oonops.

W3C
PROPOSAL TO REDESIGN WEBSITE

Date : December 13th 2019

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Objet du document : W3C redesign proposal

Liste de Diffusion : W3C, Coralie MERCIER

Dans ce document :

1. Pitch understanding

1.1 Our understanding of the overhaul stakes

10 years after having revamped its website, now judging it obsolete to support the expectations of the organization and meet the challenges of the future, the 25 year-old W3C wants to redesign and rearchitecture its website in order to :

→ Clarify its role for its worldwide audiences and not only its members
→ Fully restructure its value proposal around key content topics and missions
→ Enhance the user experience with fluid journeys and a clear meta-navigation
→ Strengthen the site technical fundations with the implementation of a new architecture
→ Facilitate the membership through a new digital service stand
→ Promote the crowdfunding participation
→ And raise its awareness around the world thanks to a thorough brand activation and new digital identity consistency

To achieve these goals, W3C is looking for a true partner able to help him developing its new website in each steps of the designing and building roadmap.

1. Choosing a **new architecture** & working on a **content strategy**
2. Designing the new website, based on a **responsive webdesign**, with a **consistent brand identity** & an **easy navigation** into the W3C ecosystem
3. Setting up the **solution ready to be used** by W3C : in the respect of the fixed objectives, in particular the deadlines, quality, safety and costs
4. Delivering the **guidelines** to W3C teams for a complete autonomy and efficient spreading: installation, style guide, SEO and content

Important: the partnership established during the design and the set-up will continue in a long-term relationship: to advise on communication campaigns and on digital strategy, to help with new inputs, as well as technical support or new projects.

2. Our proposal

2.1 About Oonops

Oonops is a **digital agency, independent and cooperative, born 17 years ago**. It is led by 5 employee associates with complementary skills and know-how (all doers and thinkers) also relying on a **network of experienced partners** to accompany its clients.

The Oonops promise is to help companies and institutions to fully benefit from brand and business opportunities linked to digital development according to a humanist drive for innovation.

Oonops advocates a global approach of the digital transformation with an upstream business-oriented strategic consulting for the designing and building of digital ecosystems. The Agency also provides content strategies and communication plans.

Proximity, intelligence sharing, responsiveness and efficiency are the main features of Oonops' client posture.

2.2 Our assets to carry out the project

→ Comprehensive team

→ Experienced technical team on headless architecture

→ Content expertise SEO-oriented

→ Complex projects experience (in services, data and mixed decision-making modes) –> iterative approach rewarded with numerous winning projects : VEOLIA (international) – PIARC (migration) – CESI (UX)

→ Brand changes / Brand deployments / Brand management projects experience : new ID to reveal and implement, guidelines to share (Veolia - IDF Mobilités)

→ Project with international dimension: front & backend design / contribution

→ Different organizational types projects management (international, charity, public and private) with different decision-making modes

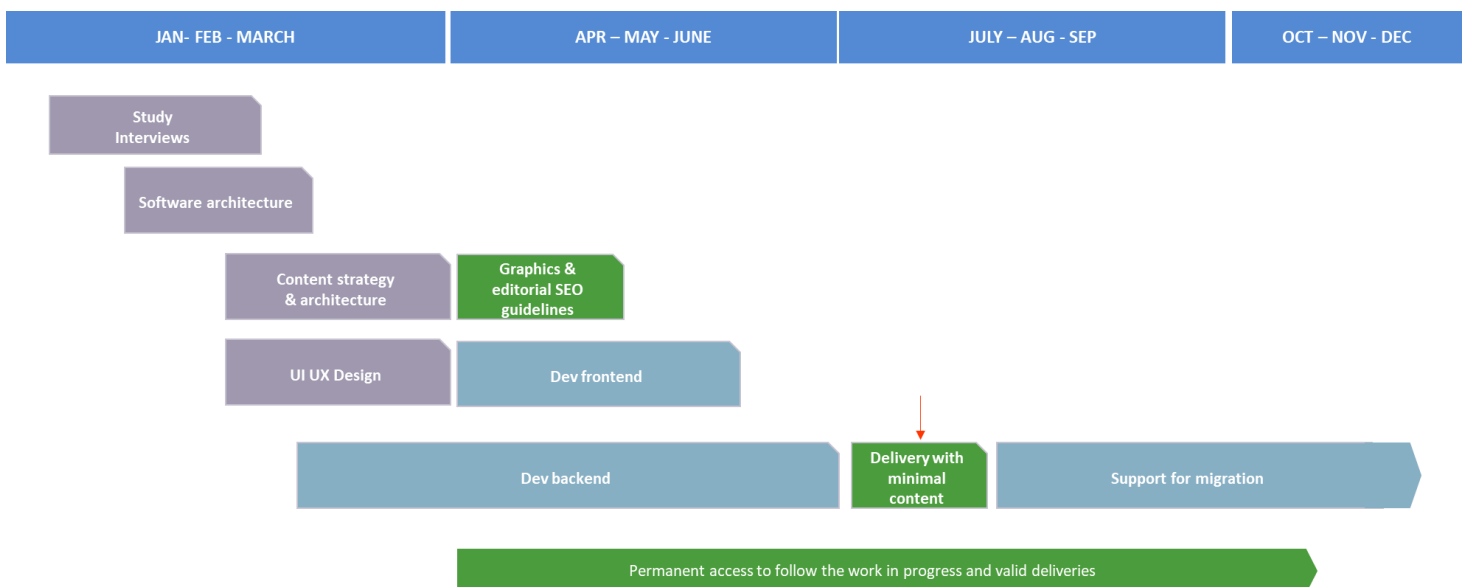→ Donations projects knowledge and know-how (CARE France – SNC)

