WEBSITE DESIGN BRIEF

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1 Introduction

Manao Ltd is looking to develop an new website **www.futuria.io**

This website will be about the **future**: technology, innovation, future of business and society, ethics, culture, etc.

It will we a website of reference for whoever wants to know more about the future, whether they are business people, students or simply citizens interested by the future.

2 Project Objectives

We want our website to give us a strong credibility in terms of knowledge about the future. We want it to be:

- the **European** reference website about the future
- the first **bilingual** (English / French) website about the future
- very strong on the French, Belgian, Swiss, Canadian and African markets due to our bi-lingual positioning
- the preferred website about the future for French speaking people able to read in English and for African people

Based on this strong position, we want people to make **enquiries** about our consulting services about the future (on the Futuria website and the Manao website).

Our measure of success for this website would be:

1. Audience
2. Interest for the content: page views per visit and time spent on site
3. Enquiries about our services – courses, workshops about the future
4. Press and social media coverage about the website and/or from the website
5. Bring some traffic to our company website www.manao.co.uk

3 Target audience/markets

Visitors' profile:

- Business people, large and small corporate, start-ups, innovators
- Students and academics

- General public interested by the future

Geography:
- Anglophone and Francophone markets
- Bilingual countries such as Canada, Switzerland, Belgium, Luxemburg + France
- African countries
- European countries

Quantitatively:
- Several thousands unique visitors per months

4 Competitors

Our nearest current competitors / or interesting websites on the topic are:

Competitor 1 – www.futurism.com is the US reference website about the future. We like the fact that they cover many topics.

Competitor 2 – https://www.wired.com/ a great magazine / website on innovation

Competitor 3 – https://www.sciencedaily.com/ a very complete website / blog about science

Competitor 4 – https://www.futura-sciences.com/sciences/ a French webzine about science

Competitor 5 – https://www.sciencesetavenir.fr/ a French webzine about science and the future

5 Call to action

Our goal is for visitors to the site is to:

- Register to our newsletter
- React on the forums, give their opinions
- Enquire about our future studies workshops

6 Key principles – key requirements

Our main requirements are the following:

- Use of **WordPress**
- Mostly a **blogpost** type of site, but with more traditional website pages
- There will be a "**portal**" page in the website, with the best links available about the future
- **Multi-lingual** – English and French to start with (including a bi-lingual version mixing posts in both languages for the public that does read both)
- **Multi-writers**: several editors will be allowed to publish posts, in several languages
- Allow for future **advertising** and affiliation revenue business model
- Allow and encourage people to react on the **forums**, give their opinions
- **Responsive** website easy to read on mobile phones
- Easiness to post, whether from lap top or from mobile phone
- Easiness to manage and update blogpost categories
- Ability to show the same posts in various categories and pages of the website
- Compliance with EU GDPR regulations for cookies, newsletter, etc.

7 Current website

There is no current website. Futuria.io is a new website.

We have a company website www.manao.co.uk , which has nothing to do with this but which will share links with it. This site is just a brochure / business card site with no proper SEO, no promotion whatsoever and therefore no traffic. We just added a few blog posts about the future to this website to test a bit the concept: https://www.manao.co.uk/blog

The domain name Futuria.io has been reserved with GoDaddy.

8 Requirements of the new site

8.1 Project Scope

8.1.1 Type of site

The site will be mostly a blog, with a portal / resource page as well, within a more traditional website.

Therefore we want the site to be developed with WordPress.

8.1.2 Languages

Bilingual website in English and French.

We are considering three languages versions:

- the English version
- the French version
- the **bi-lingual** version mixing English posts and French posts: this is a specificity of our website to target the dozen of millions who master both languages. **This will be the default home page.**

8.1.3 Mobile version

- It is **<u>essential</u>** to have an easy to read mobile version of the web site (responsive), since most user today look at the news on their mobile phone. There will not be any dedicated app at this stage.

