

ARCASIA WEBSITE

Revamp Brief



50 Years Anniversary

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- 2) Objectives of New Website
- 3) Key Requirements of New Website
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01

Appraisal of Current Arcasia Website

<https://www.arcasia.org>

Arcasia is 50 years. Throughout the long history as a council, involving various national Architectural Institutes, Arcasia has grown in membership and engaged nations to foster relationships and promote the architectural profession in the region. Today, there are 21 nations in Arcasia.

The Arcasia website is a platform for communication and connects members from various countries together. It is also a place where many others can find out about what Arcasia is and has been doing. The website also serves as a hub for resources to be downloaded at.

However, the current website has many areas that can be improved.

The website currently has a conventional basic and functional interface. It is a trove of history, publication and information linked or embedded in the site. It does not however reach out and communicate the objectives and intent of Arcasia very clearly until further navigation through the various pages of the site to reach a superficial appreciation.

Arcasia also carries out the Architectural Awards annually and publishes the Architecture Asia magazine quarterly. The current website does not promote either well. Every year the Awards are submitted via submission portals and the website can be a permanent platform to facilitate the submission process to streamline the end-to-end administrative backend work.

The website is also laggy and not well updated with the latest news and events.

A lot of resources are open to public, such as meeting notes, reports, publications and Arcasia song. While it seems like a very transparent organization behind the website, this also gives the impression of a website for a very niche audience.

The website has the depth of potential to showcase, promote, facilitate and drive the initiatives and agendas for Arcasia being a digital bridge between multiple nations.

02

Objectives of New Website

Arcasia intends to revamp the existing website. The Objective of the new website is to:

Raise the quality of the website to be:

- *reflective of the council of Architectural Institutes,*
- *showcase the working committees and their initiatives and work,*
- *be an effective platform of communication and award submission,*
- *and be an accessible hub of centralized architectural content and resources.*

03

Key Requirements of New Website

Arcasia intends to revamp the existing website. The Objectives of the new website are as below:

- Improve communication of what Arcasia is
- Better collate and organise content resources
- Create a better navigation interface
- Promote Arcasia website as a communication platform
- Promote the agendas of Arcasia and the committees within
- Utilise the website as a portal for Architecture Asia Award submission
- Awards announcements
- Promote the Architecture Asia Magazine
- Archival of past activities
- Raise awareness and increase membership for Arcasia
- Infrastructure improvement to maintainability of website

04

Potential Enhancements

There are other potential Enhancements that are either desirable or in consideration for further advice if suitable to be integrated with the website, such as:

- An information source 'front of house' for general public
- A log-in for members to 'back of house'
- Digital subscription to Architecture Asia Magazines
- Collect data, increase eyeballs and website stickiness
- Convert some magazine articles into posts
- Appropriate Advertising opportunities
- Consideration of other forms of potential revenue through the website
- Networking opportunities

05

Timeline of Implementation

2019

- June to August - sourcing and short-listing of vendors and quotation request
- November - approval from Council to award works

2020

- January to February - workshop with appointed vendor to finalise proposal
- March to April - soft-launch of Website
- May - official launch of Website