2.3   Our team to make your project a success

Our team to carry out the project is composed as follows: 1 main contact and 6 mission managers. They each have more than 15 years of experience and are recognized experts in their domain. They can at any time mobilize all the resources and expertise of the agency.

→ **Commercial & production steering**: Isabelle JOUSSELIN - **Privileged interlocutor**
→ **Brand content - consulting** : Philippe CHARTON and Sandrine GOBERT
→ **Visual design & UX**: Magali QUINARD – Muriel MARCADE & team
→ **Design**: specification & supervision for tests and quality : Francois MELLAN – Véronique LAPIERRE
→ **Backend developpement& architecture**: Nicolas DEHORTER & team: devops / tests
→ **DevFront**: Christophe ANDRIEU & team
→ **Accessibility audit** & quality : Carsten MEYER & specific helps

The privileged interlocutor is the unique interlocutor of the W3C for contractual issues and tracking requests. It ensures that all resources, expertises and means are implemented to ensure the good execution of the missions, projects and works entrusted by W3C to Oonops. She participates in steering meetings. She supports the W3C on all the needs, from the study to completion. She ensures the respect of the fixed objectives, in particular the deadlines, quality, safety, costs.

2.4   Planning overview

JAN- FEB - MARCH	APR – MAY - JUNE	JULY – AUG - SEP	OCT – NOV - DEC

Study Interviews

Software architecture

Content strategy & architecture

Graphics & editorial SEO guidelines

UI UX Design

Dev frontend

Dev backend

Delivery with minimal content

Support for migration

Permanent access to follow the work in progress and valid deliveries

2.5 Phase "Towards a new architecture"

We must keep the following goals while imagining the software architecture that will let W3C edit and deliver content on the Web:

→ Reasonably simple edition,
→ Future-proof documents and reusability,
→ Extendable CMS,
→ Clear path to migrate contents,
→ Integrate existing W3C services,
→ Performance and CDNs,
→ Keep unforeseen evolutions as possibility.

The key points outlined by W3C lead us to put foward the following architecture:

→ An API based headless CMS to edit, publish and organize documents, and designate items (routes and sections/blocks) to handle custom behaviors (forms, search engine, calendars, etc.).
→ A front-end server backed By Symfony that will consume the published content, generate fully rendered HTML pages and embed the custom behaviors.
→ A centralized data server that will gather the forms submitted, logs, etc. It could act as a proxy for a CRM
→ Additional CMS could be added to provide dedicated edition capabilities for specific purposes (drafts and standards for example) and reincorporated under dedicated routes on the front-end server.

Let's review the key benefits:

Reasonably simple edition and future-proof documents

A headless CMS is a tool designed to edit content and store it in a structured, reusable way (JSON). An API based head CMS lets us request and consume the content at will, outside the editing framework.

Extendable CMS

Assuming we choose the right one, a headless CMS can be customized by adding available contents. How these new behaviors are handled is the responsibility of the front-end server (Symfony development not tied to the CMS).

Clear path to migrate contents and integrate existing W3C services

For each type of document designated by W3C, migrating becomes a task of writing a converter to JSON and the adding the result to the CMS, with the right routes and taxonomy. For functionalities, it is either rewriting it in Symfony or reusing what has been written by the Systems Team.

Performance and CDNs

Having a front-end server independent of the content editing lets us concentrate on delivering the pages without having to worry about the framework. Basically, the HTML templates are what you get at the end.

Moreover, the front-end server can be replicated on a CDN service to give consistent speeds around the world.

As an added benefit, having the content in a structured format readily accessible could simplify a future deployment of a search engine. The documents could directly be indexed from the API (if they are public, proxied if not), without having to be extracted/parsed/prepared.

To choose the new CMS, the following points will have to be considered:

→ API based
→ Migration
→ Multilingual docs
→ Extensible content types
→ Custom authentication / authorizations

This phase is organized in few steps :

→ Workshop 1 : goals, benefits, risks
→ Analysis
→ CMS and architecture proposal
→ Workshop 2 : demo - q&a
→ Final proposal detailed
→ Validation
→ Manual to prepare environment (Cloud) / installation / servers

Then the design will have to cover:

→ Detailed specifications : functionnalities & editorial content layout
    o Types of content (for edition)
    o forms
    o translation (languages)
→ Meta : non automatic / automatic
→ Access rights
→ Previsualization (simplified / templates)
→ Data treatment - interfaces

During the Solution set up we will give to W3C team a permanent access to our environment in order to follow the work in progress and test the deliveries. Validation meetings will be held throughout the phase.

