W3C®

CLEVER AGE

We cover all your needs throughout the digital chain

Why us ?

Summary of our vision of your project

Our involvement in the web community

Our proposition
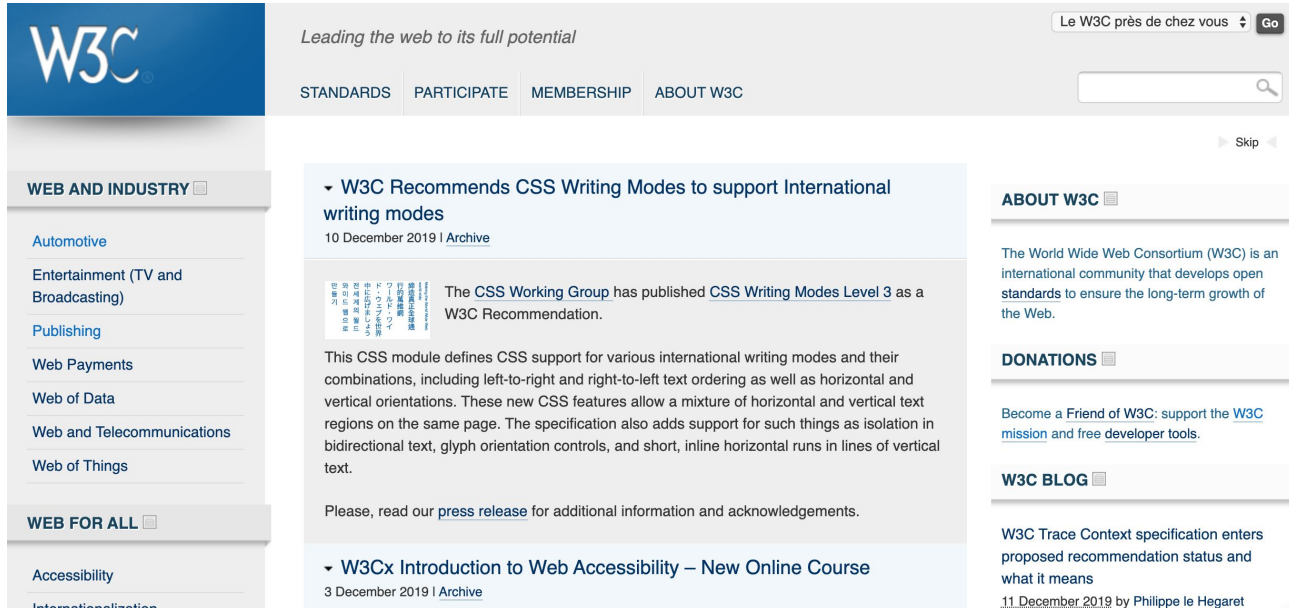
UX/UI approach

Our recommendation and assumptions

Background

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The site is a good tool for active members and potential new members...

...but it is difficult to navigate there...

...with a lot of unsorted content...

… and with an outdated and unresponsive design.

Goals

- Increase the impact of the brand and increase engagement and funding

- Facilitate navigation and content search. Design responsive: mobile first

- A site that complies with the various recommendations and standards : WCAG 2.1, W3C URI Persistence policy, OWASP standard,...

- Simpler and robust editing/maintenance

- Implement the new site by phase with graphic consistency

Our proposal in few words

| Work on Re-structuring information and W3C community needs assessment | Proposal of several design tracks to the W3C and management of returns | Design of the contribution workflow and content validation |

January ———————————————————————— **March**

Include the W3C community in the design phase to define the project foundation

OWASP Open Web Application Security Project   WCAG 2.1 AA Compliant EQUALWEB   W3C®

| **JAM Stack** approach | • WCAG 2.1 **AA+** minimum
• OWASP and web standard | **Responsive Simple Robust** |

April ———————————————————————— **December**

Develop by certified experts and involve in the community to ensure the sustainability of the project

opquast® certified

Why US !

Full Service agency

- UX and Front division
- Ability to support the communication and content strategy
- Multidisciplinary technical expertise on CMS Project
- DevOps and Support divisions

Expertise and involvement in WEB standards

Clever Age has been involved for years in the accessibility, quality and implementation of WEB standards.