8.1.4 Advertising, affiliation, E-commerce

- We want to be able to have advertising banners on the website as well as to be part of affiliation programmes.
- We are not planning any e-commerce activity at this stage

8.1.5 Editors

- Different editors must be able to write blog posts
- They must be able to chose the blog post language, English or French

- This is a choice that they must be able to do for each post – even if they have a default or favourite language.
- Their posts need to be approved by the Chief Editor before being published.

8.1.6 Audience

- Visitors must be able to chose their favourite language version
- To be kept in memory by cookies
- By default, they will be sent to the bilingual version

8.2. Graphic design and UI

8.2.1 Graphic design and Futuria.io mock up on Wix

- Minimalist
- Sober
- Imagery will be counter intuitive for a website about the future: pictures about **nature**, life seen from above, or some **abstract color effects** or even some **natural patterns** such as wood, earth, leaves, straw, sand, etc.
- Nothing cheesy, kitch or bling-bling
- Almost "Scandinavian" and very earth / nature oriented with a touch of psychedelic colours about the future
- Favourite police: Arial Black, in black or Marine blue
- Favourite colours: white, blue, black, grey, green
- Favourite images: nature, nature from above, human activities from above, abstract colors

8.2.2 Futuria.io mock up on Wix

- A first mock up was drafted here on Wix: https://frmarmion.wixsite.com/futuria
- This link is the reference for what we would like in terms of graphic design, presentation, logo, colours, site organisation, pages and arborescence – you can consider it at the mock up of the site.

8.2.3 Benchmark – other websites about the future

For each website we have defined things to retain:

- Must have / best **MHB**– Futuria must have that and this site is the best fort that feature
- Must have **MH** – Futuria must have something comparable but there is a better site for that feature
- Should have **SH** – to be added if permitted by standard Word Press features
- Nice to have **NH**

8.2.3.1 Futurism

 – www.futurism.com is the US reference website about the future.

Why looking at this site? Besause they are the world leaders with 20 million unique visitors

What we don't like about the site:

- Flashy colours
- Design/layout lacks of clarity
- Three websites in one, with different design and unclear differentiation
- Too much advertising, particularly when opening an article, right in the middle of the text, in many occurrences

What we like about the current site:

- Mobile version is actually better in terms of legibility
- Depth of content
- Navigation from one article to the other
- A main article and title like a newspaper
- Clear logo icon
- Clear and visible social network icons on top of each story
- When you read an article, good "read next" suggestions
- When you read an article, good suggestions of articles from "partners they like" (other media) redirecting to them in a new window
- When you read, when you reach the bottom of the article, they keep adding "next articles" that you could not see before, a bit like charging the next episode of Netflix (not sure it is very pleasant for the reader but good to push the time spent on the site)

Things to retain:

- Navigation from one article to the other **MH**
- A main article and title like a newspaper **MH**

- Clear logo icon **MHB**
- When you read an article, good "read next" suggestions **SH**
- When you read an article, good suggestions of articles from "partners they like" (other media) redirecting to them in a new window **NH**

8.2.3.2 Wired

– https://www.wired.com/ a great magazine / website on innovation

Why looking at this site? A reference in the world, in terms of magazines about innovation, tech and the future

What we don't like about the site:

- The English version of the website is very flashy www.wired.co.uk , more like futurism, with more intrusive ads
- Not much that we don't like in the .com site

What we like about the current site:

- Very clear, crisp, sober layout
- Navigation from one article to the other
- Several main articles for the day
- Clear thematic tabs
- When you read an article, good "read next" suggestions on the edge of the article
- When you read an article, good suggestions of "recommended articles" at the bottom
- "More great stories" on Wired at the end of the article
- Advertising is much less intrusive than on Futurism
- Clear icon photo of the author of each article
- Great dedicated spot allocated for the videos (right after the main stories)
- Micro columns including one main post followed by 2 smaller ones
- A width of 12 "units" that can be broken down an dynamically adjusted in 4-4-4 (three equal columns) or unequal ones (4-3-5) or 8-4 or on block of 12 (fully horizontal block)

