

Website Redesign Terms of Reference

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Presentation of the project

1.1 Company overview

The Lycée Français International de Bangkok (LFIB) is one of the oldest international schools in Thailand. It now welcomes more than 900 students of more than 40 nationalities, aged 3 to 18. The LFIB belongs to two networks. Locally in Thailand, it is a member of the International Schools Association of Thailand (ISAT). Internationally, it is a member school of the Agency for French Education Abroad (AEFE), the world's largest school network. The LFIB is a non-profit organization that receives support from both French and Thai governments to provide quality education in a multilingual environment.

In order to improve online visibility on search engines, to increase the website's rate of conversion of visitors into customers and to better meet up-to-date marketing requirements, the LFIB wishes to modify the structure and design of its website (www.lfib.ac.th). We are soliciting proposals for a total redesign of the website, including the graphic charter and logo. The text content, images and some visuals elements will be provided by the LFIB. However, the service provider must propose a visual model and a presentation of the various sections to be approved by the team in charge of this project (Communications Committee and IT department). This call for proposals is open to any individual or company located in Thailand or abroad able to meet the criteria described in this document. The launch of the new website is scheduled for the beginning of January 2024.

1.2 Objectives of the new website:

According to a survey carried out in February 2021, parents with children attending LFIB know of the school mainly through its the website (41%). Therefore, it is important to ensure that it lives up to the values and standards of the LFIB. A modernization of the LFIB's image as well as a new organization of sections and contents are necessary to strengthen the community's confidence.

Our objectives are to:

- Have a modern website showcasing the LFIB in a manner which is attractive to families as well as sponsors

- Increase the visibility of LFIB with different target audiences, especially those who do not yet know the school
- Highlight the key strengths of the French education system and the strong values of LFIB (vision, mission, values, reasons to choose LFIB)
- Be a reflection of life at our school by showing cultural diversity, various educational actions (projects, sustainable development, student outings, partnerships, etc.) and other activities such as Sports Association (AS) and Extra-Curricular Activities (AES)
- Adapt the website and the contents in the different versions (website in three languages: French, Thai and English)
- Provide easy access to different information on all platforms (computer, mobile phone, tablet)
- Ensure the compatibility of the website with mobile devices using the responsive design technique: this must be integrated very early in the design process
- Equal quality on all three versions of the website (French, English, Thai)
- A more functional website (fast loading time) with easier and more intuitive navigation, a more “user- friendly” website
- Present information in an innovative and attractive way: use of infographics, images, icons, diagrams, etc.
- Develop a more "modern" design (trendier and high quality) with a home page that arouses the desire to visit the school
- Provide visibility that reveals the dynamism of the school (activities, events, news, etc.)
- Foster interaction and develop a sense of belonging to a community with parents and students (parents' space, personal space)
- Easy to update, create and delete content, which can be performed directly by the communication manager
- Update monitoring and maintenance of the website can easily be carried out by a technician (with minimal external intervention).
- Integrate social networks in an automated and synchronized way without requiring community management or external account management work.
- Highlight the presence of LFIB in the French community in Thailand.
- Offer more visibility to our partners (place our partners on the home page, have a “our partners” page)

1. 3 Target audiences:

Primary targets:

- Families looking for a school for their children
- Parents of students currently schooled at LFIB
- Potential sponsors

Secondary targets:

- LFIB students
- Former LFIB students
- LFIB staff
- LFIB teachers
- Teachers looking for work
- People wishing to learn about the education provided abroad by the network of French schools under the AEFE
- The various partners of the LFIB
- The press and the media

1.4. Success criteria:

- Graphically retranscribe the identity of the LFIB by combining tradition and innovation.
- Highlight the dynamism of the LFIB through its high quality and diversity
- Make website information accessible and ergonomic
- Enables users to manage and edit website content with ease and efficiency
- Helps increase website traffic

1.5. Project scope :

The Lycée Français International de Bangkok wishes to entrust the creation of its new website to a service provider who will:

- Implement a complete redesign of the website, including the the graphic charter and the logo.
- Adapt the LFIB's visual identity for web browsing as well as mobile devices
- Produce all the graphic models necessary for the production of the website, both for regular web browsing and for the mobile web browsing.