1. Front

    o Development of templates. HTML5. WCAG 2.1. (See further in this document)

2. Back

    o Development and setup: content editing - templates integration – API Content consumption– data treatment

3. Delivery

    o Instructions for installation / servers
    o Instructions for migration
    o Installation by W3C on pre-production environment (for tests)
    o Installation by W3C on pre-production environment (for tests)

4. Support during installation

5. During the migration: our team will be available "on demand".
   See annexe : "maintenance on demand"

2.6 Phase "elaborate the content strategy"

In order to answer to W3C awareness and performance goals, the implementation of a global and operational content strategy will constitute a major force to capture the key audiences attention and engagement.

Among the main objectives linked to the editorial work, 3 essential achievements are to fulfill :

→ Position the W3C website according to prior corporate and business goals
→ Embody the global brand universe of the W3C
→ Engage in a powerful relationship with key audiences

The current website does not allow to easily reach W3C assets.

On the one hand, we highlight in particular that :

→ The W3C website value proposal suffers from a lack of content strategy which leads to an overall exploded architecture
→ Contents are not parts of a global and consistent digital brand ecosystem
→ Brand identity codes and web browsing principles are not unified
→ The W3C digital presence is significant but not focused on user needs

On the other hand, the W3C website must be designed to address different priority audiences :

→ Web developers & designers
→ C-levels decision makers
→ W3C members
→ W3C groups
→ Business development

In order to answer to specific objectives :

→ Increase relevance and visibility, generate more interest in W3C work
→ Increase participation and feedback (ext and internal)
→ Drive membership

Different working fields have been identified by your team regarding the content strategy approach :

→ To meet the expectations of all targets
→ To clarify the W3C project presentation
→ To simplify the sitemap
→ To simplify the digital ecosystem journeys
→ To create public adhesion to the W3C project

To meet these goals, Oonops suggests a collaborative methodology under the governance of a dedicated content steering committee:

1. Review the strategic objectives and prioritize them
2. Identify the digital brand platform drivers
3. Undertake a macro study of the W3C website corpus
4. Conduct a key audiences mapping
5. Proceed to an editorial zoom (formats, time releases, call to actions)
6. Set a content stock: layout / templates
7. Define editorial guidelines and animation processes: SEO focus, editorial programming
8. Monitor performance dashboards (including quality, consumption and actions indicators)

During the content strategy phase, co-construction will be favoured and all content roles will be specified from the project management to the production, planning, writing, webmastering and promoting tasks.

Focus on specific steps and deliverables adjusted for the short 6 month period :

1. *Meet and interview the W3C team*
2. To complete the initial study : do interviews with the 5 key targeted audiences (5x5 Itws)
3. *Draw up a summary of expectations and opportunities*
4. Write the first recommendations : brand platform, positioning, primary levels site map, SEO
5. Create the targeted sitemap
6. Work on the current sitemap to set entries and link-ups (current system => target system)
7. Create each editorial template => for headless
8. Build editorial & SEO guidelines

Note : 4 workshops will be animated during the first quarter.

> **Benefits sought: more impact and influence through better content consistency and performance**

2.7 Phase « new digital branding & style guide »

Oonops believes in 7 redesign fundamental principles:

→ A consistent and attractivebrand experience
→ An easy and comfortable navigation, for everyone, on any devices
→ A design & meta navigation to embrace to complete ecosystem
→ User Interface designed for a each audience
→ Cross-cultural ID codes for worldwide publics

The new interfaces will be designed according to the following points:
→ The headless solution option
→ Compliancy with AA or AAA level
→ SEO recommendation
→ Editorial needs (specification)

The deliverables step by step :
1. Style proposition
2. Graphics templates & layout => desktop and mobile – lot 1 (home page / standard)
3. Graphics templates & layout => desktop and mobile – lot 2 (home page / standard)
4. Graphics templates & layout => desktop and mobile – lot 3 (home page / standard)
5. HTML development => RWD – lot 1 (structure)
6. HTML development => RWD – lot 2 (templates 8 – see annexe : estimation)
7. HTML development => RWD – lot 3 (templates 8 - see annexe : estimation)

We will delivray also:
8. Digital identity guidelines: 10 pages documents
9. Style guide : HTML
10. Layout manual recommendation (linked to editorial and SEO recommendation)

Note : 5 workshops will be animated during the two firsts quarters.

2.8 Accessibility & quality, throughout the project

We propose to provide a quality validation and accessibility validation to each step and phase of the project, including post-migration. For that, we will rely on the quality manager and on our accessibility manager.