06

Indicative Cost

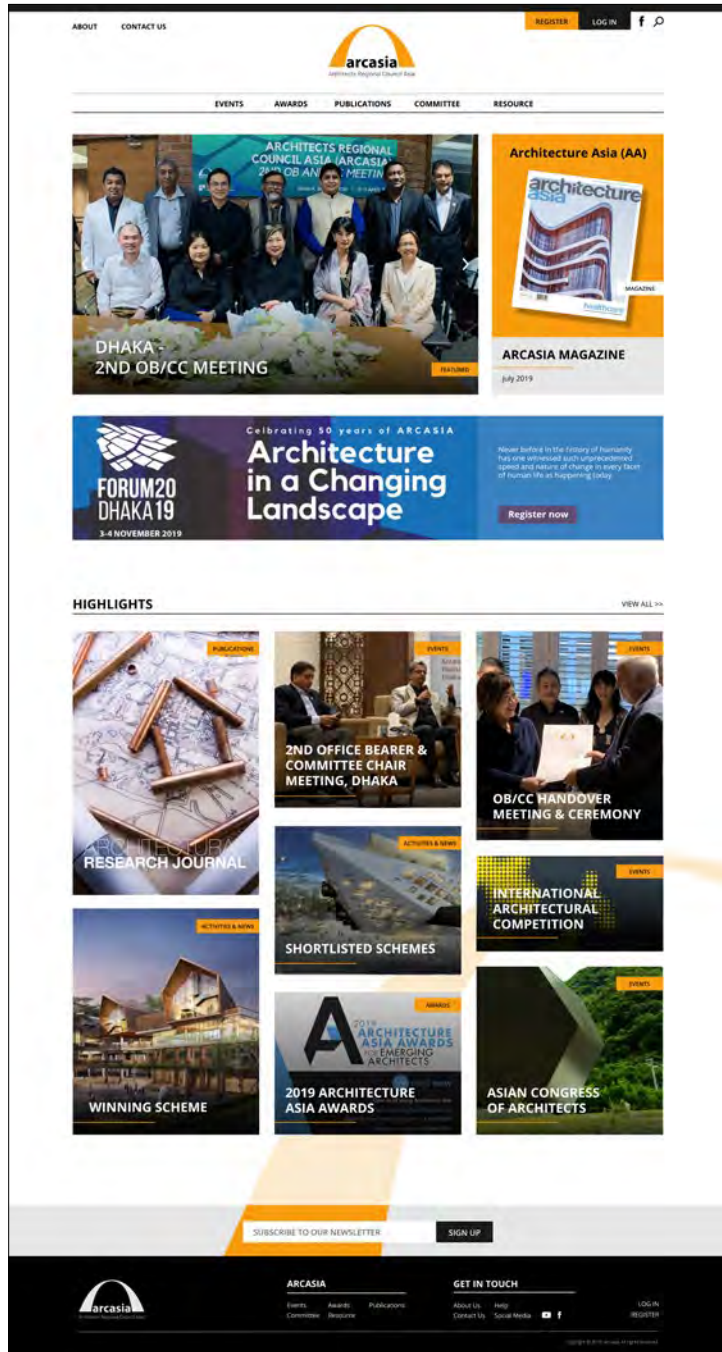
A few vendors have been given the website revamp brief approached to get a sense of how much the revamp may cost. As an indication the cost likely starts at about **SGD\$9,000 to \$10,000** upwards depending on the customised add-ons included.

Base Website Design Provision (from 1 vendor)

Web User-Interface (UI)/ User-experience (UX) Design	\$3,000 ++
Web Content-Management System (CMS) Development	\$2,300 ++
Membership & Subscription Management	\$2,000 ++
Awards Submission System	\$2,000 ++
Sub-Total	\$9,300 ++

Add-ons:

MailChimp/3 rd Party Newsletter Integration	\$300
E-Newsletter System	\$1,000
Online Directories	\$1,000
Live Chat	\$500
Social Media Link	\$80
Language Selector & Multi-language System	\$1,800
Custom Email Invoice Designs	\$300
Invoice PDF	\$250
Email Drips	\$450
Automated Sales Summary Report	\$180
Advanced Custom Reporting	\$750
Site Admin Manual	Free



