

Phase 1	Analysis and diagnostic	
	<u>Tasks list:</u> 1. Create a sitemap (current status). 2. Technical audit (implementation cycle). 3. Technical audit (operating cycle). 4. Editorial audit. 5. Classify content: › Keep. › Simplify. › Migrate. › Delete. 6. Analyse workflows and inefficiencies. 7. Collecting Directions needs: › DAJ › DACAB › DL › DFI › DRH › DIRCAB › DPRM › DOP › DCDEV › DCTP Collecting Back-End (BE) contributors' feed-backs.	
	<u>Key Performance Indicators:</u> 1. Respect for deadlines. 2. Number of problems or anomalies identified.	<u>Weigh/Priority:</u> 1. Medium. 2. Essential.
	<u>Deliverables:</u> 1. Sitemap. 2. Audit report, including risk assessments and prioritization proposals.	<u>Expected formats:</u> 1. MS Visio. 2. MS Word.
	<u>Duration:</u> 1 month.	<u>Condition for success:</u> › Communication across teams › Centralization of information. › Availability of the existing Website documentation. › Availability of contact persons. › BE contributors' feed-back precision levels.

Phase 2	Planning and internal coordination	
	<u>Tasks list:</u> 1. Establish governance guidelines: › Content owners. › BE contributors. › Approvers. › Technical maintenance. 2. Create a sitemap (project). 3. Define a simplification plan. 4. Provide sessions to BE contributors: › Information. › Recommendations. › Trainings.	
	<u>Key Performance Indicators:</u> 1. Respect for deadlines. 2. Percentage of prioritized content. 3. Delivery of a validated sitemap. 4. Delivery of a validated simplification plan. 5. Delivery of a validated roadmap.	<u>Weigh/Priority:</u> 1. Medium. 2. Medium. 3. Essential. 4. Essential. 5. Essential.
	<u>Deliverables:</u> 1. Sitemap. 2. Simplification plan. 3. Roadmap.	<u>Expected formats:</u> 1. MS Visio. 2. MS PowerPoint. 3. MS Project.
	<u>Duration:</u> 2 months.	<u>Condition for success:</u> › Communication across teams › Centralization of information. › Availability of the graphic charter. › Availability of contact persons.

Phase 3	Implementation	
	<u>Tasks list:</u> 1. Coordinate the simplification and reorganization of the content. 2. Reduce the number of the pages, from 1,500 to 500. 3. Editorial management: › Ensure alignment of all revised content with UPU's communication strategy, tone, and branding. › Ensure that the short-term outputs provide a strong foundation for eventual CMS migration and full redevelopment of the new Website. 4. Apply targeted technical fixes: › Search. › Widgets. › Mobile view.	
	<u>Key Performance Indicators:</u> 1. Respect for deadlines. 2. Reduction of page number.	<u>Weigh/Priority:</u> 1. Medium. 2. Essential..
	<u>Deliverables:</u> 1. Reduced operational Website.	<u>Expected formats:</u> 1. Kentico CMS (www.upu.int).
	<u>Duration:</u> 2 months.	<u>Condition for success:</u> › Fluidity and centralization of communication between teams. › Availability of contact persons.

Phase 4.a	Testing and validation	
	<u>Tasks list:</u> 1. Fix bugs. 2. Conduct usability testing. 3. Validate workflows. 4. Validate contents.	
	<u>Key Performance Indicators:</u> 1. Respect for deadlines. 2. Percentage of passed tests. 3. Percentage of customer satisfaction. 4. Percentage of fixed bugs. 5. Percentage of fixed anomalies.	<u>Weigh/Priority:</u> 1. Medium. 2. Medium. 3. Essential. 4. Essential. 5. Essential
	<u>Deliverables:</u> 1. Test plan. 2. Functional Website, validated by DIRCAB.EXT.COMM.	<u>Expected formats:</u> 1. MS Excel. 2. Kentico CMS (www.upu.int).
	<u>Duration:</u> 15 days.	<u>Condition for success:</u> › Communication across teams › Centralization of information. › Availability of contact persons. › Bugs complexity.

Phase 4.b	Long-term solution	
	<u>Tasks list:</u> 1. Elaboration of the ToR for the next phase of the project. 2. Draft the scope, strategy and ToR for the long-term Website redesign project. 3. Ensure consistency in style, tone, and messaging with Communication team's guidance. Respect of the DPTC technical platform.	
	<u>Key Performance Indicators:</u> 1. Respect for deadlines. 2. Validated ToR.	<u>Weigh/Priority:</u> 1. Medium. 2. Essential.
	<u>Deliverables:</u> 1. Project plan. 2. Roles and responsibilities. 3. Workflows. 4. Functional specifications. 5. Budget. 6. Sitemap. 7. Roadmap. 8. CMS benchmarks.	<u>Expected formats:</u> 1. MS Project. 2. MS Visio. 3. MS Visio. 4. MS Word. 5. MS Excel. 6. MS Visio. 7. MS Project. 8. MS Excel
	<u>Duration:</u> 15 days.	<u>Condition for success:</u> › Communication across teams › Centralization of information. › Availability of the UPU documentation. › Availability of contact persons.