
CCAMLR WEBSITE DESIGN AND LAYOUTS

Stage 1 - PRELIMINARY





OVERVIEW

Preliminary stage

- ascertain the value of current redesign
- grasp the scope of it

Reason One

- Avoid scope creep
- Have clear goals
- Manage project

Reason Two

- Assess what doesn't work
- Assess what does
- Research and analyse

Stage 1 - PRELIMINARY



SUMMARY

Preliminary stage pathway

- SMT presentation;
- Survey design and approval - 3 in total:
 - Members, General Public and Observers, Secretariat
- Survey distribution
 - CCAMLR-39, Web e-group, Social media, Secretariat
- Survey analysis and report to SMT;
- Before Creative workshops;
- Interviews with outside stakeholders;
- Ready for Phase 1 Design and Layout Scope of Work.

Stage 1 - PRELIMINARY



IMPORTANT QUESTIONS

Why redesign?

- contains a considerable amount of information;
- takes more than 4 clicks to access the information;
- difficult to navigate;
- no reflection of CCAMLR;
- needs a more pleasing aesthetics.

Stage 1 - PRELIMINARY



IMPORTANT QUESTIONS

Business goals not met by the current site

- low conversion;
- too hard to update;
- slow to load;
- difficult to navigate;
- not easy to find forms, pay, load papers

Stage 1 - PRELIMINARY



IMPORTANT QUESTIONS

Business goals we need

- Information in order;
- Easy access to information;
- Fast load times;
- Search;
- Must reflect CCAMLR, its values and mission;
- Engaging;
- Aesthetically pleasing

Stage 1 - PRELIMINARY



IMPORTANT QUESTIONS

CCAMLR website functions

- Members:
 - stay updated on current CMs, fishery reports, CIRCs, science, register and participate in meetings, e-groups, etc;
- Observers:
 - fill forms, register and participate in meetings and e-groups, submit papers, collect data, etc;
- General public:
 - information about Antarctica, the Treaty, the Convention, information about fisheries, climate change, fun facts, how to ..., a map of the Convention area, tC⁰, webcams, a blog;
- Secretariat:
 - science, data, communications, meetings, compliance, fisheries, etc.

Stage 1 - PRELIMINARY



IMPORTANT QUESTIONS

Visitors

- what would a Member/Observer/Secretariat staff member/member of public normally want once on the website (science, compliance, payment, information)?
- what is the most logical way to achieve those goals?
- shall we offer a menu grouping by species or area instead of the department?

Stage 1 - PRELIMINARY



IMPORTANT QUESTIONS

Type of website

- shall we have a general public version and a version for the authorised users?
- shall the website become more complex with the user access?

Stage 1 - PRELIMINARY



IMPORTANT QUESTIONS

Demographics

- Tech-savvy vs not
- Personal goals
- Intent
- Geopolitical location
- Limitations

Stage 1 - PRELIMINARY



IMPORTANT QUESTIONS

Measuring success

- SMART:
 - Specific, Measurable, Achievable, Relevant and Time-bound;
- Specific and measurable goals:
 - how many clicks to information, load time, traffic;
- Set goals and measure within each target group;
- Time-bound changes:
 - seasonal traffic increase, e.g. fishery notifications, forms, meeting server navigation and traffic, popular interest pages, etc.

Stage 1 - PRELIMINARY



IMPORTANT QUESTIONS

CCAMLR at a glance

- Colour scheme;
- Image repository;
- Competitor analysis;
- Set goals
 - Lower tech capabilities
 - Easy layouts
 - Minimal menu
 - Intuitive search

Stage 1 - PRELIMINARY

10.