CMS Experts

We have worked on many CMS projects related to **digital transformation**, in consulting, implementation and support.

Agnostic and experts

Our complete **independence** from editors guarantees you advises based on the right solutions for **your specific needs**

We build your digital future for flexibility and growth !

Why us?

Our Vision of Your Project

Clever Age

Our involvement in the web community

Our expertise & references

Our proposition

UX/UI approach

Recommendations and assumptions

Our UX approach

UX design is the meeting point
of 3 disciplines

- **Design**
- **Technology**
- **Human factor**

Human factor

UX design

Design

Technology
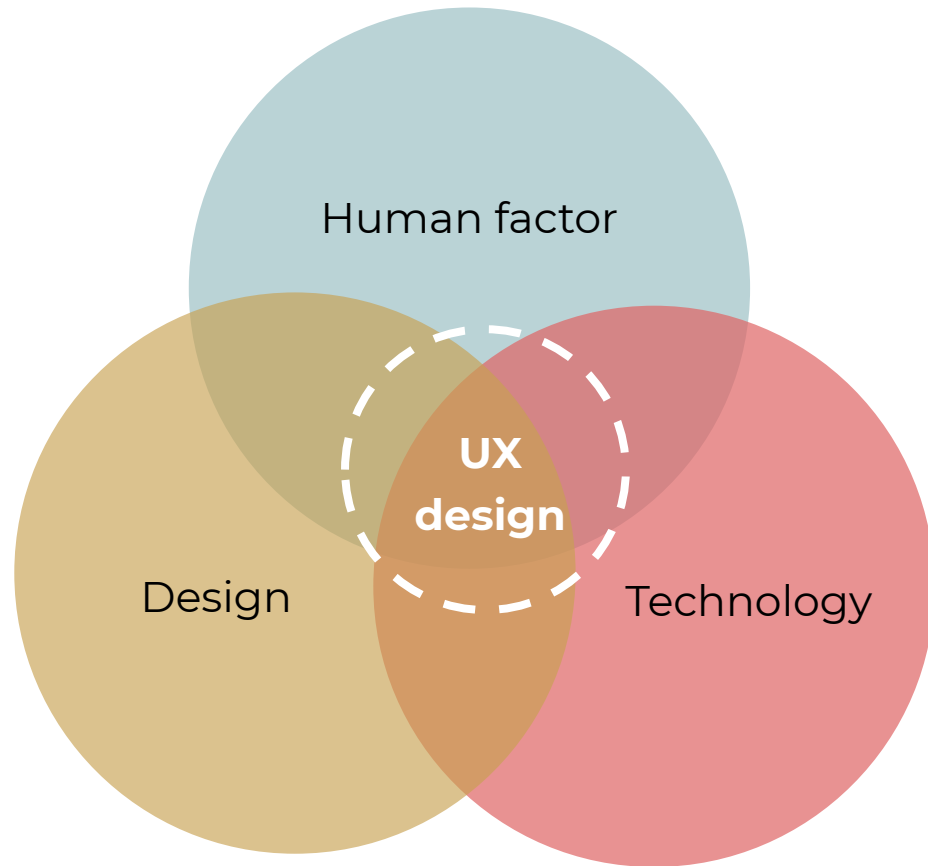
UX approach adapted to your project

Why ?

- Resolve the user tension by offering a solution meeting the users needs.

- User conception is the most strategic phase

  - A large number of conception choices are facilitated and made relevant with this upstream work of user experience conception.

- UX oriented project is a great opportunity for the project :

  - Time spent upstream to save time during the project
  - Reduce errors
  - Increase productivity
  - Reduce users frustrations
  - Improve the user journey

Precisely identify problems to be solved & potential improvements, then deploy the most suitable solution

UX phases

1.	2.	3.	4.	5.	6.
Framing & User Needs study	Information architecture	Prototyping	Graphic design	User testing	Graphic design
User needs knowledge Kick-off meeting Users interview	Functionality list and organisation Card sorting workshop	Interface building	Graphic interface building	Potential breakpoints detection "Shadowing" user tests	Interface conception optimisation
Interview Analysis of responses List of personae needs	Tree structure and user journey	Wireframes	Mock-ups	User journey check	Mock-ups version 2

