handicap

apf.asso.fr

Nouveau site réalisé en étroite collaboration avec les équipes de l'association (adhérents, bénévoles, donateurs) pour une expérience utilisateur enrichie. L'effort en matière d'ergonomie a été accompagné par une revalorisation de l'image de l'APF au travers d'un design moderne.

Spécifications fonctionnelles | UX : Ateliers & définition de navigations par profils | UI : création de l'identité graphique digitale | B.O : création d'un gabarit « Custom » aménageable sur mesure par le rédacteur | Développements & Tests | Accompagnement et formation | Maintenance et hébergement

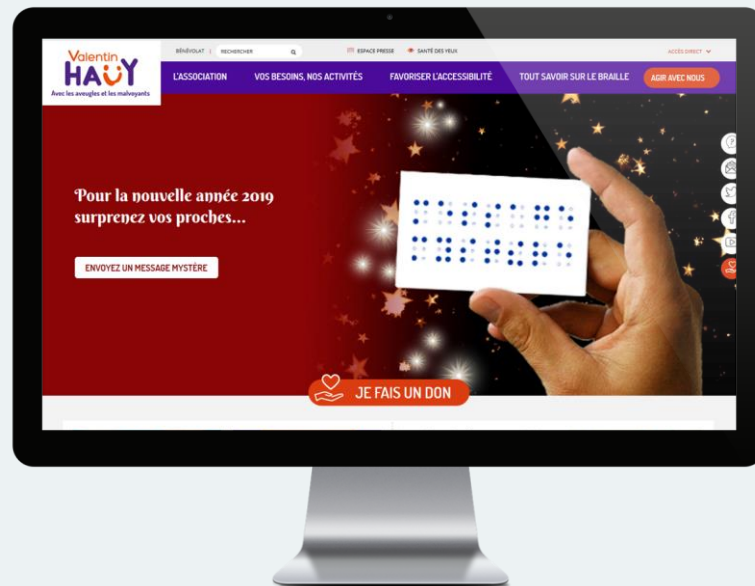


Association Valentin Haüy

avh.asso.fr

Le site institutionnel de cette association d'aide aux personnes déficientes visuelles se présente comme la référence en matière d'accessibilité et est le portail vers les sites des différents services (boutique, médiathèque, certam, imprimerie, ...)

Accompagnement à la définition du besoin | Refonte de l'arborescence et de la charte graphique web | Développement dans le respect des normes d'accessibilité | Formation à la gestion des outils | Maintenance applicative



Handicap International

handicap-international.fr

Handicap International a fait appel à l'agence Ecedi pour la refonte de son site, de son formulaire de don et plus globalement de sa stratégie de fundraising. Dans ce cadre, Ecedi en partenariat avec l'agence Clever Age, a accompagné l'association pour lui permettre de redéfinir globalement le parcours utilisateur et sa stratégie de collecte en ligne.

Inventaire des contenus et définition de l'architecture de l'information : arborescence et cinématique de navigation | Elaboration des wireframes des pages types et déclinaison dans leur version responsive | Production de la charte numérique de l'association | Accompagnement transverse sur la stratégie de collecte avec mise en place d'un AB testing sur le formulaire de don (prestation toujours en cours) et analyse statistiques des chiffres de collecte | Intégration HTML des maquettes graphique sur le CMS Drupal | Intégration HTML des maquettes graphique sur le CMS Drupal



Fondation Abbé Pierre

Campagne d'hiver - collecte de fin d'année

<https://contrelindifference.fondationabbepierre.org/>

Google AdWords | Tracking et SEO | Accompagnement conseil | UX
/ UI - refonte graphique | Développement et intégration HTML |
Assistance à maîtrise d'œuvre, recette | Support hébergement |

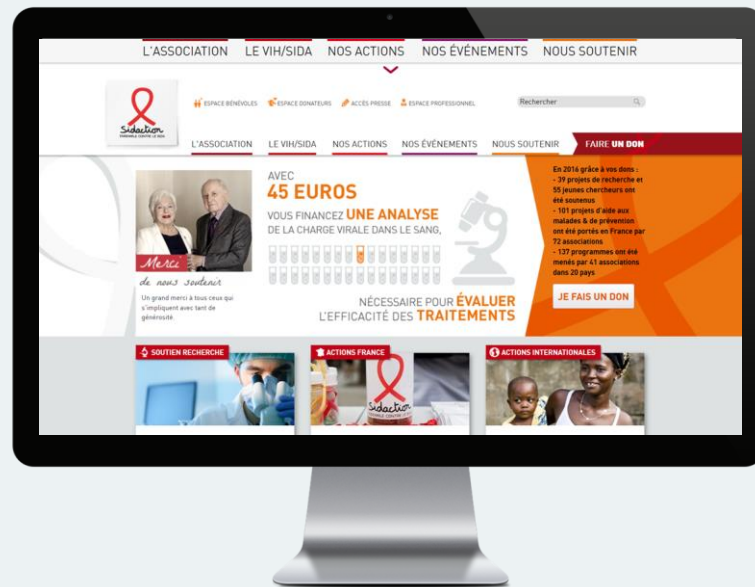


Sidaction

sidaction.org

Accompagnement de Sidaction dans l'ensemble de sa stratégie de communication digitale et de collecte.

Stratégie de visibilité et de collecte sur les différents canaux digitaux : réseaux sociaux, référencement naturel et payant, mailings, netlinking | Développement sites internet, landing pages et plateformes dédiés | Développement formulaire de don | Développement de la boutique en ligne | Formation aux outils et aux applicatifs | Mise en œuvre des campagnes de collecte opérationnel | Maintenance applicative



ecedi

Lucas Huys

+33 6 71 16 42 97

luys@ecedi.fr

91 avenue de la République 75011 Paris

Retrouvez nos vidéos et webinars
sur la chaîne Youtube Ecedi