For the accessibility, the key points of intervention are :

1. New visual and style design

    o   validation / ajustment

2. Graphic templates RWD

    o   validation / ajustment

3. Integration HTML / models RWD

    o   tests devices
    o   validation / Tests WAI / ajustment

4. Back

5. New content edition

    o   validation / ajustment on system

6. Installation by W3C

    o   tests before migration

7. Migration contents by W3C

    o   tests
    o   Mise en page / ajustement édito
    o   Validation
    o   Ajustment on system (if needed)

2.9 After the set up

Our team attaches great importance to the follow-up of the projects implemented and the relationship with its customers.

Here is also a list of the topics that could be dealt with later:

Offer deliverables: Strategy & digital transformation

- → Study and consulting mission: digital strategy
- → Study and consulting mission: customer relationships
- → Team training
- → Leaders coaching
- → Communication plan
- → Change management

Offer deliverables: Brand & Content

- → Branding mission
- → Content & editorial strategy
- → SEO - strategy and optimization
- → Editorial animation
- → Writing design
- → Multimedia content (video, app)
- → Audiovisual production
- → Visual identity
- → Digital graphic charter and style guide
- → Webmastering

Offer deliverables: Innovation & developments

- → Requirements Expression Document - AMOA
- → General specifications - AMOA
- → Detailed functional and technical specifications
- → Creation of interfaces (UI)
- → Custom web application, API
- → Database
- → Custom site
- → Accessible sites
- → Multi-site solution
- → Search engine
- → Data visualization - Cartography
- → User tests
- → Performance audit

3. Bid

W3C REDESIGN	SKILLS	DAY	PRICE	TOTAL €HT	TOTAL €TTC
New architecture				**6680**	**8016**
	Production steering	2	850	1700	
	Content strategy		1200	0	
	UI/UX		900	0	
	Design specification		840	0	
	DevFront		790	0	
	Backend dev/devops	5	850	4250	
	Accessibility audit		750	0	
	Quality	1	730	730	
Content design				**52490**	**62988**
	Production steering	3	850	2550	
	Content strategy	30	1200	36000	
	UI/UX	3	900	2700	
	Design specification	8	840	6720	
	DevFront	2	790	1580	
	Backend dev/devops		850	0	
	Accessibility audit	1	750	750	
	Quality	3	730	2190	
Graphic design & templates				**42160**	**50592**
	Production steering	3	850	2550	
	Content strategy	2	1200	2400	
	UI/UX	15	900	13500	
	Design specification	5	840	4200	
	DevFront	20	790	15800	
	Backend dev/devops		850	0	
	Accessibility audit	3	750	2250	
	Quality	2	730	1460	
Setup solution				**30810**	**36972**
	Production steering	2	850	1700	
	Content strategy		1200	0	
	UI/UX		900	0	
	Design specification	10	840	8400	
	DevFront		790	0	
	Backend dev/devops	20	850	17000	
	Accessibility audit	3	750	2250	
	Quality	2	730	1460	
Guidelines		FORFAIT		**8400**	**10080**
	Editorial and SEO recommandation	1	2400	2400	
	Digital graphic guidelines	1	2400	2400	

	Style guide	1	3000	3000	
	Installation / migration	1	3000	3000	

TOTAL		140 540 €HT	**168 648 €TTC**

MAINTENANCE ON DEMAND	SKILLS	hours	price	TOTAL €HT	TOTAL €TTC
Support throughout migration					
	all skills - on demand	50	100	5000	**6000**

Avec 24 Campus de formation, le CESI est l'un des leaders de la formation en France. Le CESI propose des formations par les voies de la formation initiale, de la formation continue, ou de la formation en alternance, pour des qualifications allant du diplôme de technicien supérieur jusqu'au diplôme d'ingénieur.

DEPUIS 2017

www.cesi.fr

4. More about Oonops

4.1 Focus on 4 references

Please do not hesitate to ask the contact of the vendor for each projet.

CESI https://www.cesi.fr/

→ Strategic recommendations validated by the Management Committee, resulting from interviews and workshops involving CESI teams.

→ A user-centric design with a "UX approach": prototyping key milestones, waves of user tests, restitution of test sessions and improvement of the prototype.

→ A delivery of the key elements for the developments: mockup, functional specifications and delivery of HTML templates.

→ Deployment assistance: advice, technical audits, recipes for developments, support for editorial framing, change management.

→ Multi-disciplinary team work

Ile-de-France Mobilités

→ Consulting strategy & content strategy: how to become the "brand" everyday life for Parisian travelers ; How Île-de-France Mobilités could optimize its digital presence and provide information that makes daily life easier for travelers?

Ile-de-France Mobilités & PAM   https://www.pam78-92.iledefrance-mobilites.fr/

→ Multi-sites solution
→ Decentralized and multidisciplinary team work
→ Accessibility AA
→ CMS retained: Drupal 8.

Mezzo https://www.mezzo.tv/

→ Front office and back office separated.

→ Big data project

→ Front office and back office separated.

→ Durability of the solution.

→ Change of front office with several times in RWD.

→ Data migration experiences.

