The OIV website is complex to browse and the information cannot be easily found despite the availability of a search engine

Main shortcomings identified in the OIV website

Structure & navigation

- Web **design and structure** can be **complicated** for new users and makes the navigation difficult

- Currently It is **not possible to perform any change** as OIV does not have contract with the provider that built the website

- There is **no** possibility to implement **web analytics** or install any plugin to track traffic or even to improve any aspect of the website

- The structure of the menus is sometimes **complex for a user friendly navigation**
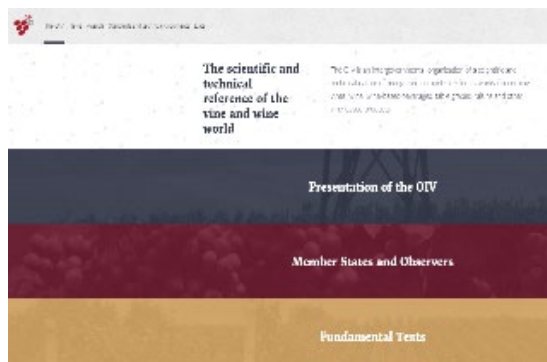
Information and resources

- While the OIV has plenty of information, the website does **not integrate access** to scientific publications and other **information** (Boletin OIV, EdP cience…)

- **Documents are disseminated** and are not easily found on the website, as they are located in different subpages

- The **search engine is not practical,** and users have difficulties in finding what they are looking for using the search functionality such as resolutions or technical documents

- The **search engine** provides a set of results that are **difficult to explore** and find what you are really looking for

Key findings

Complex navigation, it is not clear how is the information structured

Difficult access to documents and resolutions even using the search engine

minsait

The IGOs' website is the main medium for providing, in structured way, their information, projects and tools

General webpage structure and navigation

World Trade Organisation

- Most websites allow to see the different **menu options** which provides a **general overview** of the page and **improves usability**

International Coffee Organisation & International Cocoa Organisation

- Some websites provide a **global vision** of what they have on the main page while others present the latest news or key projects

Access to information and resources

United Nations

- Comprehensive and **guided searches** help to find **content that is organised and categorised**

OECD

- **Easy accessible** links to other platforms, applications and **information sources**

minsait

Rebuild the OIV's website making it the global information hub for the vine and wine sector, increasing its reach and providing more valuable and accessible information

Functional requirements for the construction of the OIV's new web

General characteristics

Implement all **technical functionalities** that need to be present on a cutting- edge website

- **Multilanguage**
- Improved **web analytics**
  - Traffic tracking
  - Traffic flow
  - Average time on page
  - Top landing pages
  - …
- **Mobile and Desktop** versions
- Adaptable to the OIV's branding

Navigation and Structure

Redefine the user journey to achieve a user-friendly, intuitive and interactive platform

- The new web will be built with the aim of allowing **users' autonomy**
- Improvement of the **first and second navigation levels** to make the web more user friendly
- **System to categorise** the news filtering it by topic

Access to information

Provide **easy and reliable access** to a vast range of information related to vine and wine sector

- Access to **structured & segmented information**: resolutions, scientific publications, sectorial data, bulletin OIV, news, congress publications in EdP science…
- Easy and structured searches with support of a **powerful search engine**
- Improve structure and consolidate access to **information by topic**, **category**, **geography and year**

Integration with other applications

Be able to **integrate with other applications** such as data visualisation or the Intranet