Things to retain:

- Very clear, crisp, sober layout **MHB**
- Navigation from one article to the other **MH**
- When you read an article, good "read next" suggestions on the side and at the bottom **MHB**
- Micro columns including one main post followed by 2 smaller ones **MHB**
- Great dedicated spot allocated for the videos **SH**
- The idea of variable length and width for the blocks of articles **SH**

Manaͦ　　　　**Futuria #**　　News & | Le Blog
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　　　　　　　　　　　　　　　　　Blog about | sur le
　　　　　　　　　　　　　　　　　the future | futur

8.2.3.2 Science Daily
 – https://www.sciencedaily.com/ a very complete website / blog about science

Why looking at this site? A large and rich mass of infos about science

What we don't like about the site:

- Design is a bit too geeky / simple / Wikipedia-ish
- A bit too wordy
- A bit austere

What we like about the current site:

- Very deep content
- Very structured with themes and sub-themes
- Hovering a title giving acess to a preview of the article on the side
- Each article is summarized
- Sources are indicated at the bottom and even the way to quote the article
- Page bottom: follow us / subscription / feed back is clear, comprehensive, well structured
- Related topics and related terminology on the side of each article

Things to retain:

- Each article is summarized **NH**
- Sources are indicated at the bottom and even the way to quote the article **NH**
- Page bottom: follow us / subscription / feed back is clear, comprehensive, well structured **MHB**
- Related topics and related terminology on the side of each article **SH**

8.2.3.2 Futura Sciences
 – https://www.futura-sciences.com/sciences/ a French webzine about science

Why looking at this site? A French webzine about science with a futurist touch

What we don't like about the site:

- Too many levels of menu making it a bit difficult to understand

What we like about the current site:

- Layout in three columns with large posts and small posts
- Very visual
- Great social media icons
- Related articles following each other in full length

Things to retain:

- Very visual
- Great social media icons **MHB**

8.2.3.3 Sciences et Avenir

– https://www.sciencesetavenir.fr/ a French magazine about science & future

Why looking at this site? A French webzine about science and the future, a magazine that has been around for more than 50 years off-line

What we don't like about the site:

- A bit overwhelmed with too much info

What we like about the current site:

- The double two-layers menu on the home page
- Clear main post categories with different colors
- Clear presentation of the posts
- Connection to a news feed related to their topic – but from external source – near the top of the home page
- When you click on a post, good integration of "same topic" on the left, "most commented on the right", pop-up videos in small windows, advertising on the side and sponsored links at the bottom

Things to retain:

- The double two-layers menu on the home page **MHB**
- Connection to a news feed related to their topic – but from external source – near the top of the home page **SH**
- When you click on a post, good integration of "same topic" on the left, "most commented on the right", pop-up videos in small windows, advertising on the side and sponsored links at the bottom **MH**
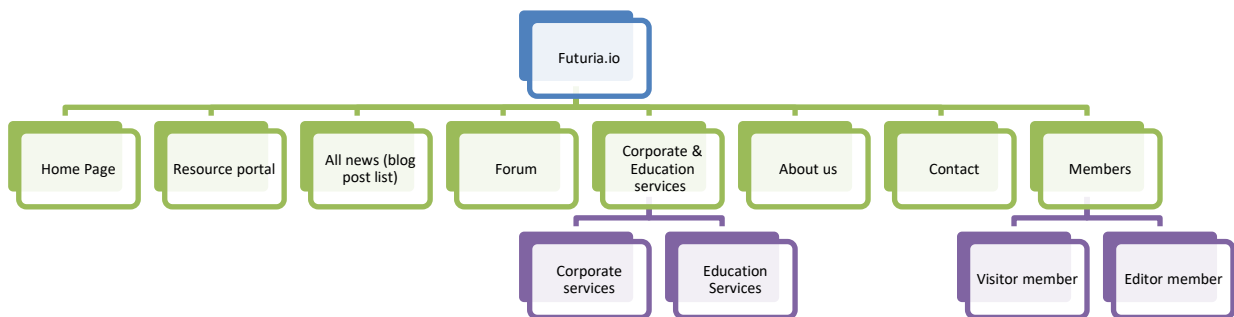

To summarize the benchmark, we would like to look like Wired.com and have the content of Futurism.com, with some great details from the other websites.