Visual 1 Arcasia Homepage




Celbrating 50 years of ARCASIA

FORUM20
DHAKA 19

3-4 NOVEMBER 2019

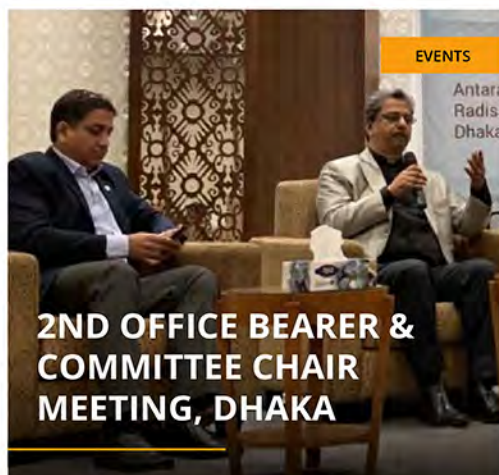
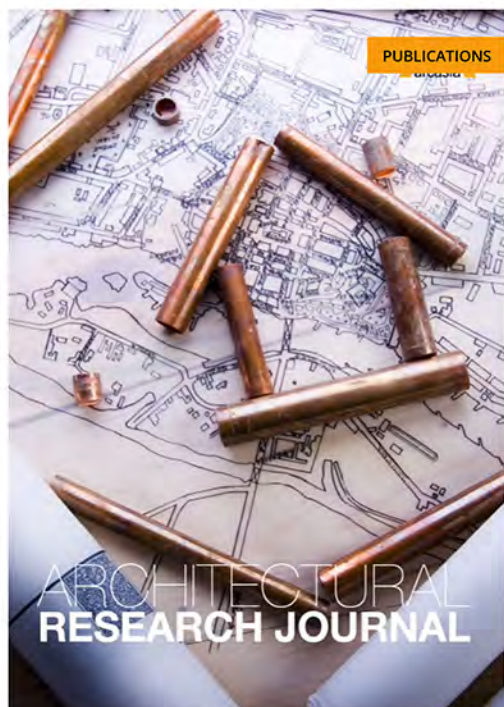
Architecture in a Changing Landscape

Never before in the history of humanity has one witnessed such unprecedented speed and nature of change in every facet of human life as happening today.