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Our expertise / reference

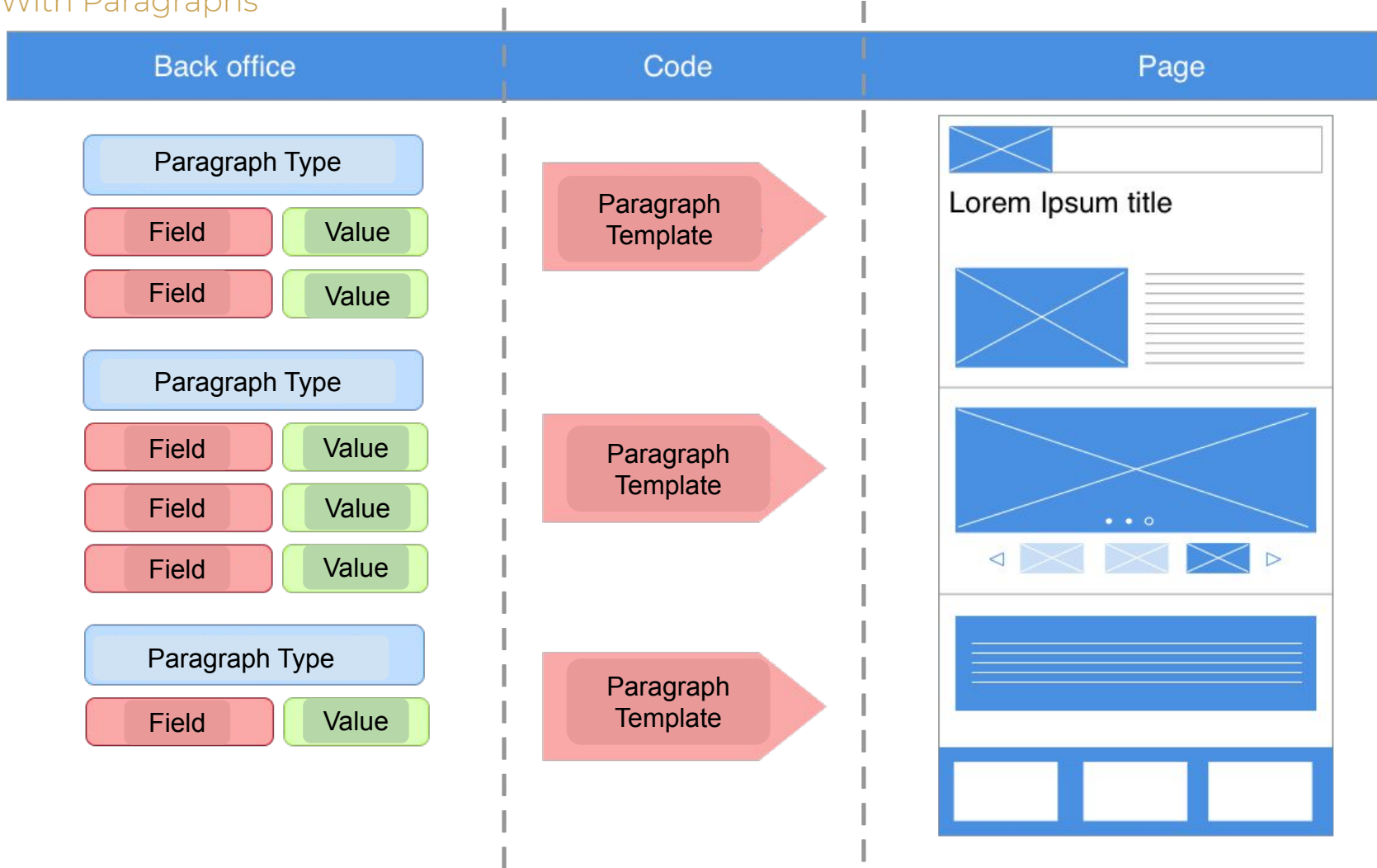## Our proposition

UX/UI approach

Our recommendation and assumptions

Drupal CMS - Core Concepts

- Main modules :

  - The **Views** module allows you to display Drupal content, filter it by context, reformat it, and many options

  - The **Web Services** module allows the creation and native security of web services to access Drupal content

  - The **Layouts** module allows you to define several page architectures for the same theme, allowing for a flexible and varied design.