IMPORTANT QUESTIONS

Analysis - Competitors

The screenshot shows the Greenpeace International website homepage. At the top, there is a dark blue navigation bar with the Greenpeace logo on the left, followed by 'International', 'ACT', 'EXPLORE', a 'Donate' button, and a search bar. The main hero section features a large image of a family (a woman, a man, and a child) standing in a field of sunflowers, looking towards a landscape with wind turbines. The headline reads 'It's time to build back better'. Below the headline is a paragraph: 'While COVID-19 has exposed the ugly inequalities of our society, it has also shown us the possibility of a fairer and greener future. Together, we can build back better, and these are stories of how.' An orange button labeled 'Read our stories' is positioned below the text. Below the hero section, there are two columns of text. The left column is titled 'People Power' and contains the text: 'This is where you come in. If you want a green and just world, we'll march alongside you. If you've got ideas for how to get there, we want to learn from you. Let's dream together, plan together and act together.' Below this text is a button labeled 'BE THE CHANGE'. The right column is titled 'Change the world' and contains the text: 'Imagine a world where forests flourish and oceans are full of life. Where energy is as clean as a mountain stream. Where everyone has security, dignity and joy. We can't build this future alone, but we can build it together.' Below this text is a button labeled 'DISCOVER OUR STORIES'. At the bottom, there is a section titled 'Our Stories' which includes a small image of fish, the text 'STORIES • #Oceans', the headline 'We cannot afford fish that costs lives', and the byline 'Elizabeth Monaghan • 21 November 2020'.

GREENPEACE International ACT EXPLORE Donate Search

It's time to build back better

While COVID-19 has exposed the ugly inequalities of our society, it has also shown us the possibility of a fairer and greener future. Together, we can build back better, and these are stories of how.

Read our stories

People Power

This is where you come in. If you want a green and just world, we'll march alongside you. If you've got ideas for how to get there, we want to learn from you. Let's dream together, plan together and act together.

BE THE CHANGE

Change the world

Imagine a world where forests flourish and oceans are full of life. Where energy is as clean as a mountain stream. Where everyone has security, dignity and joy. We can't build this future alone, but we can build it together.

DISCOVER OUR STORIES

Our Stories

STORIES • #Oceans

We cannot afford fish that costs lives

Elizabeth Monaghan • 21 November 2020

10.

IMPORTANT QUESTIONS

Analysis - Competitors

The screenshot displays the Greenpeace International website. At the top, the Greenpeace logo is on the left, followed by navigation links for 'International', 'ACT', 'EXPLORE', and a 'Donate' button. A search bar is located on the right. Below the navigation is a dark menu listing various countries and languages, including Africa, Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Finland, France, Germany, Greece, Greenland, Hungary, India, Netherlands, New Zealand, Norway, Peru, Philippines, Poland, Romania, and Russia.

About Us

Greenpeace exists because this fragile earth deserves a voice. It needs solutions. It needs change. It needs action.
[Learn more about us.](#)

Energy

We challenge the power of fossil fuel corporations, bolster support for renewable and citizen-powered energy and seek to hold big polluters to account.
[Learn more about this issue.](#)

At the bottom of the page, there are three small image thumbnails: the first shows industrial smokestacks emitting smoke, the second shows a dark, stormy sky, and the third shows a close-up of a person's face.

10.

IMPORTANT QUESTIONS

Analysis - Competitors



The Antarctic Treaty was signed in Washington on 1 December 1959 by the twelve countries whose scientists had been active in and around Antarctica during the International Geophysical Year (IGY) of 1957–58. It entered into force in 1961 and has since been acceded to by many other nations. The total number of Parties to the Treaty is now 54.

Some important provisions of the Treaty:

Antarctica shall be used for peaceful purposes only

Art. I

Freedom of scientific investigation in Antarctica and cooperation toward that end... shall continue

Art. II

10.

IMPORTANT QUESTIONS

Analysis - Competitors

Secretariat of the Antarctic Treaty

About Environmental Protection Meetings Information Exchange Data

THE ANตาร์CTIC TREATY

PARTIES

KEY DOCUMENTS

RELATED AGREEMENTS

THE SECRETARIAT

TOPICS

PEACEFUL USE AND INSPECTIONS

SCIENCE AND OPERATIONS

KEY SCIENCE PRIORITIES

ENVIRONMENTAL PROTECTION

TOURISM AND NON-GOVERNMENTAL ACTIVITIES

VISITOR SITE GUIDELINES

NATIONAL COMPETENT AUTHORITIES

The Antarctic Treaty

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THE ANตาร์CTIC TREATY

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ENVIRONMENTAL PROTECTION

TOURISM AND NON GOVERNMENTAL ACTIVITIES

KEY DOCUMENTS

RELATED AGREEMENTS

THE SECRETARIAT

10.