Register now

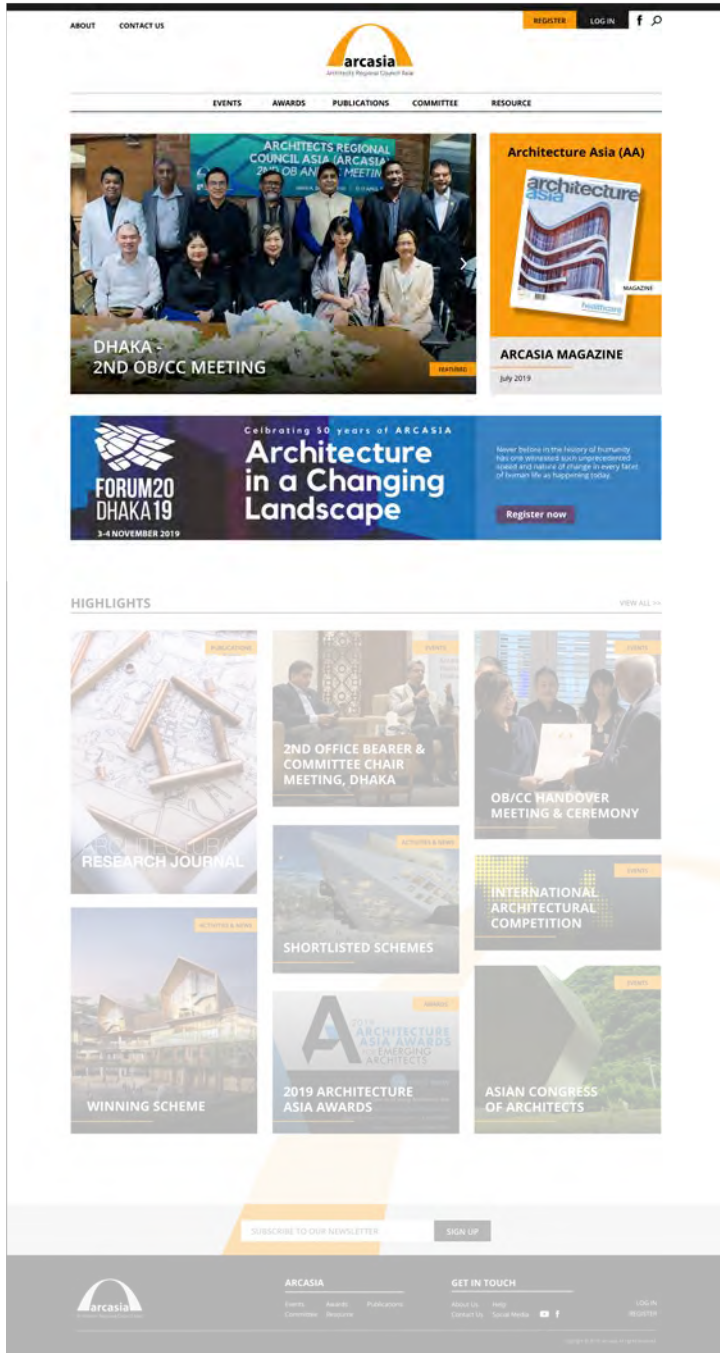
HIGHLIGHTS

VIEW ALL >>



SUBSCRIBE TO OUR NEWSLETTER

SIGN UP



Header/Navigation



Featured News/Highlights

