CONCEPT NOTE:

ETC Website Redevelopment

May 2014

Overview

The Emergency Telecommunications Cluster (ETC) is a global network of organizations that work together to ensure the timely and effective provision of inter-agency communications services in humanitarian emergencies. As such, it requires a cohesive, focused and user-friendly website to facilitate effective ICT emergency response.

The current website was not developed with this express purpose in mind. A complete redevelopment of the website is required to better serve the humanitarian ICT community.

Objective of the Redevelopment

To provide a useful, practical and attractive website tailored to the needs and requirements of the Emergency Telecommunications Cluster (ETC) and its stakeholders.

Moving forward, the website will be focused primarily on activities of the Emergency Telecommunications Cluster (ETC), while remaining relevant and useful to its secondary audience, the broader ICT humanitarian community. The objective of the redevelopment is to align the website to this new direction. This will be achieved in four ways:

- *Navigation:* Making the website more user-friendly and intuitive
- *Design:* Improving the look and feel and overall aesthetic
- *Content:* Redefining content so it is more relevant to its target audience
- *Functionality:* Enhancing the user experience

In addition to having a beneficial impact on operations on the ground, it is intended that by making the website more relevant and appealing, usage and traffic will increase, thereby promoting the ETC and its services. It is envisioned that the redevelopment will:

- Significantly increase usage of the site amongst ETC members and partners
- Increase usage amongst non-ETC and non-ICT users
- Decrease bounce rate, particularly amongst new users
- Increase the number of membership requests.

Connectivity to Save Lives

New Website

Vision

To improve the delivery of common ICT services in emergencies to enable more effective humanitarian response operations globally.

Objectives

- Provide operational support for all ETC activities and staff
- Increase awareness of ETC services, activities and impact, and understanding of the vital role of ICT in humanitarian emergency response
- Provide a channel through which management decisions and information can be rapidly and effectively disseminated to the field

Methods

- Provide a comprehensive, easy-to-access repository for all ETC documents, tools and resources e.g. templates, reports, policies and procedures, meeting minutes etc.
- Provide a platform to facilitate communication, interaction and collaboration between ETC members and stakeholders and humanitarian ICT professionals.
- Provide up-to-date, relevant information and stories about ETC activities, emergencies and ICT disaster management.
- Ensure close integration with social media.
- Ensure the continued relevance of content and functionality through regular feedback, assessment and analysis.

Target Audiences

The target audiences will remain the same as the old website, but with more focus on those directly involved in ETC activities. Target audiences have been categorised according to who they are, and why they use the site. This will help determine content, permissions and user profiles. It is envisaged that there will be three primary reasons for using the website:

- *Operations*: accessing information or resources that contribute to ICT humanitarian activities on the ground
- *Awareness*: accessing information solely for the purpose of learning about the ETC and its activities
- *Global Coordination*: disseminating high-level information or resources that determine how the ETC operates e.g. templates, procedures, policy etc.

Target audiences may use the website for more than one of the reasons listed above.

Target audience categories are listed below:

Audience	
Categories	**Sub-categories**
ETC Members and Partners	UN agency member
	NGO member
	Private sector partner
	Standby partner
	Government partner

Humanitarian Community	Field ICT responder
	Field humanitarian worker
	Government emergency authorities
	Local ICT staff
	OCHA Information Manager
ETC Staff	ETC Coordinator
	ETC responder
	Global ETC Support Cell staff
	Global ETC Support Cell manager
Donors	Government donor
	Private sector donor
General Public	ICT Professionals
	Media
	Academia
	Other

Current Website

Background

The ICT Humanitarian Emergency Platform (HEP) was established in 2008 as a key element of the WFP - Vodafone Foundation - United Nations Foundation partnership. The website was developed with the intention of being an inter-agency operational tool and providing a central repository for all information pertaining to the ICT response to humanitarian emergencies. ICT HEP was to encourage information exchange and develop a live network of expertise. Since then, use has steadily increased and ICT HEP has become the default website for the ETC.

To date, expansion of the site has been limited to additional pages, sections and information. Only recently has a survey been distributed to determine if the website is effectively meeting the requirements of the humanitarian ICT community.

ICT Emergency Website User Feedback Survey Results – Summary

- The vast majority (99%) access the website via desktop, 25% via tablet and 33% via smartphone (respondents were allowed more than one answer). Of these 44% used the Android OS, 22% used an iPhone and 15% used a Blackberry. Again, this highlights the need for a mobile presence.
- Frequency of web usage was split fairly evenly with approximately 19% using the site between once a day and once a week, 26% used it once a month while 18% used it less. A number of comments mentioned it was used more in emergencies.
- The top three uses for the website were listed as 'Training Information/Materials', 'Manuals, Tools and Information Sheets' and 'Read About ETC Activities'. This indicates a requirement for more operational tools and ETC-related information.
- The three most popular sections are 'Training', 'Cluster' and 'News'.

- The top three things people dislike most about site are unattractive design, hard to find information, and lack of comprehensive information/speed of response.
- Around 50% of respondents do not access the member's section regularly. Some were not even aware of it. This shows that the member's section should be more prominent, relevant and useful.
- Some comments regarding content:
  - Not enough information. Documents relating to projects, policies, appeals and finances are lacking.
  - Lack of information on employment or TDY opportunities.
  - It could be more visual.
  - Content is too heavy for places with poor connectivity.
  - More operational information, documents and templates are needed.
- By far the most popular social networking site amongst participants is Facebook, followed by Twitter and LinkedIn.

Process

The redevelopment of the ETC website will follow an internal Solution Development Lifecycle Process which consists of the following phases:

1. Initiation
2. Feasibility
3. Design
4. Development
5. Implementation

A project team has been established to develop the user requirements of the new website, consisting of:

- IT Emergency Preparedness and Response branch, Dubai (Project Manager): Adam Ashcroft
- Global ETC Support Cell
- IT Applications Maintenance and Business Relations branch
- WFP Communications
- ETC Members and Partners

An external vendor will be employed for design and development. It is anticipated that the launch of Phase 1 of the website will take place three months after development begins. Phase 1 will do everything the current site does but better and more efficiently. Subsequent phases with additional functionality will be rolled out in the months following phase one launch.