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8.3 Site architecture

Overall view:

For all these pages, you will find a more detailed description below.

The basis is the Futuria.io mock up on Wix, to which we might have added additional feature in the text below.

8.4 Page descriptions

8.4.1 Home Page

- Available in English, French, or by default bilingual – ability for the visitor to chose their own favourite option
- Shows the blogposts according to categories
- Post Categories:
    1. Latest news (latest posts published by date) – 3 vertical posts in column

2. Top Stories (by default, based on the number of views of the post for posts not older than one month old OR on a decision by the editor to categorize a post as top story) – 3 vertical posts in column
3. Opinions (the Editorial blog posts) – 3 vertical posts in column
4. Business - 3 horizontal posts
5. Science & Technology - 3 horizontal posts
6. Planet - 3 horizontal posts
7. Society & Ethics - 3 horizontal posts
8. Culture, movies & books – 3 horizontal posts
9. Education – 1 box
10. Jobs of the future – 1 box
11. Surveys – 1box
    o The last three categories form 1 line of posts
- Visitor navigation
  o Ability to click on a post
  o Ability to click on a category to see all the posts from that category
- Admin of the categories
  o Ability to easily change a category name
  o Ability to add or retrieve a category name

8.4.2 Resource Portal

- This page is a portal page (see Wix mockup)
- If there is any phasing to be done of the website, this page would be in the first subset of pages made available to our audience (it would be the temporary home page, the other pages of version 0.1 would be about us and contact us)
- It is a tool that we provide to our audience with our selection of the best sites and links about the future, organized by categories and sub-categories
- Content Management system / portal type
  o Ability to add or retrieve a category / sub-category name
  o Ability to easily change a category / sub-category name
  o Ability to add / retrieve / modify a link and its description within a sub-category
- Visitor navigation
  o Ability to click on a link that will open in a new page
  o Ability to suggest a link – that, after approval, the editor can add to the site
- Available in English, French, or by default bilingual – ability for the visitor to choose their own favourite option
- Portal categories and sub-categories (English title / French title) – each organized as an horizontal block with 3 columns
  1. Future Studies / Prospectives et futurisme– 3 vertical posts in column
     a. Column 1 - Websites about the future

b. Future chronology & predictions
c. Long term predictions
d. Blogs on the future
e. Column 2 – Universities
f. Science academies
g. Future Societies & Think Tanks
h. Column 3 – TV Shows about the future
i. Famous futurists

2. Science & Technology / Science & Technologies
   a. Column 1 – Scientific reviews
   b. Scientific magazines
   c. Column 2 - Science Academies
   d. Famous scientists and technologists
   e. Column 3 – Technologies

3. Culture, Movies & Books / Culture, films et livres
   a. Column 1 – Best movies about the future
   b. Column 2 – Best series about the future
   c. Column 3 – Best books about the future

4. Press & Media / Presse & media
   a. Column 1 – TVs
   b. Magazines
   c. Newspapers
   d. Column 2 – Podcasts in English
   e. Podcasts in French
   f. Column 3 – Télévisions
   g. Magazines
   h. Journaux

5. Society & Ethics / Ethique & Société
   a. Column 1 – Ethical authorities
   b. Column 2 – Ethical Societies
   c. Column 3 - Events

6. Economy & Business verticals / Economy & Secteurs économiques
   a. Column 1 – Economic institutions
   b. Column 2 & 3 - Industries

7. Futuria's 50 futuristic companies - The corporate list

8. Futuria's 50 futuristic thinkers - The people list

o The last three categories form 1 line of posts

8.4.3 All news (blog post list)

- This page shows all the posts published

- Show on top a menu with the blog categories (sames as home page) + language of the posts + ability to search the posts