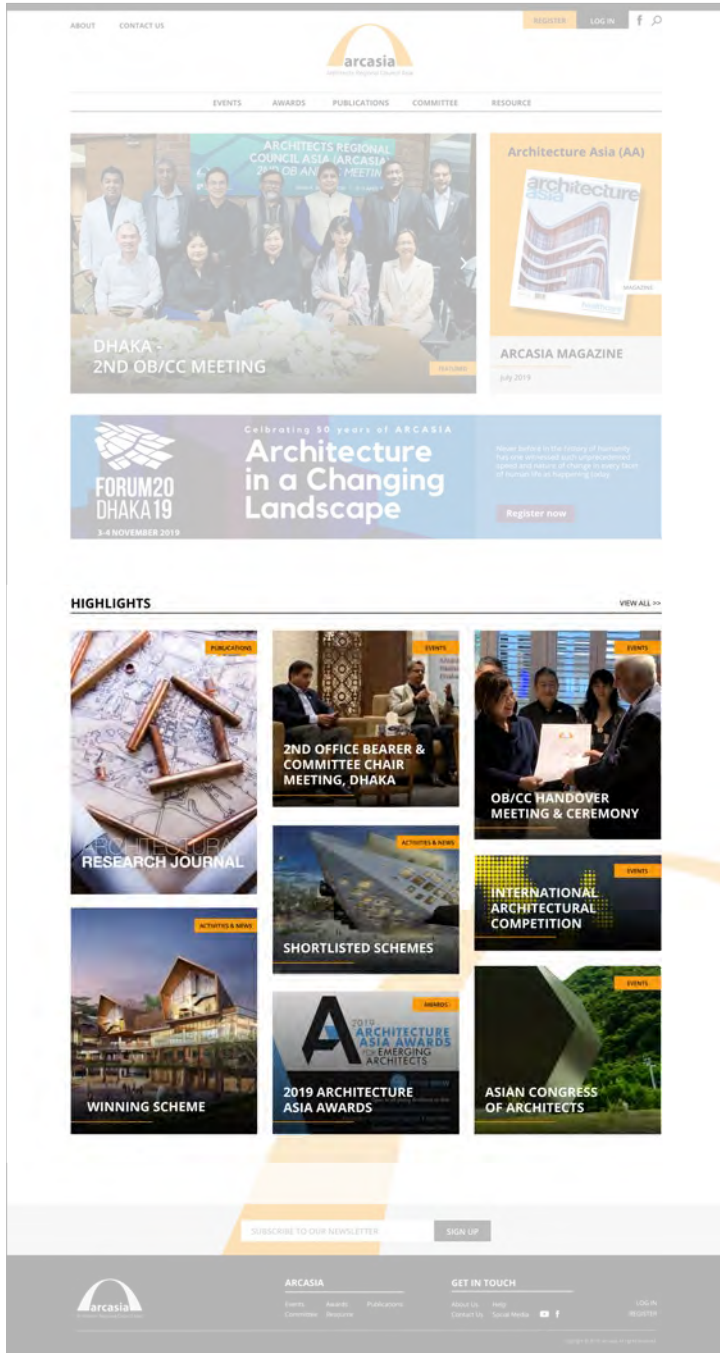


Current Publication issue



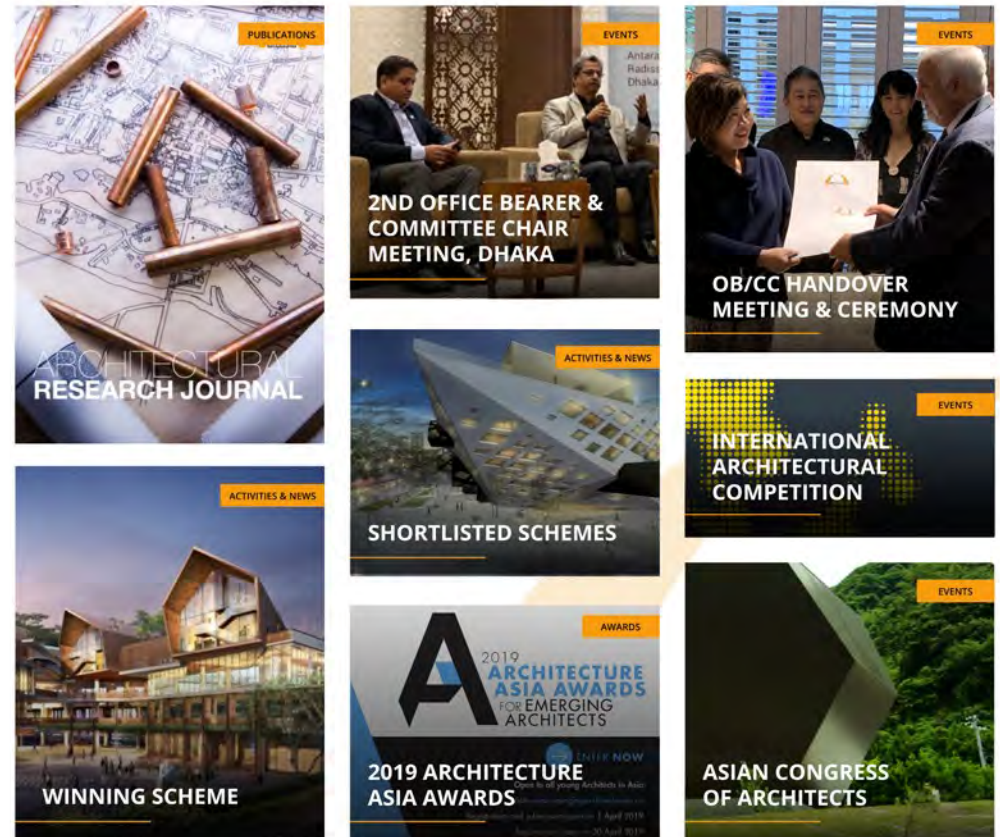
Proposed banner space for events or call for entry



