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| **Agenda item: ADM 3** | **Document C24/101-E** |
| **21 May 2024** |
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| Contribution by the United Arab Emirates, and Saudi Arabia (Kingdom of), Egypt (Arab Republic of), Russian Federation and Morocco (Kingdom of)  |
| PROPOSAL ON ENHANCING ITU WEBSITE DEVELOPMENT |
| **Purpose**This contribution commends the ITU website roadmap outlined in Document C24/53 by the ITU Secretariat, and offers suggestions aimed at refining the website development process, enhancing user experience, and ensuring comprehensive accessibility and functionality across the ITU’s digital platforms.**Action required by the Council**The Council is invited to **consider** the proposals contained in the contribution and **take action as appropriate**.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**References***Roadmap to improve ITU website ([C24/53](https://www.itu.int/md/S24-CL-C-0053/))* |

**Introduction:**

The ITU’s initiative to modernize its website as detailed in Document [C24/53](https://www.itu.int/md/S24-CL-C-0053/) is both recognized and highly commendable. The commitment to creating a mobile-responsive, secure, and multilingual website is timely and aligns with the ITU's strategic goals. This contribution aims to build on the existing plan by recommending ongoing improvements and adjustments based on best practices in web development and user engagement.

**Proposal:**

1. **Continuous User Testing:** Building on the roadmap's initial focus on user testing during the standardization phase, it is crucial to extend this testing throughout the project lifecycle. This can be achieved by:
	* Implementing User Behavior Analytics tools to monitor how users interact with the website. Tools such as heatmaps, session recordings, and conversion funnels can offer invaluable insights that can be used to refine and optimize the UX design continuously.
	* Creating a feedback loop by inviting ITU members from diverse backgrounds to participate in the testing phases. This can be facilitated through a dedicated communication channel, such as a mailing list, where members can sign up to test and provide feedback during various stages of the website development.
	* Utilizing online UX testing platforms that provide automated testing solutions. These tools can efficiently handle large-scale testing scenarios, reducing the manual effort required and speeding up the feedback collection process.
2. **Support for the six official languages**: To continue taking all necessary measures to ensure using the six official languages of the Union on an equal footing, and to provide interpretation and the translation of ITU documentation, as stated in Resolution 154 (Rev. Bucharest, 2022).
3. **Adherence to WCAG 2.2:** To enhance accessibility, the website must comply with the latest Web Content Accessibility Guidelines (WCAG) 2.2 by the W3C. This will not only improve usability for persons with disabilities but also ensure that the ITU website meets international standards of accessibility.
4. **Comprehensive Testing Phases:** The current roadmap lacks explicit mention of pre-launch testing phases, which are critical in identifying and mitigating potential issues. Incorporating thorough testing stages, including Functional, Performance, Security, and User Acceptance Testing, is imperative to ensure robustness and user confidence in the new website.
5. **Application Performance Monitoring (APM):** Utilization of APM tools will help monitor the website’s performance and promptly address any issues experienced by users, enhancing overall satisfaction and reliability.
6. **User Feedback Mechanism:** Integrating a feedback mechanism on every page of the website will allow users to report issues or suggestions directly from their current page, enriching the feedback loop and facilitating quicker enhancements.
7. **Post-Launch Awareness:** After launching the new website, it is essential to implement an awareness campaign to educate Membership about the new features and functionalities. This phase should include diverse channels such as digital tutorials, informational sessions, and direct communications to ensure all ITU Membership are well-informed and equipped to utilize the website effectively.

**Conclusion:**

The roadmap presented in Document [C24/53](https://www.itu.int/md/S24-CL-C-0053/) sets a solid foundation for a better ITU website. By incorporating the suggestions in this contribution, the ITU can enhance the effectiveness and reach of its website, according to best practices. We recommend that the ITU Council consider these suggestions to maximize the impact and success of the website development project.

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