- Fluent **integration with data, graphics and reports** representation

The website has been designed to project an image at par with those of prestigious international organisations and complying with its functional requirements
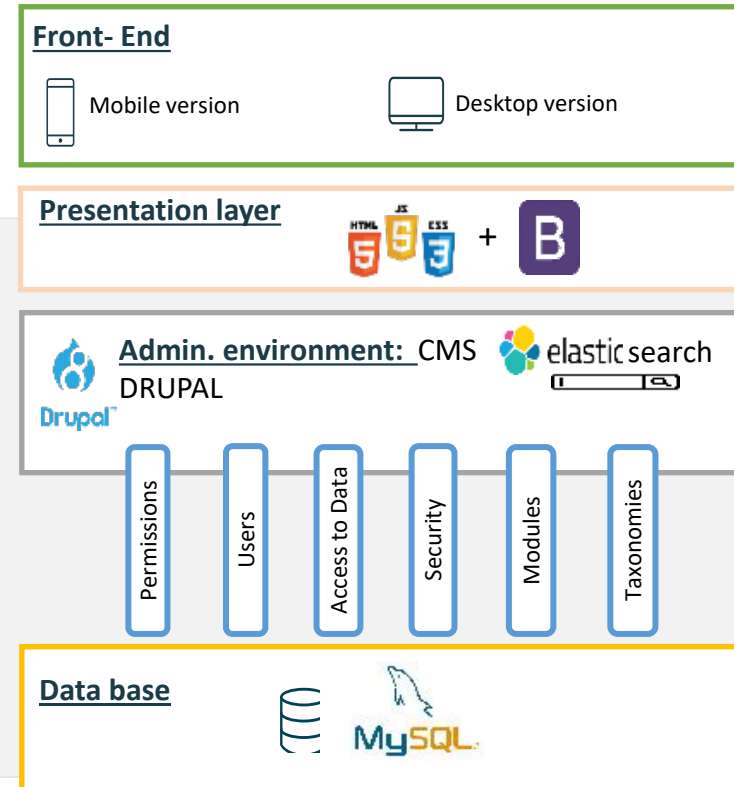
High-level proposal of the solution

- General characteristics
- Technological solution
- Analytics
- Content management

Front- End

Mobile version   Desktop version

Presentation layer

HTML5 JS CSS3 + B

Admin. environment: CMS DRUPAL   elastic search

Drupal

Permissions | Users | Access to Data | Security | Modules | Taxonomies

Data base

MySQL

Front- End

The full potential of Drupal 8 engine will be used in the presentation layer as the template Twig, HTML5, CSS3 and Bootstrap.

CMS DRUPAL

Set of blocks to distribute content through the portal: **content categorisation**, viewing options, listing. Contents are created with a defined set of attributes : body, image, author, etc…

It can also **generate lists based on the attribute categories**: news, documents, resolutions…

Management console to administrate the look and feel and the content of the webpage.

Elastic search

Search engine to read / index the content information and is able to **identify the documents** that have the content you are looking for. Lets you **search by free text.**

Back- End

It is managed by Drupal 8, allowing the administrator to manage the portal in an agile and intuitive way.

MySQL will be used as the database. It is the current database used by the OIV.

The website architecture will permit storing all OIV resolutions and publications while maintaining an optimised user experience

High- level proposal of the solution

General characteristics

Technological solution

Analytics

Content management

The architecture will have the following components

Cache Server based on Varnish, adjusting its computing capacity automatically based on incoming traffic

Distributed **file storage**. It will be used for the storage of the asset exchange files between HAMS and the Web Portal.

The **Web Server** must have the ability to scale, adapting the available capacity based on demand at all times.

Users

Administrators

Balancer

Cache (Varnish)

Web Server (Drupal)

BD MySQL

File storage

Front-end

- Standardised
- Mobile friendly
- Native support
- Easy interactions
- Semantic and structured
- Improved layout

- Modularity
- Reusability
- Flexibility
- Hierarchy
- Agility
- Programmability

B
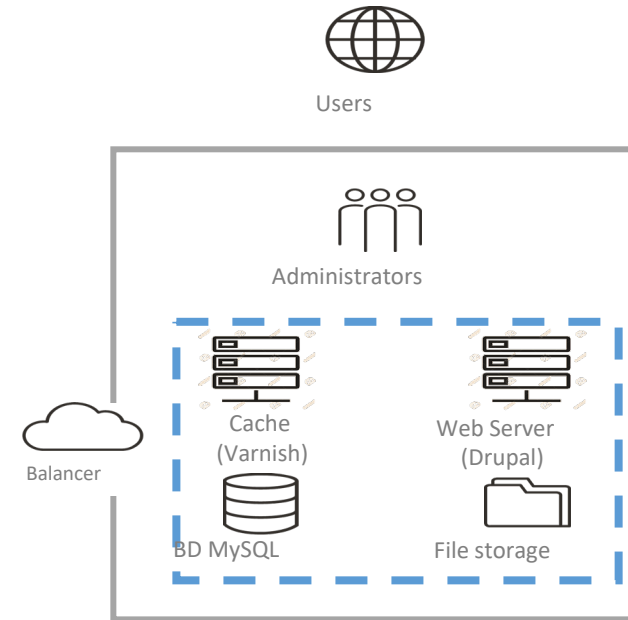
Bootstrap for the presentation of the different pages integrated in the new Portal