  - The **Multilingual** module - also known by the community as i18n - allows the complete translation of the CMS and its content

- CMS fully HTML5 compatible and native management of mobile and tablet display (joint use of HTML5 and Layouts)
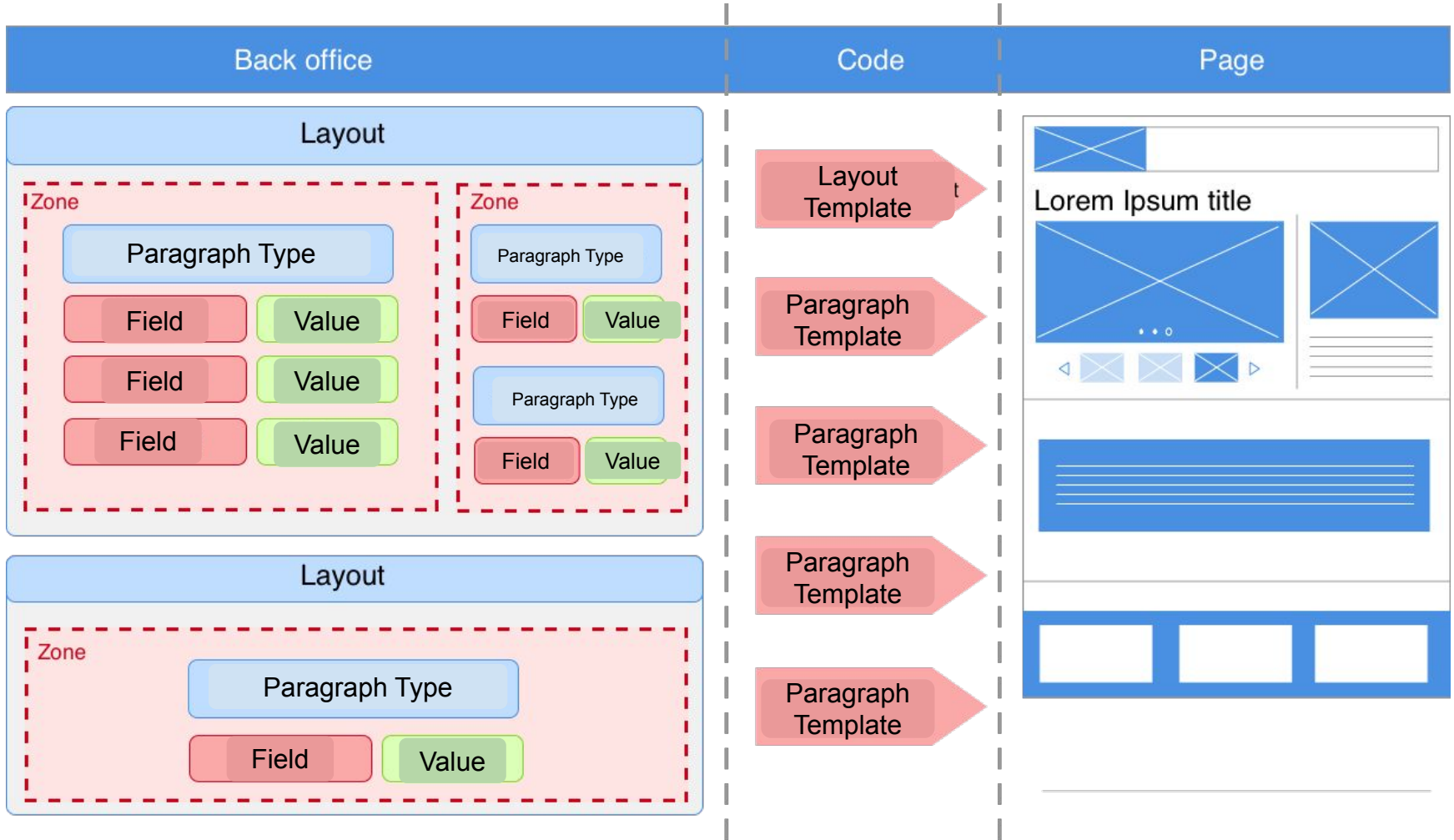
Content modelisation in Drupal

