

# SSMU WEBSITE REDESIGN PROPOSAL

Request of proposal

June 2016





Students' Society of McGill University  
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## CLIENT OVERVIEW

The Students' Society of McGill University (*SSMU*) is an accredited, not-for-profit student association representing approximately 23,000 undergraduate students at McGill University. Through service, representation and leadership, our objectives are:

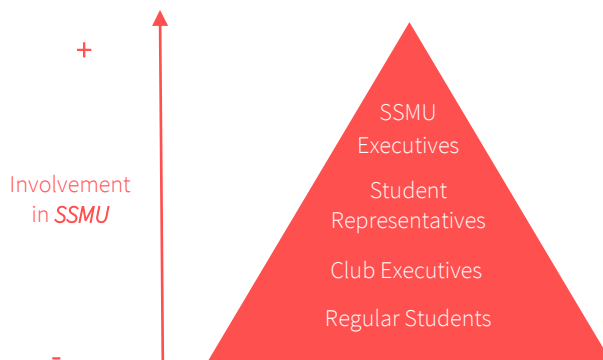
- Improving the quality and accessibility of education;
- Providing outstanding services; and
- Promoting social, cultural and personal opportunities.

Our first priority is the representation of undergraduate students and improving the quality of student life on campus. We support over 240 clubs, 15 student services and numerous funds. We also manage the [University Centre](#), which is one of the hubs of student life consisting of a pub (Gerts Bar), The Nest (Student-Run Café), a theatre, a lounge, and rooms for events or meetings. Some of our main activities include the provision of health insurance, handbook publication, courses/training (Minicourses), parties, events and advocacy.

Our primary methods of communication with the public are [Facebook](#) (2012), [Twitter](#) (2014) and the [SSMU website](#) (last major deployment in 2011). Our present website yields the greatest traffic, however, social media is used for day to day interaction with our student members.

## DEMOGRAPHICS

There are various types of visitors, including regular students, club executives, SSMU representatives and executives, McGill community and SSMU staff. Each type of user has specific needs. We can divide the audience of our visitor, depending of the level of involvement with SSMU as described in the following visual:





Most are directed from search engines (Google) and social media (Facebook). English is the mother tongue of 50% of McGill's student population, 19% French and 31% other languages<sup>1</sup>.

The student population is highly active on social media. SSMU Facebook is one of the main channels of communications, with more than 7,200 likes and on average of 1,000,000 impressions per month. 75% of the visits are accessed by a desktop device, 21% are from mobiles.

## BEHAVIOUR

The English site is the most visited section, though roughly 80% of the website is translated to French. Monthly page views are approximately 40,000 with 9,000 users. On average, users visit 3 pages per session and they spend 2.5 minutes on the site. Annually, 50% of our users are returning visitors. During the beginning of the semesters (Fall & Winter) there is a spike of activity, with September being the busiest period. In 2015, September there were 90,000 page views with 16,000 users.

In order of volume, our most visited pages are:

1. Clubs and Services (28%)
2. Homepage (8%)
3. Graduation Photos (3.65%)
4. Health and Dental plan (3.08%)
5. Jobs at SSMU (2.33%)
6. Contact us (1.44%)
7. Minicourses (1.36%)
8. Executives (1.34%)
9. Gerts Bar (1.34%)
10. General Assembly (1%)

In addition to our permanent sections, regular event pages generate considerable traffic, such as the Fall and Winter General Assemblies (46,000 page views and 114,000 Users in March 2015), Legislative Assemblies and Activities Night. Most of the sections require much information, including documents, pictures, hyperlinks and text.

*Regular students* are most interested in clubs. Their favourite section is Club and Services in order to see all the options available. Most of them belong to a club and are looking for student life information, like the calendar, and services offered by SSMU (Graduate photos, insurance, or Minicourses).

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<sup>1</sup> Source: Enrolment Report Fall 2015



*Club Executives* are looking for room bookings, jobs, hours of operations, funding and club running information.

*Representatives* (Council, Senate and Committees) require easily accessible council documents, internal regulation documents and constitutions.

*Executives* also require easily accessible council documents, internal regulation documents and constitutions. At the same time, they determine the content of the website and initiate necessary actions to change the content and features of the website.