Regardez la musique
mezzo

Depuis 20 ans, Mezzo s'est installée comme la chaîne de référence pour l'opéra, la musique classique, le jazz et la danse à la télévision. Mezzo compte 45 millions d'abonnés dans 60 pays.

DEPUIS 2017

mezzo.tv

PIARC https://www.piarc.org/

→ Front office and back office separated.

→ Headless custom

→ Big data project

→ Durability of the solution.

→ Change of front office with several times in RWD.

→ Data migration experiences.

SNC : https://snc.asso.fr/

→ Based on headless architecture (headless CMS custom)

→ Connected to a donation solution

CARE FRANCE : https://www.carefrance.org/

→ Based on headless architecture (headless CMS custom)

→ Connected to a donation solution (external)

AXA

In 2003 AXA choosed Oonops to build its corporate website axa.com: our proposal an accessible website, design according to W3C standards, based on a secure solution, with CMS easy to manipulate for many contributors.

→ Durability of a headless custom solution to manage www.axa.com from 2004 to 2015

→ Based on WCAG

→ Security

→ Change of frontend with several times.

VEOLIA WATER TECHNOLOGIES

→ Multi-websites solution based on headless architecture (headless CMS custom)

→ Change of styles and frontend with several times – last one was for RWD

→ Data migration expériences

→ Style guides spreading & pratice to use CMS all over the world

→ Contact on demand.
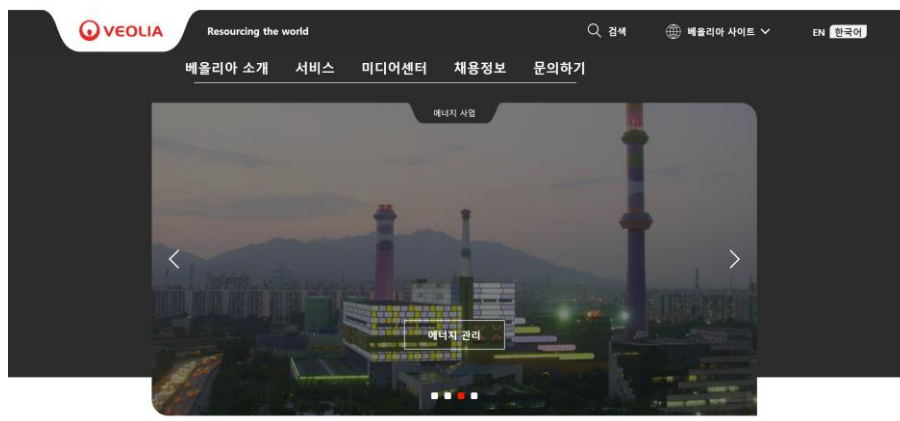
4.2 Oonops Key figures - sales

2018	1 074778 €HT
2017	1 050 212 €HT
2016	1 204 716 €HT
2015	904 166 €HT
2014	1 081 721 €HT
2013	1 242 673 €HT
2012	1 226 736 €HT
2011	1 430 366 €HT
2010	1 486 639 €HT

5. Annexes

5.1 Current content layout overview

Current pages	Content layout types	Comment
Standards	menu	**page menu** with right column
Web Design and Applications	table of contents + news + events	**page table of contents** : links to inf levels / no right column / ancres news list (flux) events list talk list
HTML & CSS	standard	with right column
JavaScript Web APIs	standard	
Graphics	standard V1	
Audio and Video	standard	with press list
Accessibility	standard	with press list / image
Internationalization	standard	
Mobile Web	standard	
Privacy	standard	
Math on the Web	standard	
Web of Devices	table of contents + news	
Voice Browsing	standard	
Device Independence and Content Adaptation	standard	
Multimodal Access	standard	
Web and TV	standard	
Browsers and Authoring Tools	table of contents + news	
Browsers and Media Players	standard	
Authoring Tools and Social Media	standard	
All Standards and Drafts	filters / search / list	new / WP tags :
About W3C Standards	standard	
Standards FAQ	standard	
W3C Bibliography Generator	form	??
Participate	menu	
Calendar of Events	list news / view planning	links wiki (out of scope for phase 1)
Talks by W3C Speakers	calendar	
W3C Workshops	calendar	
Workshops archive	list events	
Membership Meetings	events lists	
Technical Plenary (TPAC) Meetings	list events	plus right column
Conferences Endorsed by W3C	standard	
Endorsed Conferences Archive	list events	external links
Mail, News, Blogs, Podcasts, and Tutorials	table of contents	
News	list news	the news => blog
Weekly Newsletter	menu	