With Paragraphs

Back office	Code	Page

Back office:
- Paragraph Type
  - Field — Value
  - Field — Value
- Paragraph Type
  - Field — Value
  - Field — Value
  - Field — Value
- Paragraph Type
  - Field — Value

Code:
- Paragraph Template
- Paragraph Template
- Paragraph Template

Page:
Lorem Ipsum title

Legend:
- Not editable
- Choice from predefined list
- User contributed

Layouts modelisation in Drupal

With Paragraphs & Layouts

| Back office | Code | Page |

Layout
- **Zone**
  - Paragraph Type
    - Field — Value
    - Field — Value
    - Field — Value
- **Zone**
  - Paragraph Type
    - Field — Value
  - Paragraph Type
    - Field — Value

Layout
- **Zone**
  - Paragraph Type
    - Field — Value

Code:
- Layout Template
- Paragraph Template
- Paragraph Template
- Paragraph Template
- Paragraph Template

Page:
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Legend:
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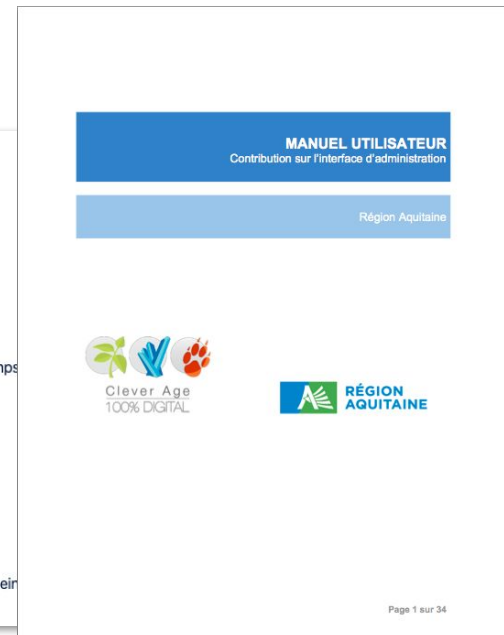
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User Guide

- As part of the project, we will provide a **Drupal User Guide** (in english language) that will explain :

    - Drupal core concepts

    - W3C specificities and the ways of doing in your context

W3C Teams will be completely independent to run & contribute the content.

Illustrations of User Guides

Focus on Search Engine Optimization

As part of the project, a SEO expert will take care of the following :

- Recommendations on Wireframes & Design

- Establish a SEO plan for the migration, with the focus on not losing the existing SEO score for the W3.org website

- Organize the URL redirections plan with the W3C Team

- Will help W3C Team on setting-up a Matomo Dashboard
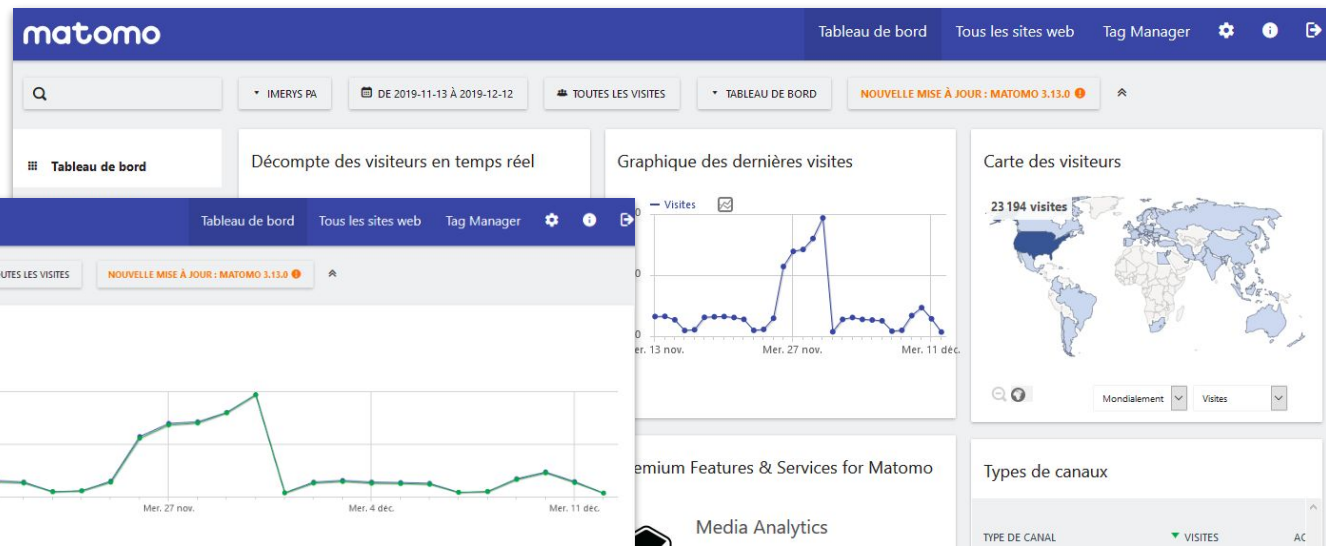
The keys to an accessibility approach