## OBJECTIVES

Our primary goal is to have **simple organization scheme** in order to easily find information on the SSMU website. Our secondary goal is the **accessibility of information** for the student body via mobile device and for it to be easy/simple to find the information and resources included in the website (documents, infographics, social media and events, photos, videos, etc...)

## CURRENT WEBSITE

Our website is considered informative; you can find all the information you need. However, it is cluttered and disorganized. We currently have 130 total options with an unappealing menu layout.

***“The million menu tabs you can choose from, how everything is so confusing and you can never find anything”<sup>2</sup>***

There is also a search bar that is not functional as it displays outdated information and finding current information is difficult. There is also a problem with the English/French change. When switched to the French version of the site, it is difficult to find the return to English button. Furthermore, if you change language it always takes you back to the home page.

The calendar was implemented in August 2015 as per the demand of the students to have one place for all SSMU and McGill community events. The way the information is organized in the calendar is not appealing. Many of the events are copied from Facebook event pages. Unfortunately, there is no easy access to the calendar from the home page and many people do not know of its existence.

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<sup>2</sup> Quote from the SSMU Website Survey, November 2015



The most visited section is Clubs and Services, which has an extensive listing of clubs. Most of the students browse to find club(s) of their interest. We would like to have this listing simplified and organized so it facilitates the navigation of club information.

Many students have complained that contact information for certain people is hard to find, and that the main page does not present necessary information. Most of the pages have heavy text and lack of images or media. There is information that is only important for certain audiences, for example, information of interest to administrators of a club or to representatives only. For the rest of the visitors, it makes the information cluttered, useless, and confusing.

In a google search for a section or a document, outdated versions are in the first to come up in the results. Moreover, there are many satellite SSMU websites and this has led to many broken links.

Presently, mobile access of the site is not as useful as it should be although it represents 20% of the device category used. It is very difficult to navigate through the mobile site. With the increased use of smartphones, the efficiency of the mobile site will become increasingly important.

## MANAGEMENT

Currently our website is hosted on-site and administered by our IT department. The content of the website is organized by the Communications and Publications Manager, who updates the information and visuals to adapt to the requests of the organization. Occasionally, additional staff are used to upload content during peak times of the year.



## NEW WEBSITE FUNCTIONALITY REQUIREMENTS

The functionalities of the websites are summarized in the following table. The priorities has been identified with the following color codes:

- RED** Primary
- ORANGE** Secondary
- BLUE** Optional
- PURPLE** Keep functionally with modifications
- GREEN** No modification

ITEM	FEATURE	DESCRIPTION
1	Style	The design needs to be simple and appealing. We would like to reduce text and increase the amount of images and infographics for better understanding of the internal regulations and representation aspects of the Association.
2	Mobile	Responsive mobile version of the website.
3	Optimization SEO	The website should be optimized for all major search engines: Google, Bing and Yahoo.
4	Optimization browsers	The website should be optimized for all major browsers: Chrome, Firefox, Safari and Edge.
5	Footer	To include contact information and some other static information and links to social media.
6	Language	Complete English and French versions of the website and easy navigation between languages, with a prominent French/English option and easy to change languages, without taking you back to the homepage.
7	Accessibility	Screen-reader friendly, alternative text for images, caption videos, and adjustable font sizes for people with varying visual capacities. Preferable use of dividers instead of tables. Refer to this <a href="#">quick guide</a> .
8	Menus	Clear and easy to navigate drop-down menus.
9	SSMU Calendar home page	A SSMU social event calendar should have a prominent position on the homepage with the option to see some of that day's events and to engage by clicking to see the full listing.
10	Contact us	Prominent CONTACT US
11	Menus – Main categories	Main categories, that are not necessary clickable on the top of the website.
12	Side menus	It will remain on the side offering related and relevant options of the section. (See Dawson College <a href="#">Student Life/Events &amp; Activities section</a> side menu)



