

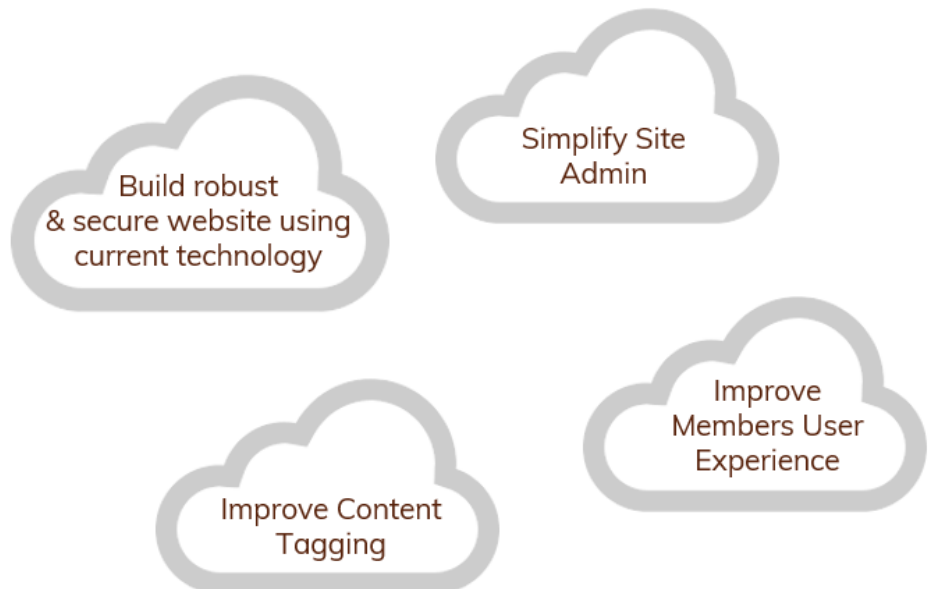
AMPS Website Plan

28.03.19 (kick-off workshop date 21.03.19 – KW / CT / CM / GB)

Key Contacts

- Katie Webb – Molokini (Website Account Director)
- Lea Smith – Molokini (Website Account Manager)
- Geoff Buck – AMPS (Website Project Manager)
- Claire May / Claire Trott – AMPS (Website Project Key Contacts)
- Joy – Membership Admin (requires training – was Taz to be Treasurer)
- (James Bhatt – current website supplier)

Agreed Website Objectives



Key Dates

A detailed key dates schedule will be agreed, however below are some target milestones:

- EO April
 - Sign-Off;
 - Sitemap / Wireframes
 - Site features
 - Conceptual Visuals
- May 21st (Annual Conference)
 - Visual prototypes for user testing & presentation at conference
- EO June
 - Beta site for testing / Approval

General Notes

- Currently hosted and managed by JB via 1&1
- ? Domains managed by JB – supplier TBC
- ? JB currently manages emails
 - As Molokini don't manage emails we suggest retaining an IT support company – recommendations can be made
- No CRM or Accounting package – CM using REG / Cvent / Event Bright
- ? Google analytics to be supplied by AMPS

General Scoping

Brand

- Create a new brand, logo and identity for the association
 - Friendlier / less formal / more identifiable
 - OK to use the full name only as a strapline
 - Use of image styles and shapes to define the brand
 - Education / information source
 - Communication platform
 - Networking, connecting people and resource sharing

Ideas

- Use management committee members imagery – i.e. Claire as chair to accompany 'news round-ups'
- Use people picture as article authors
- Use general conference images
- Molokini to provide a quote for photography at the May conference

Site search

- The search will need to crawl newsletter (introduction text) library listings / news / members and will ideally list results within these categories or provide the user with the option to select the type of results they require
- Remove the PTM site search

Newsletter

Molokini to discuss the best strategy for distributing this / adding it to the website with CM