- Develop a content management tool in accordance with this document.
- Create an interface with LFIB social media platforms
- Integrate a content management platform
- Ensure the quality of the three versions of the website (French, English, and Thai)
- Provide technical follow-up
- The provider is not required to perform editing work

1.6 . Description of the current website

The website no longer reflects the current image of the school in regards to external communication, nor does it meet the expectations of students and staff in terms of internal communication. The design must be made more modern and attractive to encourage online visitors to want to browse the different sections and learn more about LFIB. Features need to be simplified, be made more efficient and more visual. There is a lack of visibility on projects and the dynamic growth of the school.

Graphic and ergonomic description

2.1. Graphic charter:

The service provider must propose a new logo and the main elements of a new official graphic charter (typography, dominant color, buttons, icons, general layout rules, etc.). The color code of the website as well as reference websites will be provided by the school.

2.2. Design:

The LFIB wishes to integrate the following elements into the design of the website:

- Effects and animations to give a dynamic feel to the website and make the user want to explore the different pages.
- Graphic elements to effectively convey complex information (language courses, registration steps, etc.).
- Icons to direct visitors to different parts of the website and make it visually attractive.

2.3 New logo:

The LFIB wishes to modernize its visual identity by adopting a new logo that will highlight its dynamism and its values. The service provider must design several versions of the logo to facilitate use on different media (see below).

Current logo:



Note: The hexagon used in the current design represents the country of France.

2.4 Website references:

- <https://www.ifs.edu.sg/en/>
- <https://www.summitcds.org/>
- <https://www.iupui.edu/>
- <http://www.washington.edu/>
- <https://www.lyceeshanghai.cn/>

Functional and technical description

3.1 Website tree structure:

HEADER

Include the new LFIB logo, an internal search engine, access to the LFIB Facebook and Instagram pages, access to the calendar, "connect" (Pronote, Eduka, family space, personal space), and the three flags to select the language version of the website (French, English and Thai). Please note this is not a simple translation. Some of the content in certain pages may vary between the three versions.

MAIN MENU :

ABOUT / PEDAGOGY / REGISTRATION / LIFE AT LFIB / NEWS / + FAMILY SPACE

ABOUT :

- Choosing LFIB
- Message from the principals
- Our history
- Our structure
 - FFE
 - AEFE
 - Governance and Committees (role of parents: the office of the APE)
 - Administrative Teams
- Our success:
 - Academic Results
 - Our Alumni
- Our partners
- Working at LFIB

PEDAGOGY:

- The French education model
- School curriculum
 - Kindergarten
 - Elementary school
 - Junior High School (Collège)
 - Senior High School (Lycée)
- Learning Languages
 - Kindergarten
 - Elementary
 - Secondary
 - French as a Foreign Language (FLE / FLSCO)
 - International British Section
- Distance learning
- University orientation

REGISTRATION:

- Register to LFIB (present the steps in a visual format with icons and a link to each step)
- Financial information:
 - Tuition
 - Scholarship for French citizens
 - Financial regulations
- Education Visa (ED)
- Re-enrollment and unregistering

LIFE AT LFIB:

- Practical information :
 - School Calendar
 - Textbooks and school supplies
 - School canteen
 - Transportation
 - Health
 - Pollution
 - Your key contacts
- Student support:
 - School psychologist
 - Speech therapy
 - Help with homework
- Sports Association (AS)
- Extra-curricular activities (AES)

LFIB NEWS

FAMILY SPACE:

- Meeting minutes
- Office of the Parents' Association (APE)
- Conseil d'école
- Conseil d'établissement
- CVC / CVL

PERSONAL SPACE :

- Announcements
- Administrative Forms

FOOTER:

Legal mentions | Privacy Policy and Terms of Use | website map | AEFE | Pronote | EDUKA | PRACTICAL INFORMATION | Social Networks | Address, Access, map, Telephone, e-mail |

3.2. Functional description:

The new website must accommodate the following functionalities:

- **Complete management of multimedia content** (text, image, video, attached files)
- **Content sharing on social networks** allowing automatic publication of new articles with the Facebook page of the LFIB.
- **Responsive mobile version** suitable for tablet and smartphone display.
- **Three different versions of the website** based on three languages (French, English, Thai)