IMPORTANT QUESTIONS

Analysis - Competitors

The screenshot shows the Australian Antarctic Program website. At the top left is the Australian Government logo and the text 'Department of Agriculture, Water and the Environment' and 'Australian Antarctic Division'. To the right is the 'AUSTRALIAN ANTARCTIC PROGRAM' logo, which is a globe with Australia highlighted. Further right are social media icons for Facebook, Twitter, Instagram, LinkedIn, and YouTube, followed by the tagline 'Antarctica - valued, protected and understood'. Below this is a dark navigation bar with links for 'Home', 'About Antarctica', 'Scientific research', 'Antarctic operations', 'News and media', 'Galleries', and 'About us'. A search icon and a 'Menu' button are on the right side of the navigation bar. The main content area features a large banner image of an emperor penguin standing on a snowy landscape. A circular watermark of the Australian Antarctic Program logo is overlaid on the right side of the banner. Below the banner is the caption 'Emperor penguin near Vanderford Glacier. Photo: Justin Chambers'. Underneath the banner are two columns: 'LATEST NEWS' with a 'See all >' link and three news thumbnails (a red ship, firefighters, and a meeting), and 'WEBCAMS' with a 'See all >' link and one webcam thumbnail showing a snowy landscape with buildings.

10.

IMPORTANT QUESTIONS

Analysis - Competitors

Australian Government
Department of Agriculture, Water and the Environment
Australian Antarctic Division

AUSTRALIAN ANTARCTIC PROGRAM

Antarctica - valued, protected and understood

Home About Antarctica Scientific research Antarctic operations News and media Galleries About us

Emperor penguin chick Photo: Gary Miller

ABOUT ANTARCTICA

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11.

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TODAY IN CONTEXT, NOVEMBER 25, 2020 | SEE WEEK IN REVIEW

History-Making Shipwrecks



November 25 marks the 900th anniversary of the sinking of the *White Ship*. The wreck claimed the life of William the Atheling, the only legitimate son of Henry I and heir to the English throne. The subsequent succession crisis plunged England into decades of civil war. What other maritime disasters have changed the course of history?

Lusitania
The sinking of this British ocean liner indirectly led to the U.S. entering World War I on the side of the Allies.

The storms that saved Japan
Shipwrecks do not typically occur en masse, but a pair of fortuitous tropical cyclones in the 13th century destroyed massive Mongol invasion fleets.

Famous Battle-Axes

While that term is often seen as a pejorative, we're using it in the more literal sense. As in women whose weapon of choice was cold, hard steel. As in an axe. Or hatchet. Or tomahawk. Thanks in part to such unladylike weapons, these women captured the public's imagination and secured their place in history.

A Daring Escape in 1697
ARTICLE / LITERATURE

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Home > Health & Medicine

Health & Medicine

The study of the human mind and body, how these function, and how they interact—not only with each other but also with their environment—has been of utmost importance in ensuring human well-being. Research on potential treatments and preventive medicine has expanded greatly with the development of modern medicine, and a network of disciplines, including such fields as genetics, psychology, and nutrition, aims to facilitate the betterment of our health.


BROWSE SUBCATEGORIES | Anatomy & Physiology | Conditions & Diseases | Genetics & Evolution | Health, Nutrition & Fitness | Human Development | Medicine

FEATURED CONTENT, NOVEMBER 25, 2020

9 Bizarre Myths About Pregnancy

That's one for each month!

#WTFACT / HEALTH & MEDICINE




WRITTEN BY Kara Rogers

Are There Really Right-Brained and Left-Brained People?

Is it true that logical people are left-brained and creative people are right-brained?


DEMYSTIFIED / HEALTH & MEDICINE



7 Vestigial Features of the Human Body

Use it or lose it!

LIST / HEALTH & MEDICINE




WRITTEN BY Kara Rogers

HIV/AIDS: Just the Facts

What we know about one of the worst pandemics in human history.

COMPANION / HEALTH & MEDICINE



Nervous system

Black Friday Sale! Premium Membership is now 50% off!