W3C Blogs	blog	
Mailing Lists	standard	
FAQ	standard	
On Subject Tagging	standard	
Archive Editing Policy	standard	
Managing Mailing List Subscriptions	standard	tableau
Guidelines for Attachments	standard	
Email Forgery Prevention Using SPF	standard	
Podcasts and Video	list elements	ante-chronologic
Tutorials and Courses	menu	
Team Submissions	list elements	table (date title people)
Specification Reviews and Public Feedback	standard	
Code and Implementation	standard	
Implementation and Open Source Code Contributions	list elements	list + list articles (blog)
Promote Web Standards	table of contents + news	
Logos and Icons	standard	
Translations	standard V1	
Groups	menu	phase 2
W3C Community and Business Groups	Blog	
Instructions for Members	standard	
W3C Invited Experts	standard	
External Contributions	standard	
Invited Expert and Collaborator Agreement	standard	
Liaisons	list alphabethic	table
Participation in W3C by EU-funded Projects	standard	
Participation FAQ	standard	
Membership	menu	
Membership Benefits	standard	
Join W3C	standard	
Membership Fees	Form request / result	
History	standard	
Membership Fees (July 2013)	standard	attention 2018
Membership Fees (February 2012)	standard	
Membership FAQ	standard	
Current Members	list alphabthetic	
Member Statistics	404 no longer maintain	
Member Submissions	table events	
Member Testimonials	list alphabthetic	
About W3C	menu	
W3C Mission	standard	
Facts About W3C	standard	
Policies and Legal Information	standard	
Licenses for W3C Test Suites	standard	
Policies for Contribution of Test Cases to W3C	standard	
Intellectual Rights FAQ	standard	

W3C Privacy Statements	standard	
W3C Document License	standard	
W3C Trademarks and Generic Terms	standard	
W3C® Trademark and Service Mark License	standard	
W3C Software Notice and License	standard	
W3C Invited Expert and Collaborators Agreement	standard	
W3C URI Persistence Policy	standard	
Mirroring the W3C Site	standard	
Translations of the Copyright Notice	standard	
Press and Analysts	standard	
W3C in the Press	list elements	
W3C Press Releases	menu	
Sponsorships and Donations	standard	
Organization Sponsor	standard	typo changment georgia
Supporters Program	standard	
Supporters Program Policies	standard	
Supporters Program FAQ	standard	
Event Sponsor	standard	typo changment georgia
Web for All Sponsor	standard	typo changment georgia
Developer Sponsor	standard	typo changment georgia
Jobs and Fellowships	standard	
Fellows Program	standard	
Contact	standard + contact / country	
ERCIM	standard	
Keio	standard	japanese
MIT	standard	
W3C Staff	list alphabetic	/ trombino
Help and FAQ	standard	
FAQ about W3C Web Site	standard	
W3C Site Map	site map	
W3C User Account Management	standard	
Public Account Request Form	form	
Member Account Request Form	form	
Change Password	form	
Recover Login or Password	form	
Member Home		

5.2 Team – CVs of the main

Isabelle Jousselin: production & commercial steering (Oonops Associate)

→ Co-Founder of the Oonops agency, I am in charge of its commercial development.
→ More than 20 years of experience in the digital sector and supporting organizations in their communication strategy and digital transformation.

Core competence:

→ Commercial and production steering
→ Consulting & Design

Languages skills :

→ French: native
→ English: read, written, spoken

Sandrine Gobert: strategy & brand content

Skills :

→ Digital strategies: Strategic Consulting for Executive Boards and MarkCom Departments: Cross-Functional Management, Internal Organization Change, Audits, Benchmarks, Recommendations
→ Digital Ecosystems Overhauls: Online Presence Definition, Users Journeys and Engagement Plans Assessment, Content Scenarii Creation, Governance Bodies Coordination, Project Teams Management (internal and external)
→ Performance Monitoring : KPIs selection, user tests implementation, dashboards analysis

Core competence:

→ Brand management and digital transformation

Experiences:

→ Air Liquide and EDF Groups – Global Digital Galaxy Overhaul – Strategic Framework, Conception and Deployment Stages Supervision – Worldwide scopes
→ Boulanger and EDF Group – AMOA creation and activation Media and Social Media Rooms – National scopes
→ Comité Champagne – Digital Presence Definition and Launch – Worldwide scope
→ SEPHORA – Marcom supports production and in-house web studio organisation – EME scope

Languages skills :

→ French: native
→ English: read, written, spoken

Philippe Charton: strategy & brand content (Oonops Associate)

Skills :

→ Expert in communication and strategy, I accompany companies in the success of their projects: analysis and strategic recommendations, communication plan and acquisition strategy, platform and brand positioning, evolution of organizations and work processes, coaching leaders, training teams.