Functionality Scoping

(Ref: 1) Registering

- Currently paper-based application which is manually inputted into the website
 - New site to allow an online application which creates an unapproved / published listing
 - Email to be sent to AMPS admin
 - AMPS admin to approve pending payment
 - Email auto generates to applicant with payment details
 - Link provided in the email for applicant to click to inform AMPS admin that payment has been made
 - AMPS then login to approve the application
 - Needs to include membership type

Market Place

- Should be handled as separate 'accounts' from the advertisers membership listing even though most market place advertisers will be existing members
- Create value proposition to encourage new market place advertisers, benefits include
 - First refusal on conference exhibition spaces
- Provide application form where market place advertising applicants can
 - Add their details, images and logos to create a provisional listing
 - This will email AMPS admin to alert of the request
 - AMPS admin will then send payment / contract details manually
 - CMS should allow AMPS to set an expiry date for the advertiser to be on the site – when this is 30days prior to expiry and email should be generated to remind user that they need to pay
 - Should this email come to AMPS or the advertiser?
- Market place listings should be enhanced with options for
 - Video
 - Logo
 - Imagery
 - Website link (in specified format)
 - Contact details (in specified format)

Help

- This content can be added to the about or contact page and doesn't need a separate page

About

- This can be visually improved, and the [committee page](#) content can be used here (there is no need to have a separate committee page)
- Consider including an 'association history' timeline
- Remove the recent news

Latest

- This will be a page where the user can filter between news, PR events and newsletters – these can also be tagged if required (tag list tbc). TBC if this is required moving forward as the newsletter will be a summary of news items – instead this could be a monthly summary)
 - Provide archive listing for news & newsletters
 - The introduction text for these will need to be crawlable by the site search function
- All news items should be set to 'members only' / committee as the author by default
- Turn-off comments for all latest items

Events Calendar

This will be for both **PUBLIC** and **MEMBERS AREA** view and should be colour coded / details of the event to appear on hover or in a pop-up, categories could be;

- AMPS events
- Consultations
- External / Industry Events
- Committee Meetings

Library

- Filterable by category (i.e. news / consultation responses etc) and topic 'tag'
- Date of publication / publish (we can import this if a list is provided / exportable from the current CMS)

Members sign-in and login protocol

This doesn't necessarily need a separate page, it could possibly be handled with a roll down from the top nav or a pop-up. If this is on a separate page the submit button should be above the fold (i.e. no scrolling to click this button).

- Forgotten password link

PASSWORDS

AMPS has a list of user names but not passwords. User names and content can be imported from a CSV (Excel) file which we believe is possible to extract from the current website.

When the new website goes live users will be emailed with a link to reset their password and will be encouraged to use a complex password convention for better security.

Advise that members are warned a month before that passwords will be changing

Members Listing

PUBLIC

Show the company listing but **hide** individuals' details (i.e. email / telephone) and the membership number

Show company logo on listing and detail pages

MEMBERS AREA

Show individuals associated with companies, the primary contact will have;

- Senior member admin rights to
 - update their members listing
 - to add new individuals/contacts linked to the company
 - voting rights (this is restricted to only primary contact to ensure only 1 vote per company)
- There is no longer the requirement to be able to message people within the members area (as this is underused and can be done through the forum) or to add people to your address book

Forum

- Forum topics should fall into either SIIP or SAAS categories
 - Topics will also be tagged and filterable by these tags (list to be provided by AMPS / exported from CMS)
- All users will get notified by email when there is a topic / comment added to the forum
 - Users should be able to click a link from their first forum email to opt out of these updates
- Admin will have censorship rights over the content / comments being posted in the forum

Social Media

Add LinkedIn and Twitter icons

Admin Login Scoping

GB / Molokini to arrange a conference call to finalise the scope for the admin login. Wishlist so far:

- Have a historical log of activity i.e. when people joined / paid their membership fee – this may need to be manually entered as there is no associated accounts software to integrate
- Beginning of April
 - All members will get an email requesting payment before EO May
 - EO May members who haven't paid will be disabled
 - Colour code listing of who has / hasn't paid
 - How can we automate this?
- See FUNCTIONALITY SCOPING (REF:1)