IMPORTANT QUESTIONS

Analysis - Information repositories



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1

COVID-19 FAQs

LIBRARIES TASMANIA

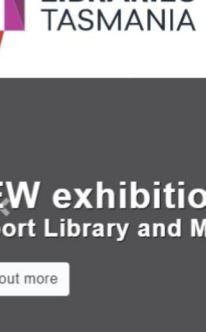
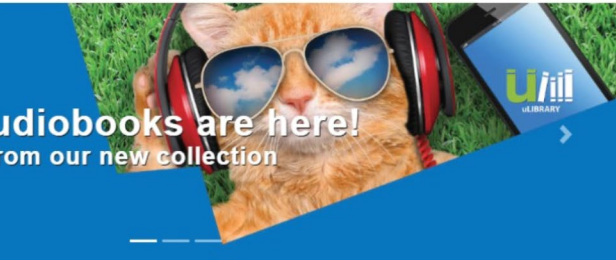
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COVID-19 FAQs

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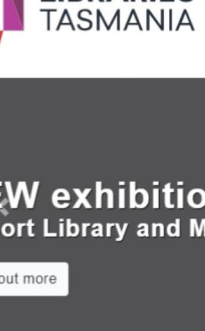

Library Catalogue ▾

- All how to pages
- Click & Collect
- Book groups
- Borrow library items
- Children's online learning
- Computers and internet access
- Copies
- Fees and merchandise
- Meeting rooms
- Place a hold
- Support your library
- Tell us or recommend
- Volunteer

NEW exhibition
Allport Library and Museum of Fine Art

Find out more

Explore the Collections



IMPORTANT QUESTIONS

Analysis - Information repositories

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Food and Agriculture Organization of the United Nations

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About FAO In action Media Main topics Resources Member countries Get involved

NEWS

Pope Francis meets Director-General and renews his encouragement and support for FAO's work

Pope Francis received FAO Director-General QU Dongyu for a meeting at the Vatican.

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Food and Agriculture Organization of the United Nations

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The State of Food Security and Nutrition in the World 2020

Transforming Food Systems for Affordable Healthy Diets

AND NUTRITION IN THE WORLD

TRANSFORMING FOOD SYSTEMS FOR AFFORDABLE HEALTHY DIETS

FAO launches its 2020 report "Tracking progress on food and agriculture-related SDG indicators"

This second edition offers detailed analysis and trends on 22 indicators under 6 SDGs (2, 5, 6, 12, 14 and 15) under its custodianship.

FAO Food Price Index

2014-2016=100

Year	Index Value
2017	~98
2018	~100
2019	~98
2020	~102

J F M A M J J A S O N D

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IMPORTANT QUESTIONS

Analysis - Information repositories



BROCHURE FEEDBACK

- Commission
 - Treaty, Convention
- CCAMLR makeup and responsibilities
 - SC and other committees
- Conservation
 - Species
 - MPAs
 - Fisheries
- Management
 - Monitoring and Compliance,
 - Pollution
 - Climate change

Stage 1 - PRELIMINARY



TIMELINE

- Preliminary Research 11/11-27/12
- Survey preparation and approval 27/11-3/12
- Survey deployment and collection 1/12-15/12
- Analysis and report 10/12-22/12
- Card sort preparation 22/12-7/1
- Interviews (stakeholders) 22/12-12/1
- Workshops with Before Creative 8/1-12/1
- Scope of Work (Phase 1) 12/1 – 22/1

Stage 1 - PRELIMINARY

SURVEY QUESTIONS

Q1. *Do you use the CCAMLR website?*

- a) Yes – go to Q2
- b) No - Thank you. The end (Optional research – why?)

Q2. *How often do you use the CCAMLR website?*

- a) daily, b) weekly, c) monthly,
- d) quarterly, e) only during meetings

Q3 *What do you do on CCAMLR website?*

- a) pay, b) look for information, c) upload/download,
- d) participate, e) register

Q4 *What do you like about the CCAMLR website?*

Text field

Q5 *What do you find frustrating dealing with the CCAMLR website?*

Text field

Q6 *What does CCAMLR mean to you?*

Text field

Q7 *What menu items do you need?*

Text field

Q8 *What's missing on the CCAMLR website?*

Text field

Q9 *May we contact you for an in-depth design and layout interview?*

- a) Yes
- b) No

Main objective: engage, feedback, further interviews



THE END

Stage 1 - PRELIMINARY