



Universal Acceptance

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# Statement of Work: UASG.tech website redesign

Ver.: 2020-10-13

## Purpose

The Universal Acceptance (UA) Steering Group (UASG) through its Communications working group (WG) is inviting qualified contractors to redesign the UASG.tech website in order to make it more user friendly, enhance its functionality and restructure its navigation and layout.

## Description and Scope of Work

The [UASG website](#) is supposed to promote the Universal Acceptance (UA) of domain names and email address as a concept and advance UA issues remediation, provide details about UASG and its community and showcase their activities. The website should generate awareness, is informational for potential new members or participants, is a tool for active participants.

The website is difficult to navigate, not consistently responsive. It has too much content that is unsorted and unstructured,.

The website navigation is often unintuitive, useful/important information is difficult to find, and designs are cluttered and inconsistent. Stanford's University web credibility research indicates that 75% of people judge a business by its website ([source](#)), therefore it's important to redesign the website to reflect the community efforts on UA.

UASG believes that by implementing current web best practices and technologies, revising the information architecture, creating a content strategy, and revamping the visual design, we can provide the public and UA community with the best information in a more user-friendly fashion, motivate participation in the organization, and communicate the nature and impact of the UASG more effectively.

## The main Objectives of redesigning UASG.tech

- Optimize (layout, tooling) to make content that meets user needs (content design)
- Create a URL structure for easy and stable identification of important UASG content and destinations, and preserving legacy URLs to important content through URL redirects (e.g 301 redirects)
- Create an engaging and easy to navigate experience
- Increase engagement (encourage new members to join the UA working groups and community)
- Solidify brand authority, consistent design, uniform appearance
- The new website need to be consistently responsive: mobile and desktop



- Modern best practices and simple, maintainable markup and CSS
- Device-independence, reusability (i.e., semantically rich and machine-readable, future-proof)
- Performance and responsiveness must be as good as or better than the current site
- Support for Right-to-Left Scripts ( e.g Arabic, Hebrew),
- Propose options for automated translation of the website content, a URL structure which allows linking to different language versions of the same content with a simple change to the URL, and which also allows different language versions of page content and UI. For example, a Hindi page should be able to contain the Arabic version of a document.

#### The website Key audiences and benefits

Audience	Type	Benefits of redesign to audience	Impact on UA
developers & IT Managers	External	learn more about UASG's activities; find useful UA materials that already exist	Increase feedback, participation and engagement
C-level decision makers	External	Learn about the value of becoming a UA ready organization and supporting UA remediation efforts	Increase visibility of the UA issues, generate more interest in the UASG, local initiatives and the UA ambassadors activities
UASG, UA working groups and Community Members	Community	Better engagement, easier access to UA materials, learn more about UASG's activities	Increased participation and satisfaction by UA community

#### Deliverables

Provide Project management, web development and redesign of UASG.tech website. The communications WG would like to redesign the website in a phased approach:

1. Review, research and propose new navigation structure for the current website including proposing new interactive features
2. Develop the new website wireframes and Site Architecture
3. Develop a visual design of the new website based on UASG branding
4. Site Development on a staging environment, migrate the current website tools and dynamic content (e.g wiki, blog, calendar, ...etc)
5. Review and test the new website including redirection of important legacy URLs
6. Migrate the website content and Launch
7. integrate UASG social media channels feed (e.g twitter, ..etc)
8. Investigate ways to integrate or provide links to the UA/EAI content in the developers' Q&A websites for example StackOverflow and servervalut (optional).



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## Proposal Submission

The proposal should be submitted to: [UAProgram@icann.org](mailto:UAProgram@icann.org) before the submission due date.

The submitted proposal should include the contractor's qualification, experience, previous similar completed Wordpress Content Management System projects, and a proposed work plan.

It should also contain a financial section that indicates the project's cost and details of any used software or tools (e.g license and fee).

## Timeline

- The due date for receiving the submitted proposals: 2 November 2020
- Tentative start date: 16 November 2020
- Tentative end date: 30 February 2021

## Conflict of Interest

To help avoid any perceived or actual conflict of interest (COI), UASG leaders, UASG Ambassadors, members holding working group's leadership positions in the UASG, and any organization(s) affiliated with individuals in these UASG roles, are prohibited from participating in this SOW. In addition, ICANN org COI applies.