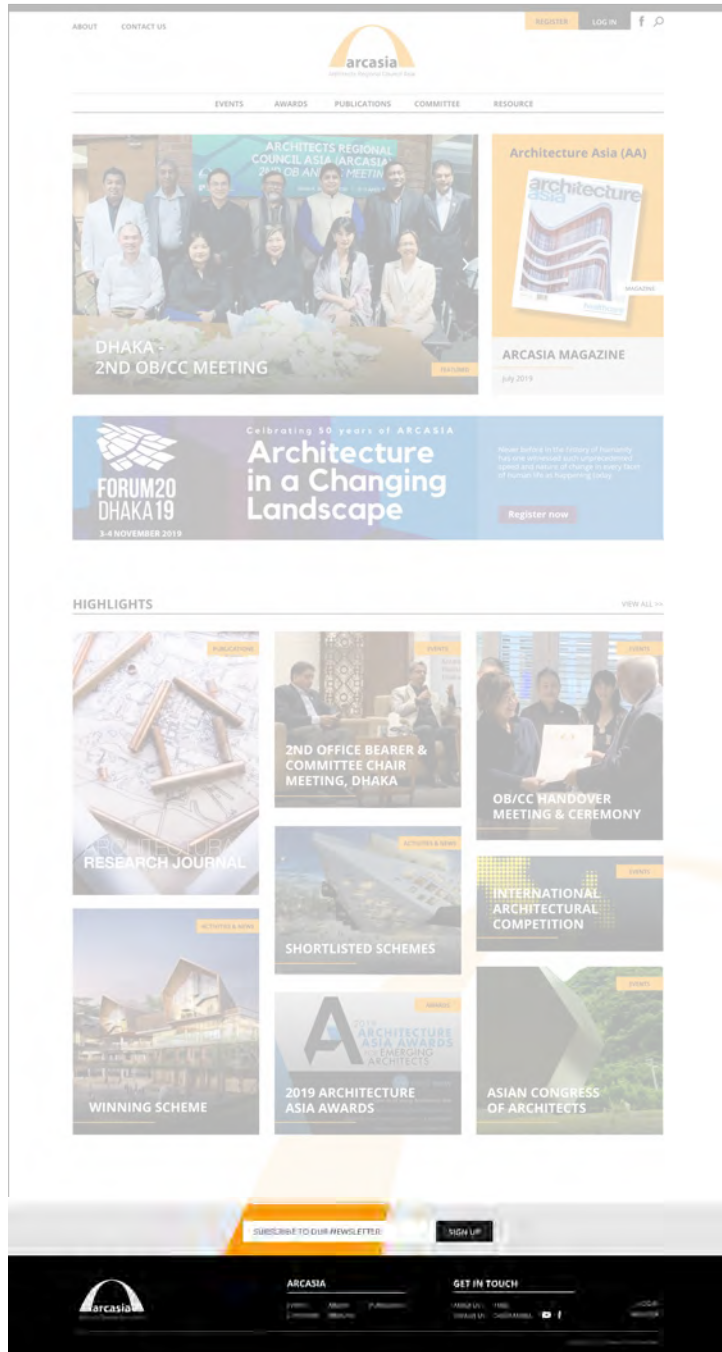


HIGHLIGHTS

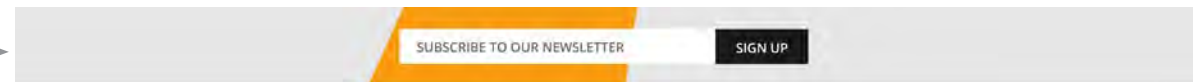
VIEW ALL >>



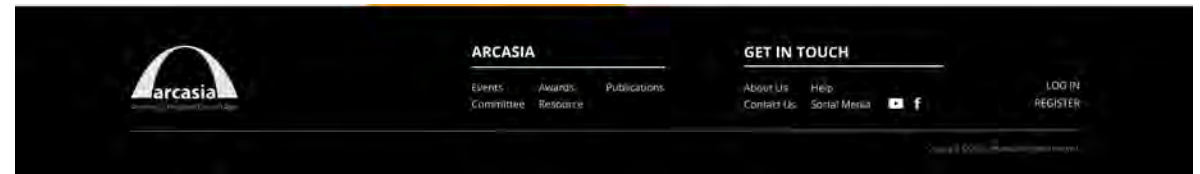
Segments are tagged according to their category

