

**REBUILD OF DTI WEBSITE  
BRIEF FOR CUSTOMER RESEARCH,  
DESIGN AND INFORMATION ARCHITECTURE AND  
USABILITY TESTING PHASES**

## INTRODUCTION

1. The Department of Trade and Industry (DTI) is currently undertaking a complete rebuild of its website ([www.dti.gov.uk](http://www.dti.gov.uk)). This project comprises 4 **phases**:

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- i. Initial scoping phase (already completed)
- ii. Usability testing
- iii. Customer research
- iv. Design of information architecture

This invitation to tender covers phases ii, iii and iv.

## BACKGROUND – the drivers for change

### The current situation

2. The devolved way in which the DTI web presence has been built up over the years has resulted in a number of problems with the current site:

- The structure of the site has historically been based on the internal structure of the Department, without any real thought for the user journey through the whole site. This can make it very difficult for users to find related material which is owned by different directorates. One reason for this is the traditional lack of central control over the site, given that most of the content is provided by individual directorates. Overall management of the site lies with the Internet and New Media Team, but the team's small size means that we rely on policy officials in Directorates for content provision and updating. A key challenge for DTI is to move from an internally-focused to a customer-focused site while maintaining, if not enhancing, officials' sense of ownership of their content.
- In addition to the main DTI site ([dti.gov.uk](http://dti.gov.uk)), there are over 60 separate websites (URLs) covering individual policy areas or campaigns. Not all of these sites acknowledge their relation with the DTI and many are not properly linked to the main site navigation structure. Also it is usually impossible to move from one of these sites to another without returning to the main DTI site. Some of these sites are produced in collaboration with other government departments or partner organisations (e.g. trade associations).
- The main pages of the website were redeveloped in April 2002 to improve navigation and user experience. The revamp was largely cosmetic and introduced a new look and feel and a standard page template. No re-structuring was done. However, roughly two-thirds of the main site ([dti.gov.uk](http://dti.gov.uk)) is not in the new standard template, as directorates have had autonomy up to now to have their own design on their own pages (effectively

creating a directorate 'micro-site'). These areas include some of the most visited parts of the website (e.g. Employment Relations, Consumer and Competition Policy). We have evidence that this causes confusion for users as they are not sure if they are still in the DTI site. Also, it means we are not getting full value for money from the new standard template, and that local funds are being spent when economies of scale could be achieved by the centre.

### Other developments within DTI

3. The need to restructure the website has been made all the more pertinent as DTI is currently reviewing its overall corporate presentation and branding strategy. The current situation of multiple sites and different designs cannot continue as there needs to be more coherence and consistency in our web presence (as there does in all other DTI communications). Some of these URLs will have to be abandoned and their content absorbed into the main DTI site. Only those sites for which there are sound and compelling reasons for them remaining as separate entities will be allowed to do so. The current standard template introduced in April 2002 is consistent with such branding guidelines as have currently been produced, but the guidelines are still evolving. Final guidelines will be available during March.

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4. A separate development is that the Department has procured and is implementing a Content Management System (CMS), which will enable content producers to write and update content (for the Intranet as well as Internet) from their desktops. The CMS is the Rythmyx product, supplied by Percussion Software (www.percussion.com). At present, content producers have to go through Unitas (DTI's private sector IT partners) to update their webpages. The current timetable is for implementation of the CMS by June 2003. There will be a phased, manual migration of data, devolved to web managers and teams across DTI.

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As part of the implementation, all the web content has to be moved from its current static state into a dynamic database – with 16,000 web pages this is potentially a mammoth data entry exercise. Migration of the data will inevitably be a long term process, but one which we intend to incorporate with the introduction of the new structure. The idea is that the user will be able to access the web pages via the new structure, even if the pages themselves are still waiting to go through the migration process. There will also be a change in policy over what content can go on the website. Currently, the site is used as an archive for depositing all information which may feasibly be of interest to our public. With CMS, we want to move to having a slimmer site, which is more focused on current information. Also, it will now be focused on providing the information which our customers want, rather than what we think they might want. While historical information should still be available to our customers, it does not have to be live on the site. This means we will not have to migrate all the content currently live, but may have to produce new content.