13	Archive section	An archive section to hide past documents should be created in order to avoid confusion with the current documents, but it also must be easy to access should we need information from the past 5 years (or before if required).
14	Room booking section	The requirements for booking vary depending on the audiences. We would like to get rid of the “if you are...” for room bookings, create an editable questionnaire to give accurate information about Room Booking.
15	Legislative Council Section	The most important documents should be embedded into the webpage for easy viewing and easy accessibility.
16	SSMU Calendar	The calendar section should display today and upcoming events in monthly and weekly view via toggle.
17	SSMU Calendar Facebook options	To import events from Facebook to the SSMU Calendar for easier access and sharing options.
18	SSMU Calendar users	Access to post events in the SSMU Calendar to some representatives of SSMU and McGill community with the approval of the calendar administrator.
18	Student Group of the Week	The homepage slider should have an area for the student group of the week (photo, name and description).
19	Log-in Access	Possibility to log in according to the users’ status to provide visibility to areas of the sites that are not public.
20	Executive information	Contact and drop-in hours of the executives at the bottom of the page (Please refer to the <a href="#">HEC Student Association</a> website)
21	Match club questionnaire	A clubs and services section with an editable questionnaire to match students with their best matched clubs will become an important part of the clubs section of the website.
22	Club and Services listing	The club and services listing should have a simple organization by expandable categories with the option to select multiples categories at once and should display the key information of the club (logo, contact information and blurb), just when cursor hovers over the clubs’ name.
23	SSMU history	Create a visual appealing editable timeline.
24	SSMU Representation infographics	Option to include infographics to explain the membership, representation and how to make changes and most importantly, how to get involved.
25	E-commerce	We would like to keep the e-commerce section in the backend as it will not be used in the short term.
26	Sub-websites	Incorporation SSMU sub websites (~10 websites) to the SSMU Website and backend. Some of them are:





		<a href="http://www.studentruncaf.ca/">http://www.studentruncaf.ca/</a> <a href="http://gertscampusbar.ca/">http://gertscampusbar.ca/</a> <a href="http://ssmu.mcgill.ca/studentrights/">http://ssmu.mcgill.ca/studentrights/</a> <a href="http://www.activitiesnight.com/">http://www.activitiesnight.com/</a> <a href="http://www.ssmuexternalaffairs.ca/">http://www.ssmuexternalaffairs.ca/</a>
27	Search bar	Search advance bar option to look for content on the website.
28	Website slider	The web slider should be integrated to the new, simple and modern design.
29	Blog section	Blog section on the front page without comments used mainly for announcements or Press Releases.
30	Social Media	More pleasant social media embedding to the website: Facebook and Twitter.
31	Social Media	Prominent Social media links to Facebook, Twitter, Instagram and Snapchat that are editable by the system administrator.
32	Discount Section	We would like to include a discount section where we can feature special offers for McGill students. There should be photos, descriptions, and options to link to the company's website in this section. Beside the discounts, we would like to have advertising banners in this section. This section will be under the student life section.
33	Marketplace	The Marketplace is a buy-and-sell section of the website where students may buy and sell goods. Ideally we would like to sell advertising banners in this section. We would like Marketplace to be part of the scope of the project in order to reflect the same style as the website.
34	Legislative Council Section	The Legislative Council documents section must be able to be changed every week in order to present the resolutions made from the representatives. According to students, the current structure of this section is easy to follow.
	Boards of Directors	Same structure of the Legislative Council documents.
35	Hosting	Currently our website is hosted on –site, but the final product should be relocatable.

## PROPOSAL REQUIREMENTS

As part of your proposal, please include the following:

- Executive Summary
- Your approach to the website redesign



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- Details of process and timeline
  - Planning Phase
  - Development Phase
  - Testing Phase
  - Launch Phase
  - Post-Redesign Services
- Project budget including and identifying options.
- Name and contact details of persons to be approached for clarification of the proposal if needed.
- An approximate timeline for completion.

## VENDOR REQUIREMENTS

SSMU requires a vendor who has demonstrated experience in managing website projects and expertise with the best practices regarding successful website redesign, development and deployment.

The proposal should include:

- Summary of your company and your team.
- A portfolio of work with a description of similar projects, including before and afters.
- No less than 3 client references with contact information
- Client requirements list (if applicable).
- A description of development language(s) and platforms employed by your company.

All proposals should be received by **11:59 pm on August 8<sup>th</sup>, 2016** by e-mail to SSMU Communications and Publications Manager at [cpm@ssmu.mcgill.ca](mailto:cpm@ssmu.mcgill.ca) written in English.

All documents must be sent in PDF document format.

## CONTACT INFORMATION

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Only the selected short-list vendors will be contacted.