Experiences:

→ Strategic recommendations: Mezzo (2018-2019), Ile-de-France Mobilités (2017 - 2019) and CESI (2018 - 2019)
→ Communication Plan: ARTERIA - TT geomètres Experts - International Assistance Group etc.
→ Training on crisis communication and social networks on behalf of the Ministry of the Interior for sub-prefects and cabinet directors of prefectures (2016 - 2019)
→ Communication management: Opening of EDF's capital in 2004

Languages skills :

→ English: read, written, spoken

François Mellan: Design specification & project manager (Oonops Associate)

Project mangement:

→ Project leadership & Coaching
→ Project scheduling & Task Management
→ Critical Thinking
→ Risk Management
→ Cost and Quality Control

IT Project Management Support (AMOA)

→ Assistance in the expression of needs
→ Specifications documents
→ Help in choosing technical and fonctionnal solutions
→ Preliminary studies, opportunity and feasibility studies

Core competence:

→ Design specifications - Project management

Experiences:

→ Global Project Management : Veolia environnement Group, Dalkia Group
→ WCAG Compliance : Ile-de-France Mobilités (https://www.pam78-92.iledefrance-mobilites.fr/)
→ CMS : Mezzo (https://www.mezzo.tv/fr), Fage (https://www.fage.org/),

→ Web apps : Piarc's Road Dictionary (https://www.piarc.org/en/activities/Road-Dictionary-Terminology-Road-Transport/Dictionary-Terminology-Translation-Definition-Term-Search), Veolia Fondation's Support requests (https://www.projets.fondation.veolia.com/fr)

→ Donation : SNC (https://snc.asso.fr/)

→ Members data base management web app: IFPPC (https://www.ifppc.fr/connexion PIARC (https://membres.piarc.org/)

Languages skills:

→ French: native

→ English: read, written, spoken

Creative & artistic direction: Magali Quinard

Skills :

→ Creative & artistic direction, visual identity, graphic & Web charters, script, storyboard, UI, web design, motion design, digital edition, accessibility.

Core competence:

→ Concepts, Script, Graphic design any support.

Focus on some experiences:

→ Web charters: Veolia environnement, Ile-de-France Mobilités

→ Web design: Mezzo - 2018 : https://www.mezzo.tv/fr
Pam 78 92 – 2019 : https://www.pam78-92.iledefrance-mobilites.fr/

→ Web app (front / Back): Village by CA - Reunion Island (2019-2020) interface design for the management and dissemination of services offered to resident startups on the Village broadcast system

→ Identity / Mobile App Design: Linguali - application dedicated to simultaneous conference interpreting and silent meeting on smartphone

→ Communication (2011): DAVH SNCF Internal communication web campaign on good practices related to digital accessibility

→ UX / UI (2019): Interfaces of the 20th and 21st century permanent exhibition of the Musée d'Aquitaine

Software / tools :

→ Adobe Suite (Photoshop / Illustrator / After effect / Indesign)

Languages skills:

→ French: native

→ English: read, written, spoken

→ Spanish: read, written, spoken

Tech Lead: Nicolas Dehorter - CTO and co founder at Oonops (Associate)

Skills :

→ backend development, databases, front end apps, GIS and more generally informations systems
→ more about Nicolas: https://stackoverflow.com/users/1071630/nikoshr

Core competence:

→ backend developer and architect

Experiences:

→ NPS: headless CMS written in Perl, used in numerous projects by Oonops
→ HR: web application with a Symfony 4 backend, Vue.js as the front end framework
→ piarc.org: site built with NPS to manage the content, Symfony 4 as the content consumer, huge search engine powering most of the interactions

Tools :

→ Sublime text, Git, shell

Coding languages :

→ PHP, Javascript, SQL, Perl, C#

Languages skills :

→ French: native
→ English: read, written, spoken

Front dev : Christophe Andrieu

Skills :

→ 15 years experience in graphic design on the web : art direction, branding, (responsive) web design, front-end development, accessibility, web quality, performance, SEO.

Core competence:

→ Expertise in HTML, CSS, Javascript languages.

Experiences:

→

Tools & software:

→ Creative Suite Adobe, PHPStorm, Git, NPM, Grunt.

Methodology:

→ Normes W3C, ARIA, WCAG, RGAA, Accessiweb, Opquast

Languages skills :

→ French: native
→ English: read, written, spoken
→ German: notions
→ Spanish: notions

Personal :

→ Member of the Métiers Graphiques Association since 2014 (http://metiers-graphiques.fr)
→ Speaker at Paris-web in 2013 (http://www.paris-web.fr/2013/conferences/la-folle-journee-ou-lesfourberies-dun-projet.php)
→ Member of the Paris-web association in 2010 (http://www.paris-web.fr)

Web Quality expert: Véronique Lapierre

Skills :

→ Since 2007, I have been taking great care of web projects from the design phase to production start.

Core competence:

→ Web Quality expert (OPQUAST), web consultant.

Experiences:

→ Project management, Information architecture, UX Inclusive Design, Digital transformation consulting, Web Quality Expertise, for non-governmental organizations, non-profit association, service companies, etc.

Methodology:

→ W3C, WCAG, A11Y, Opquast, Web performances and best practices.

Coding languages :

→ html, css

Languages skills :

→ French: native
→ English: read, written
→ Spanish: read, written

Personal :

→ Speaker :BlendWebMix 2019 https://youtu.be/ZFZ1feZmOLY ,
  IXDD 2018 https://www.youtube.com/watch?v=jQuWwRcNB_8
→ Member of the Paris-web association 2014 to 2016 (https://www.paris-web.fr)

Accessibility: Carsten Meyer

Skills :

→ Accessibility audit, accessibility coaching, accessibility good practices for coding HTML CSS, JavaScript and ARIA, responsive web design, web quality

Core competence:

→ Web Accessibility.