### The evidence –market research

5. The need to restructure the main site and to rationalise the plethora of online brands has been further re-inforced by the findings of some market research which the Department recently commissioned. This research involved focus groups composed

of our four main audiences (business, the science and technology community, employees and consumers) and looked at how users and current non-users reacted to the structure and design of the main site and different designs and brands of DTI's estate of websites. The key findings were:

- The main DTI site was perceived to reflect the organisational structure of the DTI rather than the needs of the user.
- The lack of visual continuity within the site made it hard for users to clarify whether they were operating within the DTI umbrella or not.
- The origin / ownership of the separate URLs was not always clear to the user, raising issues of trust – e.g. is the content legitimate and objective?
- The set-up assumes the user has an understanding of the various divisions and hence separate URLs within DTI – “how would I find these other sites if I did not already know of their existence?”
- Respondents were concerned that they would have to duplicate effort in looking for information on a number of the separate URLs
- The inability to run a “search” across the whole of DTI's content caused much frustration
- The structure of the main DTI site was criticised for failing to communicate DTI reach – “you're leaving the DTI site knowing that you are missing something which is a real shame”
- Users felt that the current sites were haphazard – “it looks slap dash to me . . . like the sites have been built on a project by project basis without any thought on how the previous one looked.”

The full research findings will be made available to successful tenderers.

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## OBJECTIVES OF THE WEBSITE REBUILD

6. The key objectives of rebuilding the website are therefore:
- To start with a blank sheet of paper and create a new website from scratch on the basis of what content is needed rather than the content we have.
  - To create a customer-focused as opposed to internally-focused site resulting in a much improved user experience with simplified intuitive navigation.
  - To ensure a uniform, consistent design and brand image throughout the site
  - To reduce the number of DTI-owned URLs, thus strengthening the main DTI brand in line with the recommendation of the branding review
  - To integrate the new content management system with the new structure, ensuring that in future the site can be easily updated and managed, and be developed to provide a richer level of service to users
  - To be a leading example of usable, accessible web design

## STAGES OF THE PROJECT

7. We have split the project into 4 distinct phases of work. Phase one, the initial scoping phase, has been completed. A copy of the Scoping Report is attached to this document. The remaining 3 phases of the project work are now being put out to tender, and will run concurrently. Success or failure in tendering for one phase of work will not affect assessment for other phases.

8. The Department has also commissioned Towers Perrin to provide advice on the internal communications and change management requirements of the project.

## TIMESCALES

8. Our timing for the creation of the new structure is dictated by the schedule set for the implementation of CMS. At present, this is due to be introduced in June 2003. The attached Scoping Report contains a timeline for the project. Each brief for the individual phases also includes details about timescales specific to that phase.

As with all large projects, it is possible that the project schedule may be subject to change, so flexibility will be required. The successful company will be expected to begin working on the project as soon as they are appointed.

## TECHNICAL INFORMATION

10. Companies should note that the final website must comply with the Government Website Guidelines:  
[http://www.e-envoy.gov.uk/oe/oe.nsf/sections/webguidelines-handbook-top/\\$file/handbookindex.htm](http://www.e-envoy.gov.uk/oe/oe.nsf/sections/webguidelines-handbook-top/$file/handbookindex.htm) and Level AA of the Web Accessibility Initiative (<http://www.w3.org/WAI>).

Developers can liaise with DTI for further information and guidance.

## PROPOSALS AND COSTS

11. You are invited to submit proposals for one or more of phases of the project. Companies that wish to bid for more than one phase of the work should submit a **separate bid** for each phase which interests them. Companies which submit bids for more than one phase of the work should indicate any anticipated benefits, including cost reductions, to DTI if two or more phases of the work are carried out by a single company.

The project has an overall budget, rather than budgets for each individual stage. This budget is in the region of £200,00. Bidders should feel free to provide costing information for more than one level of involvement, showing clearly what extra value will accrue to the project from increased spend on a particular phase.

In the event that a company submits bids for more than one stage of the work, not all of which are successful, they should be prepared to work with those companies that have won other phases of the work.

Your written proposal(s) should include:

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**DELIVERABLES**¶  
 ¶  
 <#>The tenderer will be required to provide a separate written project plan for each phase they bid for successfully. The plan should cover the following:¶  
 ¶  
 <#>A breakdown of proposed methods and activities¶  
 <#>a schedule of work¶  
 <#>any innovative or creative ideas to drive the project forward¶  
 ¶  
 A presentation of the work may also be required.¶

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- details of who will do the work, including relevant experience and what value this will add to this project
- the working methods you propose to use
- an outline of any innovative approach you recommend
- a breakdown of costs

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Proposals will be assessed on suitability for purpose, innovative thinking and value for money.