The three pillars

The compliance of the W3C site with international accessibility recommendations (WCAG) must be based on the following three pillars:

1. increase in team competence;

2. audit and support;

3. update of the internal workflow.
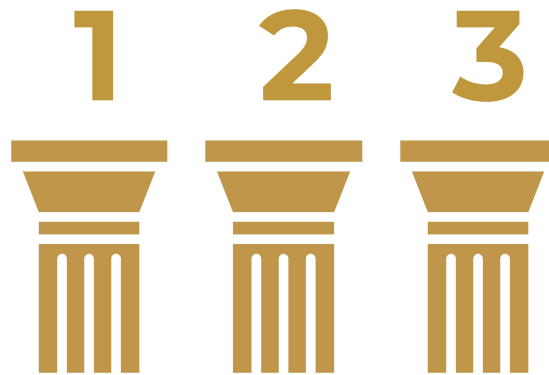
Increase in team competence

All teams working on the W3C Web project must develop accessibility skills with training content adapted to their profiles:

1. overall awareness of accessibility for each stakeholder

2. increase in competence of each participant according to his profile :

   - Decision maker / project manager;

   - UI / UX ;

   - front / back developer;

   - contributor.

Audit - evaluation method

As relevance tests require human expertise, we use the WCAG-EM 1.0 methodology (WCAG Evaluation Methodology) :

- **Define the scope of the audit:** scope of the audit, objective of the evaluation and level of compliance to be respected ;

- **Explore the website:** identify common pages, representative pages, website specific pages and features, content typologies ;

- **Select a representative sample** in accordance with the project team in charge of the project ;

- **Audit** the selected sample ;

- **Write an audit** report.

2

Update of the internal workflow

Accessibility must be seen as a continuous improvement process, it does not stop at a T moment and must be maintained over time.

UX   UI   FRONT   BACK   CONTENT
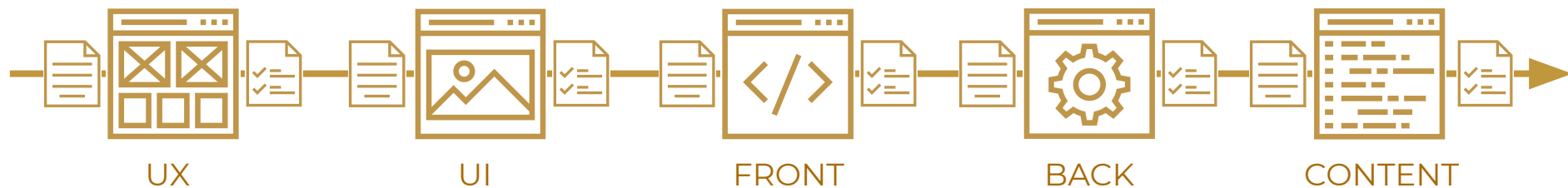
Before each phase :