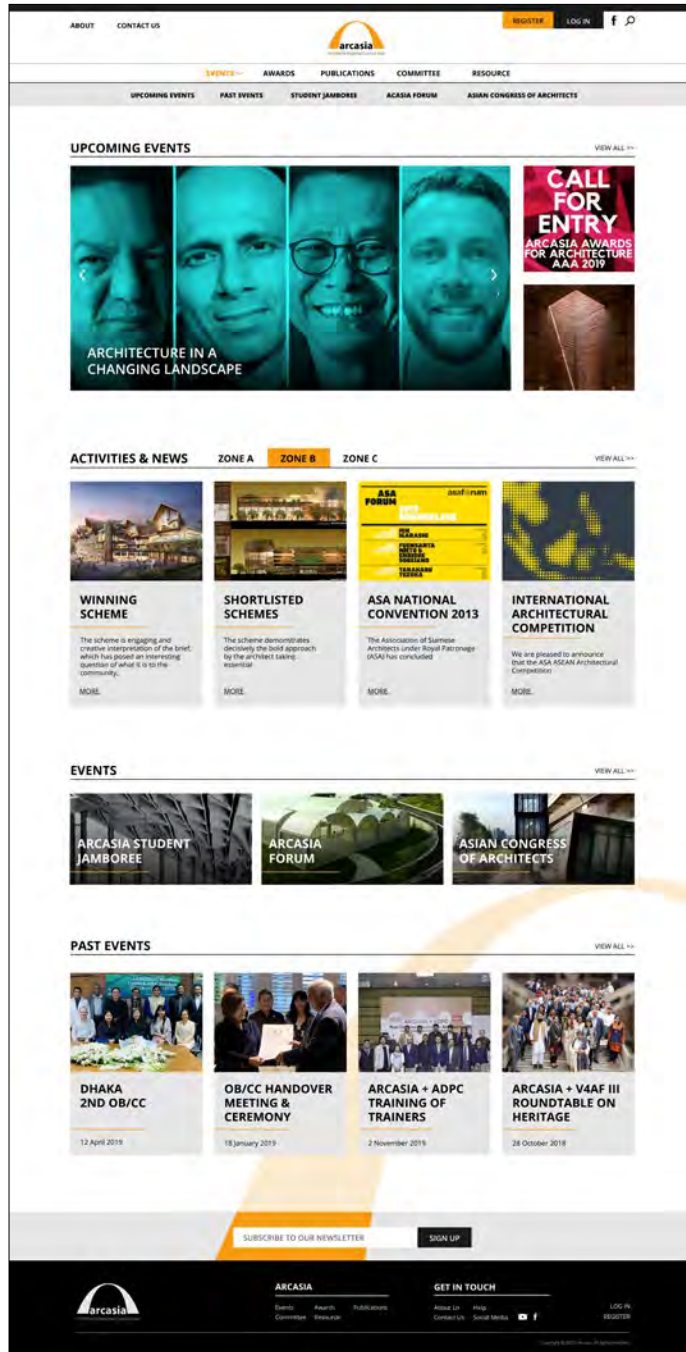


Email Subscription (Linked to Mailchimp)



Footer details





Visual 1 Arcasia Events Landing Page

UPCOMING EVENTS

VIEW ALL >>



ACTIVITIES & NEWS

ZONE A

ZONE B

ZONE C

VIEW ALL >>

WINNING SCHEME

The scheme is engaging and creative interpretation of the brief, which has posed an interesting question of what it is to the community,

[MORE](#)

SHORTLISTED SCHEMES

The scheme demonstrates decisively the bold approach by the architect taking essential

[MORE](#)