From the written proposals, we may invite short listed companies for interview.

Any enquiries should be directed to

### **DEADLINE FOR TENDER**

12. The deadline for receipt of tenders is 12noon on Tuesday 18 February

## **ANNEX I**

### **Usability testing phase**

#### **Objectives**

We need to ensure that we provide high quality, usable templates for incorporation into the Percussion CMS. To do this we need a robust programme of usability testing carried out during the design and build phase. This is important in ensuring that the site meets accessibility guidelines for the disabled and other groups, but it is also intended to improve the experience for all users. We need to ensure that users can find what they need to quickly and easily on the site.

We will expect the successful tenderer for this phase of the project to work closely with Percussion and also the company responsible for developing the templates. The results of usability tests will feed into the process of new page templates as they are developed.

Testing should be carried out with representative groups of the DTI site's users and potential users. The final website must comply with the Government Website Guidelines and Level AA of the Web Accessibility Initiative.

#### **Timing**

The scoping study for the project produced by IconZest gives the proposed date for completion of this phase as end March. Those wishing to submit a proposal for this phase should also provide their own timetable for the work giving reasons for the timing decisions made.

#### **Deliverables**

A report of specific issues to be addressed in the usability of DTI templates, which can be used by our design company and Percussion as appropriate, to deliver usable, accessible templates for the CMS. More than one iteration of testing may be undertaken, in which case a report should be provided after each iteration and signed off before the next iteration commences.

## ANNEX II

### Customer research phase

#### Objectives

Thorough customer research will be crucial in informing the new site's structural design. One of the main problems with the current site is that its structure is organisational as opposed to customer focused; in order to transform it to the latter we need to identify what our customer want and expect from the website. The research will need to cover DTI's wide range of stakeholders, with different levels of familiarity with the DTI and our website, including:

Businesses (large, medium, small)  
Science and technology community  
Consumers  
Employees  
Other stakeholders – CBI, trade unions, industry bodies, academia  
Press/Media  
Other government departments  
DTI employees

Research should also cover the site's potential users, as we are aiming to broaden the appeal of the site beyond current audiences.

The company that wins the tender for this phase will need to take advantage of the DTI's existing customer knowledge and build on this with their own research to understand how the site can meet the needs of the main DTI customer groups.

DTI's own customer research is derived from:

- (i) Previous customer research carried on the web site using focus groups and on-line surveys.
- (ii) Dedicated Business Relations Managers who maintain an in-depth knowledge of one business sector.
- (iii) Colleagues within the Department working on stakeholder mapping for DTI.

Results from customer research will feed into the development of the revised information architecture of the site. The successful tenderer for this phase of the project will need to work closely with the companies appointed to work on the other phases of the project.

#### Timing

The research will hav to be completed to allow the site structure to be finalised in time for a June live date. Those wishing to submit a proposal for this phase should also provide their own timetable for the work giving reasons for the timing decisions made.

## **ANNEX II**

### **Customer research phase (continued)**

#### **Deliverables**

A thorough description of the content desired by our audience segments and their preferred means of accessing this content, which can be used by our information architects to structure the new site in the optimal way for all our users. This can be in the form of a single report or on-going analysis.

**ANNEX III****Design and information architecture phase****Objectives**

Before we may implement the CMS we need to provide details of the new site architecture and templates to Percussion. The successful tenderer will be required to work with the company appointed to run usability tests on the site and the company appointed to carry out customer research.

The customer research will give us a good idea of what our customers want from the DTI website. We then want to start with a blank sheet of paper and design the site architecture completely from scratch from the users' perspective. We are completely open to, and indeed would welcome, any innovative approaches to presenting the site and facilitating the users' navigation through it.

**Timing**

In order to meet the June 2003 deadline for implementation of the Percussion CMS the design of templates must be completed by start April. The information architecture must be completed by end May.

**Deliverables**

1. Template designs for the DTI site which can be used by Percussion to construct all of the CMS templates which will be used in the initial rollout of the new site.
2. A fully realised information architecture for the new site, based on the customer research, which provides all our audience groups with direct and easy access to their desired content.