- accessibility recommendations for the profile concerned

- awareness / training / skills development.
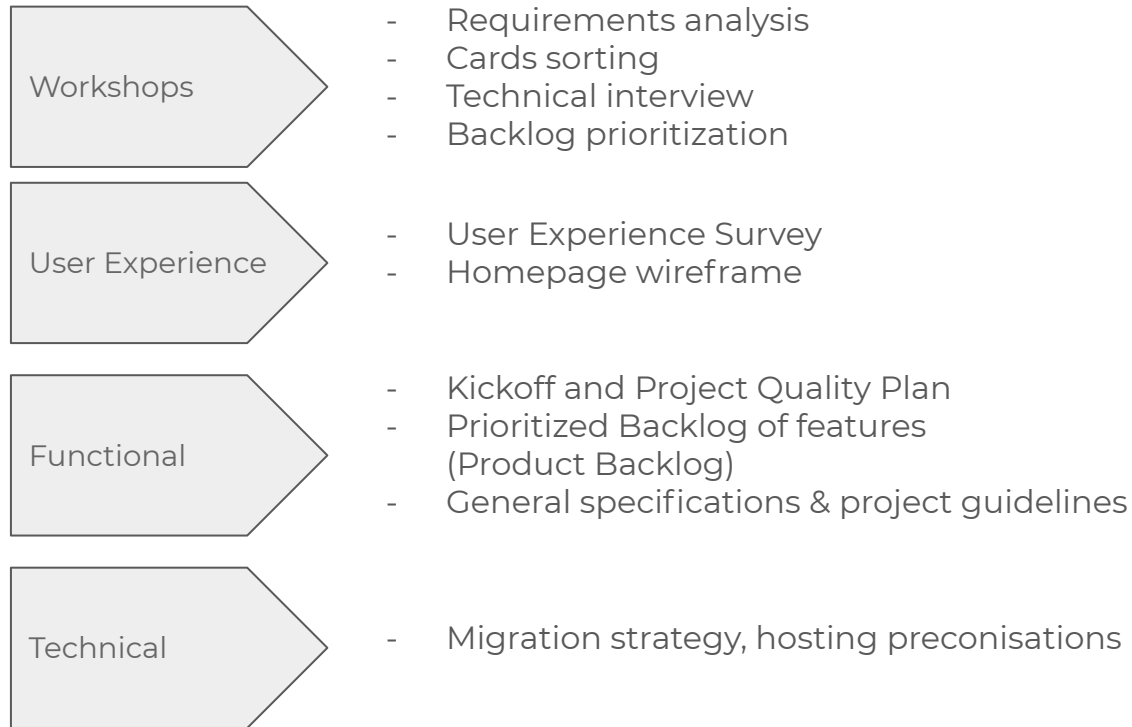
Downstream of each phase:

- verification via manual and/or automatic audit:

- feedback / corrections et arbitrages.

3

Focus on the **Design Stage**

This stage will include the following steps and deliverables :

Workshops	- Requirements analysis - Cards sorting - Technical interview - Backlog prioritization
User Experience	- User Experience Survey - Homepage wireframe
Functional	- Kickoff and Project Quality Plan - Prioritized Backlog of features (Product Backlog) - General specifications & project guidelines
Technical	- Migration strategy, hosting preconisations

- This stage is made of **4 workshops**, in collaboration with W3C Teams

- This stage allows to validate the project Roadmap, both from planning, UX, functional and technical choices and orientations point of views

Focus on the **Build Stage**

This stage will be divided in multiple Sprints, inspired of Agile Methodology
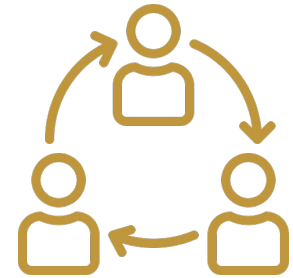

The number of sprints will be defined depending on the project Roadmap validation, the financial limit allowed for the project, and the features prioritized in the Product Backlog