- **Internal search engine** (in three languages, flexible spelling, indexing of all content)
- **Open external links** in a new window
- **Backup process**
- **Ability to create new topics/sub-pages**, save as draft or publish
- **Easy management of information and items** for administrators and users
- **Ability to have multiple administrators** to allow access to different people for website modification
- **Ability to create topics and subpages** in draft form by admins
- **Events calendar (online)** synchronized with Facebook events
- **Website analysis tools**
- **Family space and personal space** protected by password
- **A blog** for writing articles and updating news

3.3. Specifications / technical constraints:

- **Website languages:**
 - The website is presented in three languages: French, English, and Thai
- **A CMS (Content Management System)** that allows users to upload content to different places on the website and modify the content (text and image).
- **Hosting:** It will be done on the Amazon Web Service server owned by the LFIB, located in France
- **Browsers:**
 - The website must be compatible with the main Desktop browsers: Chrome, Internet Explorer 10, 11, Edge, Firefox, Safari, Opera.
 - The website must also be compatible with the main mobile browsers: Safari mobile, Android, Opera Mobil.
- **Third-party systems:** Facebook and other links, web analysis
- **User profiles:**
 - Editor: can submit content for publication (via a dedicated submission form). It can be used by school staff and teachers. Only the administrator can authorize the content proposed for publication on the website.
 - Administrator: can publish and modify the main pages of the LFIB.
 - Webmaster: can control the entire website.
- The HTML code must comply with SEO standards, particularly in terms of title tags and meta-information.

3.4. Content:

Each type of content must allow the publication of rich text, images, image galleries, videos, attached files, code processing (able to load images in PNG format). Downloadable assets must appear in good quality. Layout settings are also to be expected.

Expected services and selection criteria

4.1. Expected services:

- Development
- Design and graphic charter
- Designing a logo
- Integration
- Migration of database or other existing assets
- Webhosting management
- Maintenance and updates
- Training on website management
- Marketing support: marketing plan, SEO, SEA, web analysis, etc.

4.2. Schedule:

As a first step, the service provider must provide an invoice as well as a proposal, to be submitted by 28 February 2023, mentioning:

- Skills of team members
- Portfolio;
- References on this type of project;
- Price of the graphic design service;
- Price for the release of copyright to LFIB;
- Price of the technical implementation;
- Price of yearly maintenance of the website once in operation;
- Cover letter: preliminary text in which the company describes the perceived challenges of the project and explains how it plans to tackle these challenges.

Once the service provider has been selected, he must submit a full proposal by 10 April 2023, including:

- A general visual presentation of the home page and menu layouts
- Logo proposals
- Choice of Content Management System (CMS) to be used in the project
- A general idea of the LFIB's graphic charter.
- A detailed plan including:
 - The main stages of design-construction of the project
 - The various "versions" of the website if all the functionalities cannot be integrated in one step (including a "test" version)
 - Meetings and validation phases (specifying the acceptance phases requiring involvement from LFIB teams)

4.3. Service provider selection criteria:

The interlocutors on this project will be the Communication Commission and the IT department.

The selection criteria will be as follows:

- The conformity of the offer with the requested functionalities
- Taking into account and understanding the market and its specificities
- The technical quality of the proposed solution
- Completion deadlines
- The price
- The composition of the dedicated project team and its experience
- Previous achievements and references of the service provider
- The availability of a single contact person throughout the project
- The ease of navigation and management of the backend

The selected company will be notified of the committee's final decision by 30 April 2023

4.4. Follow-up:

The service provider must make regular presentations of the progress of the new website to maintain project monitoring. Meetings can be organized for the phases of the project which require the LFIB team. The service provider must provide a beta version of the website so that

the LFIB team can test the various functionalities (links, versions in three languages) and the technical and visual quality of the website.

* The dates included in this document were included to set the project scope. If necessary and based on the needs of the project, they can be adjusted

4.5. Estimated budget

The selected service provider will draw up invoices addressed to LFIB as the project progresses as follow:

- An invoice upon delivery of the graphic elements corresponding to the price of the graphic design service
- An invoice for the beta test version of the website
- An invoice for the installation of a functional website on the server managed by the school corresponding to the price of the technical implementation
- An invoice corresponding to the first year of maintenance when the website is launched and open to the public