

# CURRENT ONLINE SERVICES

## “ABOUT WRS”



Information of public record but content is stagnant, buried and hard to create/edit. Barely viewed.

## NEWSLETTER



Newsletter distribution and archive. No direct signup system. PDFs not accessible and poor on mobile

## SHOP



Most visited section. Functional, but needs a re-design. Also need 'Guest checkout'

## MEMBERSHIP



Barely functional and requires lots of manual support. Email alerts unpredictable

## DONATIONS



Simple functionality but cluttered layout. Page needs redesign

# WEBSITE VISITORS (FEB 21)

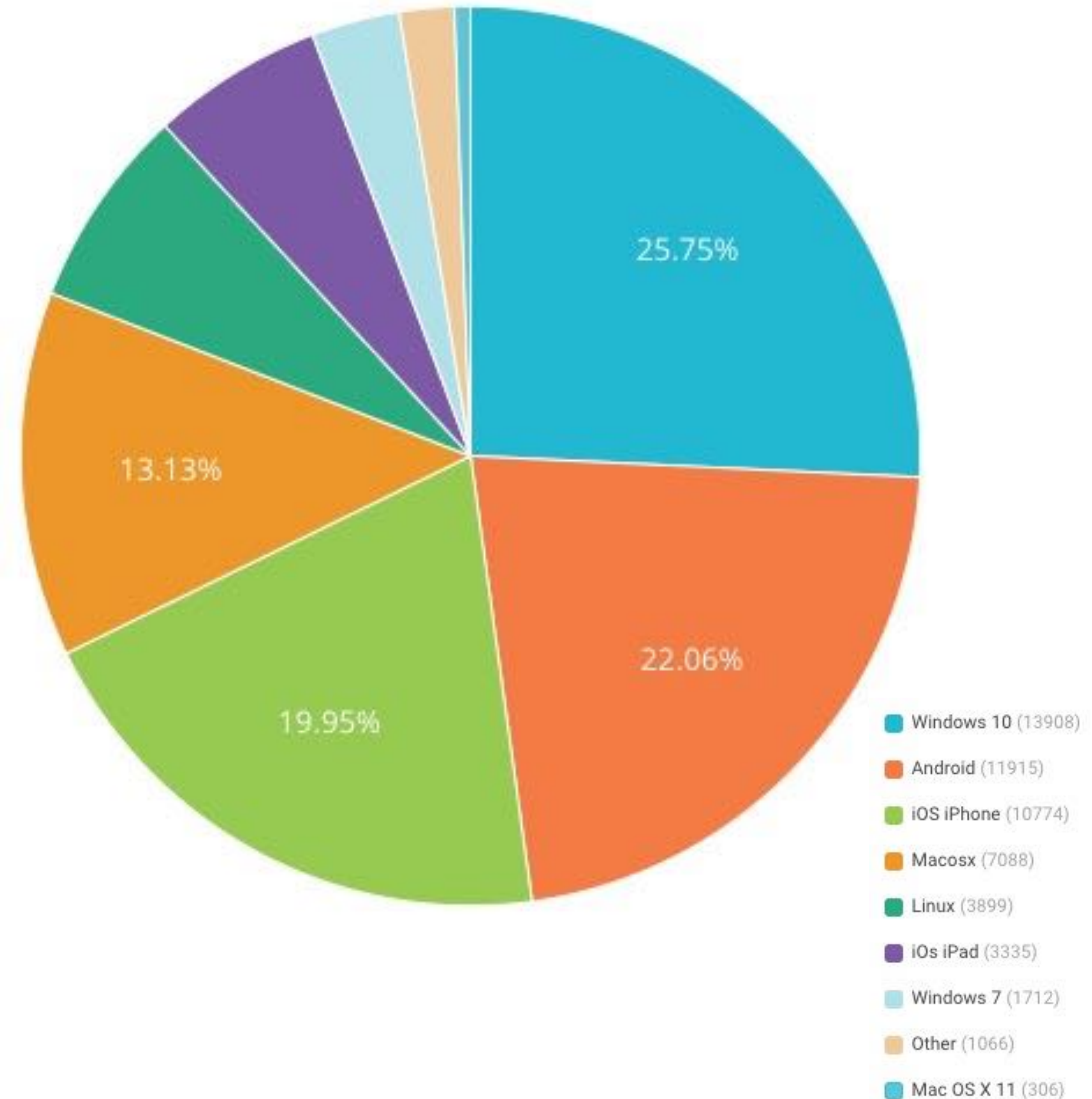
— Home page: 2,000

— Shop: 700

— Admin dashboard: 500

Approx 7K total 'hits': over 50% of visitors on mobile devices.