Focus on the **Build Stage**

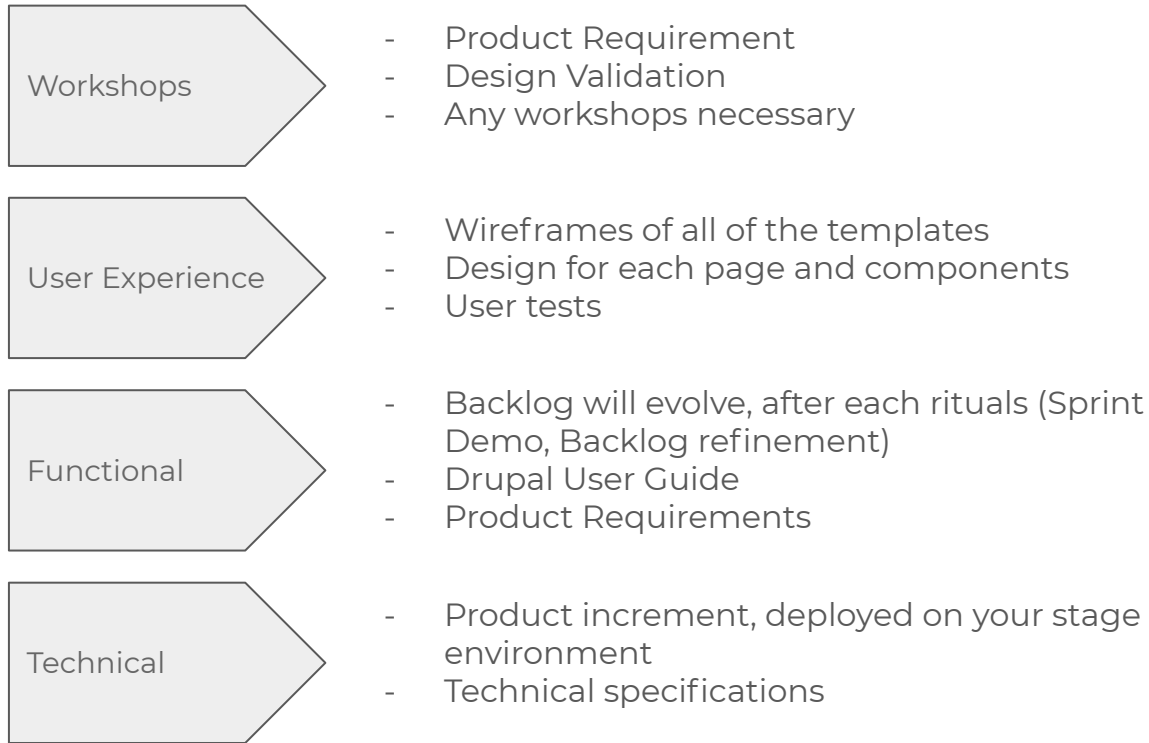Communication and sharing are the **keys of a project success.**
We will set-up these meetings :

- **Daily meeting**
  - **What for ?** share actions, answer questions
  - **When ?** daily
  - **How long ?** 15 minutes
  - **Who ?** Development team

- **Project Comittee**
  - **What for ?** share evolution, planning update, risks follow-up
  - **When ?** Every week
  - **How long ?** 1h
  - **Who ?** W3C and Clever Age Project Managers

- **Steering Comittee**
  - **What for ?** share project planning, make decisions, financial follow-up
  - **When ?** Every two month
  - **How long ?** 2h
  - **Who ?** Project direction, W3C and Clever Age Project Managers

Focus on the **Build Stage**

Deliverables will include :

Workshops
- Product Requirement
- Design Validation
- Any workshops necessary

User Experience
- Wireframes of all of the templates
- Design for each page and components
- User tests

Functional
- Backlog will evolve, after each rituals (Sprint Demo, Backlog refinement)
- Drupal User Guide
- Product Requirements

Technical
- Product increment, deployed on your stage environment
- Technical specifications

Let's keep in touch !

Our news, our job offers, our events, everything is online.

For white papers, technology reviews, cases study, visit our blog.
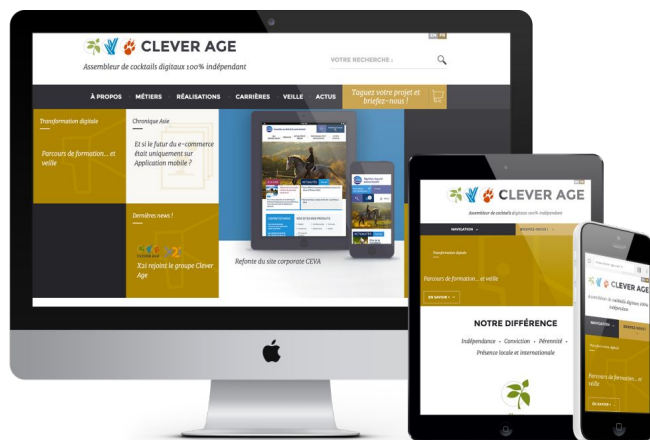
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