Bootstrap **allows a responsive and multi-language web platform** to satisfy access to portals from different devices
It is the world benchmark for HTML5 / CSS3 page building right now. It will also be integrated into Drupal presentation templates built with Twig.

Google tools will support the analysis functions of the OIV's new website

High- level proposal of the solution

General characteristics

Technological solution

Analytics

Content management

Google Tag Manager

It will include the integration of the Google Tag Manager code within the portal pages through a module, the configuration of the labelling layer and the necessary publication of online marketing pixels.

Google Analytics

Access and configuration of Google Analytics accounts, as well as standard analytics through Google Tag Manager.
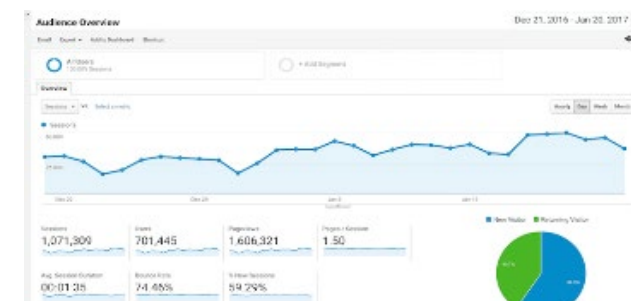
(!) The tracking code will be inserted for integration with digital marketing campaigns in a standard way without having to make calls to said services

Drupal CMS allows the management of the permissions, accesses and taxonomies required for converting the OIV's website into a wine and vine knowledge hub

Drupal 8 will bring the following advantages to the new Web Portal:

General characteristics

Technological solution

Analytics

Content management

Standardised

Compliance with the Web Standards adapted to their latest versions. Favouring the application of AA web accessibility standards.

Modular and extensible

Drupal is based on a very light and powerful internal functionality, providing a simple and scalable way to grow through modules.

High performance

It requires very basic server requirements (Apache Web Server, PHP and MySQL), with excellent performance. It stands out for its ease of installation and maintenance.

Scalability

Robust and scalable architecture for dynamic website publishing with large-scale personalised content.

Open source

Drupal distributions are made under the GPL (GNU General Public License) and with an open source philosophy, eliminating the payment of licenses and promoting their expansion.

Usability

Advanced functionality but easy to use solutions for end users and system administrators.

Administration environment (CMS)

Permissions | Users | Data Access | Security | Modules | Taxonomies
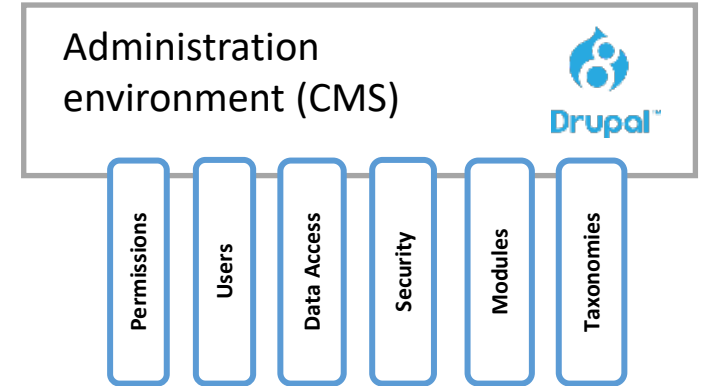
Delegated Content Management

Solutions to manage the entire content management process —including collaboration, content authoring, site design, content publishing, user content management, and dynamic delivery.