8.4.4 Corporate & Education Services

- Corporate services page
  - Static page
  - A list of 3 to 5 services
    - Title
    - Sub-title
    - Picture
    - Text
    - Link to a PDF document
  - Partners session: logos and/or photo with link to services
  - Admin ability to add a new service
  - Admin ability to modify a service
  - Content will be provided later on the WIX mock up site
  - Potentially in link with www.manao.co.uk

- Education services page
  - Same as the corporate service page

8.4.5 Forum

- What we want here is a standard Forum module comparable to the one offered by Wix
- Capacity to read the posts without subscribing
- Obligation to register in order to write an answer or a new post or create a new stream of conversation
- Registration capabilities with Facebook, Linkedin, Google or mail
- All visitor posts are send to admin to be check for content
- Admin has the capability to create new themes of conversation, to mask older ones and to close any on-going theme
- Post categories are the sames as the categories on the home page
- Capability to like a post
- Capability to reshare a post on social networks
- And other features shown on the Futuria.io mock-up on Wix

8.4.6 About us

- Check the mock-up on Wix
- A page of text
- Admin ability to add the pictures of the editorial team
- For each team member, title, name, short bio, email, photo and social media icons (Linkedin, Tweet)

8.4.7 Contact us

- Check the mock-up on Wix
- A page of text
- Admin ability to add the pictures of the editorial team
- For each team member, title, name, email, photo and social media icons (Linkedin, Tweet)

8.4.8 Other contents to incorporate – including GDPR, cookies, subscription to newsletter

- The blog posts on Futuria.io on Wix will have to be copied on the new website
- The blog posts on www.manao.co.uk will have to be transferred to the new website
- Pictures for the website: preferably pictures free of right (for instance from Unsplash) or if not advise us about the needs and budget for the site
- When people join the site they will have a standard pop-up message with the usual messages to comply with EU GDPR rules in terms of cookies, data, etc.
- There will be a standard module for a subscription to our newsletter

9. Technical constraints

- Website to be developed on WordPress
- Futuria.io and Futuria.co both registered with GoDaddy
- Hosting is considered with GoDaddy as well – or other suggestions can be considered if relevan
- The blog posts on www.manao.co.uk must be migrated / replicated easily later from Wix to the WordPress website
- Need to be compliant with EU policies in terms of GDPR and ask for proper consent from the visitors (cookies, newsletters, etc.)
- Ability to support standard advertising banners
- Simple interface for blog post creation by multiple editors in multiple languages using the site's CMS
- Simple interface to update the Resource Portal
- Simple interface to do SEO
- Easiness to share posts on social media (Facebook, Linkedin, Instagram, Tweeter)

- As many of our users might be accessing the site from locations with a slow internet connection, download speed is an important factor to be taken into consideration. Please advise how you will address this issue.
- Please also advise how you would address any maintenance issues (as mentioned previously, regular updates to content will be done in-house using the site's CMS).

10. Your proposal and deliverables

Please provide us with your proposal explaining the following points:

- Your approach for this project
- Schedule and main milestones
- Work breakdown and the workload for the main tasks
- SEO work that will be done
- Documentation and process provided so that we can simply update the site, create the posts, update the portal in-house
- Quote / price estimate for the project
- Your experience in the relevant matters
- References of website developed using WordPress that could be relevant for this project

Schedule / Timescales

Our intended deadlines for the project are as follows:

Agency appointed	May 25, 2020
Project start date	May 27, 2020
Validation of initial design	June 8, 2020
Site ready for testing/checking	June 22, 2020
Go live	June 30, 2020

Project Contact

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Required response

We would like to receive your response, in the form of a proposal and a quotation by May 7, 2020. Please email your quotation/proposal to fm@manao.co.uk

Any questions regarding the brief can be directed to Francois Marmion at that same address.