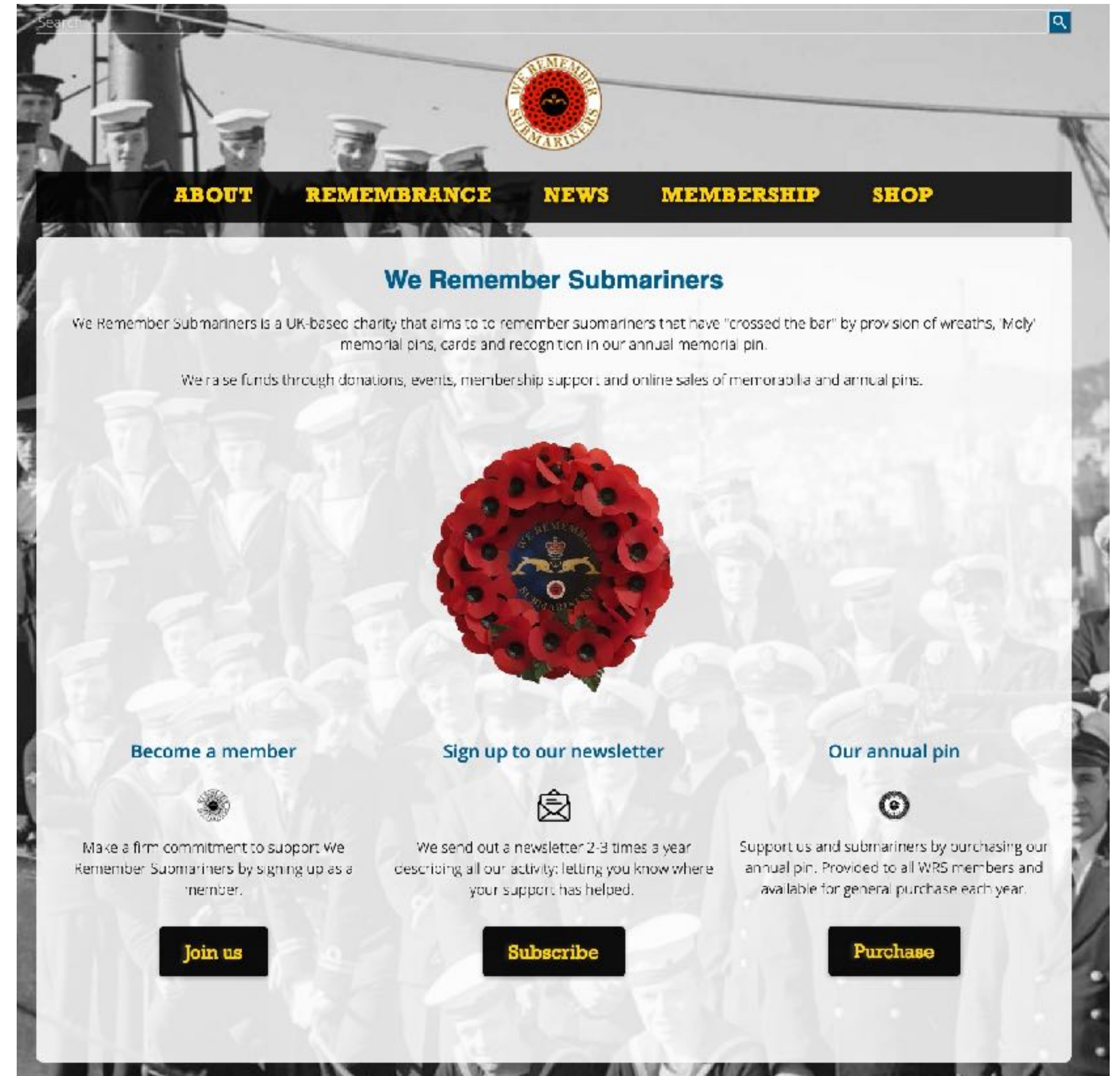
Traffic ramps up from August to November, peaking at 250K visitors month.



# WEBSITE UPGRADE

Currently moving from 'Joomla' to 'Drupal' Open Source Content Management System

- Well structured:
  - Delegate content management to WRS management via templates
  - Permissions fidelity
  - Cross-referencing info
- Lots of integrations to other systems (inc 'hook' for SMF)



# NEW WEBSITE FEATURES

- Main technical driver is custom Membership piece (time sink)
- Emphasis on annual pin + CTB roll of honour
- News updates
- Users have full control of own data + 'Eternal' membership profiles
- Guest checkout in shop
- Accessible and mobile-friendly design
- HTML (=> accessible) Newsletters
- Custom dashboards for WRS Management

**NO FIRM TIMESCALE FOR IMPLEMENTATION**