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| **Agenda item: ADM 3** | **Document C24/53-E** |
| **9 April 2024** |
| **Original: English** |
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| Report by the Secretary-General | |
| ROADMAP TO IMPROVE ITU WEBSITE | |
| **Purpose**  Following discussions on the improvement of the ITU website at the 13th and 14th meetings of CWG-LANG and the 16th and 17th meetings of CWG-FHR, the secretariat was requested to present a clear roadmap of the steps necessary to improve the ITU website search functionality and harmonization.  **Action required by the Council**  The Council is invited to **consider** this report.  **Relevant link(s) with the Strategic Plan**  Operational excellence.  **Financial implications**  Financial resources are estimated at 600 000 CHF as per paragraph 2.3, the funding of which is proposed as an integral part of the Transformation process in Document [C24/19](https://www.itu.int/md/S24-CL-C-0019/en).  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **References**  *Report by the Chair of the Council Working Group on the use of the six official languages of the union (*[*Document CWG-LANG/14/6*](https://www.itu.int/md/S24-RCLCWGLANG14-C-0006/en)*);* *Summary report of the 17th meeting by the Chair of the Council Working Group on financial and human resources (*[*Document CWG-FHR-17/24*](https://www.itu.int/md/S24-CWGFHR17-C-0024/en)*);* [*Resolution 154 (Rev. Bucharest, 2022)*](https://www.itu.int/en/council/Documents/basic-texts-2023/RES-154-E.pdf)*;* [*C24/19*](https://www.itu.int/md/S24-CL-C-0019/en) | |

1. **Introduction**

Discussions on the improvement of the ITU website in terms of harmonization, user experience, and search functionality have been held within meetings of CWG-LANG in line with Resolution 154 (Rev. Bucharest, 2022) which states in *recognizing e)* that websites in the six official languages of ITU are important tools for the membership, the media, educational institutions, and the general public; and *instructs the Secretary-General 3* to intensify work on harmonization of the websites of the ITU Sectors and the General Secretariat in all the official languages of the Union to ensure clarity and ease of navigation and to achieve the image of “One ITU”.

As improvement of the website is a cross-cutting issue with financial implications, it was discussed in parallel at the 13th meeting of CWG-LANG and the 16th meeting of CWG-FHR in October 2023 in line with a Member State Contribution (Document [CWG-FHR/16/17](https://www.itu.int/md/S23-CWGFHR16-C-0017/en)/ Document [CWG-LANG/13/4](https://www.itu.int/md/S23-RCLCWGLANG13-C-0004/en)). The principal issues to be resolved are the poor performance of the ITU search engine; limited harmonization of common features across the three sectors; and difficulty in locating documents and navigating the website.

At the 14th meeting of CWG-LANG in January 2024, the secretariat presented a further update on progress towards website harmonization (Document [CWG-LANG/14/INF/1](https://www.itu.int/md/S24-RCLCWGLANG14-INF-0001/en)). Following discussions on this document in both CWG-LANG and the 17th meeting of CWG-FHR, the secretariat was requested to present to the Council in June 2024 a roadmap of concrete steps for the improvement of the website by Plenipotentiary 2026.

1. **Roadmap to improve ITU website search and harmonization**

The project focuses on developing a modern, mobile-responsive, secure, and multilingual website, characterized by a unified information architecture and well-defined taxonomy. The aim is to provide strong search capabilities, user-friendly navigation, and consistent branding and messaging. The goal is to ensure a design that prioritizes and enhances the user experience.

This project is an integral part of the Transformation Roadmap.

In parallel to the timeline towards a new website described below, an initial improvement of the existing ITU website search function will be undertaken in the second half of 2024.

**2.1 Timeline**

**2025-2026**

**2024-2025**

**2024**

**Initial governance & clean-up**

**Standardization**

Information architecture, taxonomy & user testing

**Execution**

Complete the development of essential components, enabling content creators to prepare pages for launch

**phase**

**2.2 Financial implications**

The project requires an estimated budget of CHF 600K (as part of the Transformation Roadmap and budget), to be committed in 2024 and spent in 2025 (CHF 500K) and 2026 (CHF 100K), respectively.

Estimated details of costing and expenses are outlined below. Deliverables are subject to the budget availability and allocation of internal resources (developers, web masters, content creators, etc.) across the three Bureaux and the General Secretariat.

**2.3** **Estimated expenses by project phases**

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| --- | --- | --- | --- |
| **Phases** | **2024** | **2025** | **2026** |
| Initial governance & clean-up | 0 | 0 | 0 |
| Standardization | 0 | 250K (to be committed in 2024) | 0 |
| Execution | 0 | 250K (to be committed in 2024) | 100K (to be committed in 2024) |
| **Total** | **0** | **500K** | **100K** |

**2.3.1 Phase 1: Web governance & clean-up** establishes a foundation for the project by setting policies and standards whilst streamlining existing web assets:

* **Web governance**: creating a framework to define roles, responsibilities, and processes for managing the website.
* **Clean-up:** auditing current web content and infrastructure, creating a data-based strategy towards deleting or archiving outdated or redundant information and optimizing media files.

This phase will leverage ITU's internal resources and will not require a budget allocation.

**2.3.2 Phase 2:** **Standardization** is crucial to a coherent, user-friendly, and scalable website. It typically involves the following key components:

* **Information architecture (IA):**  the primary objective is to systematically organize and structure website content, navigation and searchability.
* **Taxonomy:** establishes the classification system used to organize content.
* **User testing:** the process of evaluating the website by testing it with real users, including with Member States as requested by the CWG-LANG in January/February 2024. This is important to identify usability issues, confusion in navigation and other obstacles hindering user experience. Feedback from testing is used to refine the information architecture and taxonomy, ensuring that website design is intuitive and meets ITU members’ needs.

This phase will require external support due to the specific expertise required. Based on similar work done by other United Nations agencies (e.g. WHO, UNOPS, OHCHR), the estimated cost of this phase is CHF 250 K.

**2.3.3 Phase 3: Execution** is where the planning and design for the new website come to life. During this phase, the following critical tasks are completed:

* **Enhanced search functionality**: implement a robust WordPress architecture to enable powerful, integrated search results across all ITU platforms, ensuring users can easily find the information they need.
* **Comprehensive security and compliance**: strengthen WordPress security measures and ensure compliance with relevant standards, safeguarding ITU's digital assets and user data against threats.
* **Improved user experience and accessibility**: enhance the user experience/user interface team and implement necessary accessibility and performance components, making ITU platforms more user-friendly and accessible to all audiences.
* **Advanced SEO (Search Engine Optimization) and site management**: elevate SEO management and introduce WordPress site archiving, corporate search implementation, and policy retention management to optimize visibility.
* **Page preparation by content creators:** in this phase, content creators are tasked with creating pages by leveraging pre-designed components. This method ensures that the pages conform to the design standards set by the branding and user experience/user interface team, accurately realizing the intended design vision.

Internal resources can be leveraged for the final stage of the project. The execution of the ITU-R sectorial website will be prioritized.

However, short-term external support, extending from technology and solution selection to capacity building, is essential to guarantee quality delivery of a project of this size and ensure that the project meets high standards throughout. Based on similar prior projects, estimated costs will be around CHF 350K, including technical work such as reviewing WordPress architecture, WordPress security and compliance, user experience/user interface, and back- and front-end development.

The project will deliver a modern, multilingual website, with enhanced search capabilities, user-friendly navigation, and improved user experience for ITU membership and staff.

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