Experiences:

→ PAM 78 92
  2019 – AA accessibility coaching and auditing: https://www.pam78-92.iledefrance-mobilites.fr/
→ Tour Eiffel B2B
  2018 - 2019 – Accessibility coding and coaching: https://ticketpro.toureiffel.paris
→ Wikiversity
  2016 – CNED – MOOC and accessibility coding:
  https://fr.wikiversity.org/wiki/Mise_en_%C5%93uvre_de_l_accessibilite_numerique
→ Ircantec
  2015 – Ibitux agency – AA accessibility coaching and auditing
→ CIC bank - Real estate and taxation guides
  2014 - 2015 – Ibitux agency – A + AA accessibility coaching and auditing
→ University of Poitiers:
  Temporary teacher in web accessibility since 2014 for the Web Editorial Master 2

Tools :

→ Suite Adobe (Xd, Photoshop, Illustrator)
→ Visual Studio Code, Zeplin, Firefox, Axe.
→ Git, NPM, Gulp.

Coding languages :

→ HTML, CSS, WARIA, JavaScript

Languages skills :

→ French: native
→ English: read, written, spoken
→ German: school

Expert user & Senior Accessibility Expert: Sylvie Duchateau (Access 42)

Skills :

→ Expert user (20 years) - Senior Accessibility Expert (20 years) - Trainer for Digital accessibility (20 years)

Training and certifications

→ 2019 - JAWS Certification
→ 2017 and 2019: NVDA certified expert — certification (https://certification.nvaccess.org/)
→ 2016: Writing in an easy to write and easy to read language — UNAPEI
→ 2014-2015: update on French Reference List AccessiWeb HTML5/ARIA and RGAA 3
→ 2003 — AccessiWeb Evaluation Expert (EAE)
http://www.AccessiWeb.org/index.php/fiche_gta_experts/items/sylvie_duchateau.html

Areas of technical competences and expertise:

→ French participant as an in invited expert in W3C/WAI's « Education and Outreach?» Working Group
→ Expertise on the international WCAG 2 and ATAG 2 standards, as well as the French Reference List RGAA 3
→ Expertise on Screen Readers (NVDA, VoiceOver, JAWS, VoiceOver (iOS), Talkback)
→ Languages: HTML 5

Expertise in the field of Digital Accessibility

→ Resources RGAA:
  o Writer of a Guide for evaluating web components with a screen reader;
  o Proofreading of several guides, in particular, Impacts of accessibility for users
  o Writing articles (user experience, Outreach, explaining how assistive technologies work)
  o Trainings on digital accessibility (all profiles)
→ Workshops on the use of mobile devices (VoiceOver and Android)
→ Monitoring the evolution of digital accessibility and assistive technologies (Screen Readers)
→ 2009-2010: Coordination of the French Authorized Translation of the standard Web Content Accessibility Guidelines 2.0 and its supporting documents
→ User tests

Languages skills :

→ French: native
→ English: read, written, spoken

Digital accessibility expert: Audrey Maniez (Access 42)

Skills :

→ Expertise on WCAG 2.0 and WCAG 2.1, ARIA, ATAG 2.0, RGAA 3, RGAA 4, AccessiWeb 2.2 and Easy to read;

→ Mobile accessibility: iOS / Android;

→ RGAA and WCAG compliance audits;

→ Using NVDA, JAWS and VoiceOver in desktop context;

→ Using VoiceOver and TalkBack in mobile context;

→ Front-end HTML / CSS / JS development;

→ Using Git, GitHub and Gitlab.

Core competence:

→ Senior digital accessibility expert (8 years)

→ Expert and trainer (content editors, developers, front-end developers, junior expert)

Experience in the field of digital accessibility and standardization

Guidelines & standardization

→ Contributor in the W3C Auto-WCAG Community group;

→ Main writer of the RGAA 3 2017 : technical reference, technical coordinator and main editor of the 2017 RGAA 3 update (introduction, companion guide, technical references, release note) and the test methodology associated with the RGAA (an English version of the past release is available);

→ Development and writing of an application of Easy to read guidelines;

→ Development and writing of RGAA CMS: an adaptation of ATAG 2.0;

→ Development and writing of the Simplified Drafting (SLR) repository and design and drafting of the guide on DYS disorders and the guide on mental disabilities.

Resources

→ Writing the guide "Contributing to the Web in an Accessible Way" (an english translation is available);

→ Development of the RGAA 3 test methodology and test instructions;

→ Writing the "RGAA 3 Front-end developper's Guide";

→ Writing the "Accessibility Audit Guide", based on the WCAG-EM (evaluation methodology);

→ RGAA Assistant (tool to help experts lead RGAA unit tests): writing functional specifications and test instructions and functional recipes.

Languages skills :

→ French: native

→ English: read, written, spoken