ASA NATIONAL CONVENTION 2013

The Association of Siamese Architects under Royal Patronage (ASA) has concluded

[MORE](#)

INTERNATIONAL ARCHITECTURAL COMPETITION

We are pleased to announce that the ASA ASEAN Architectural Competition

[MORE](#)

EVENTS

VIEW ALL >>



ARCASIA STUDENT JAMBOREE



ARCASIA FORUM



ASIAN CONGRESS OF ARCHITECTS

PAST EVENTS

VIEW ALL >>

DHAKA 2ND OB/CC

12 April 2019

OB/CC HANDOVER MEETING & CEREMONY

18 January 2019

ARCASIA + ADPC TRAINING OF TRAINERS

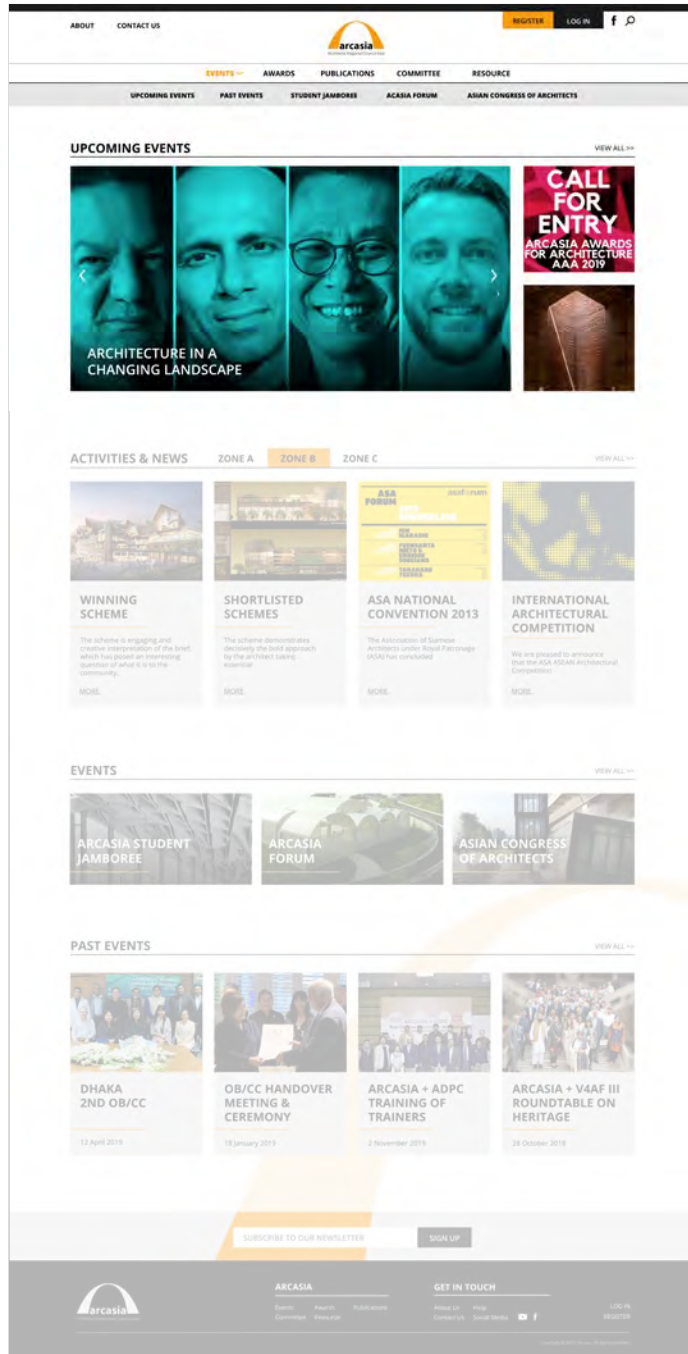
2 November 2019

ARCASIA + V4AF III ROUNDTABLE ON HERITAGE

28 October 2018

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SIGN UP

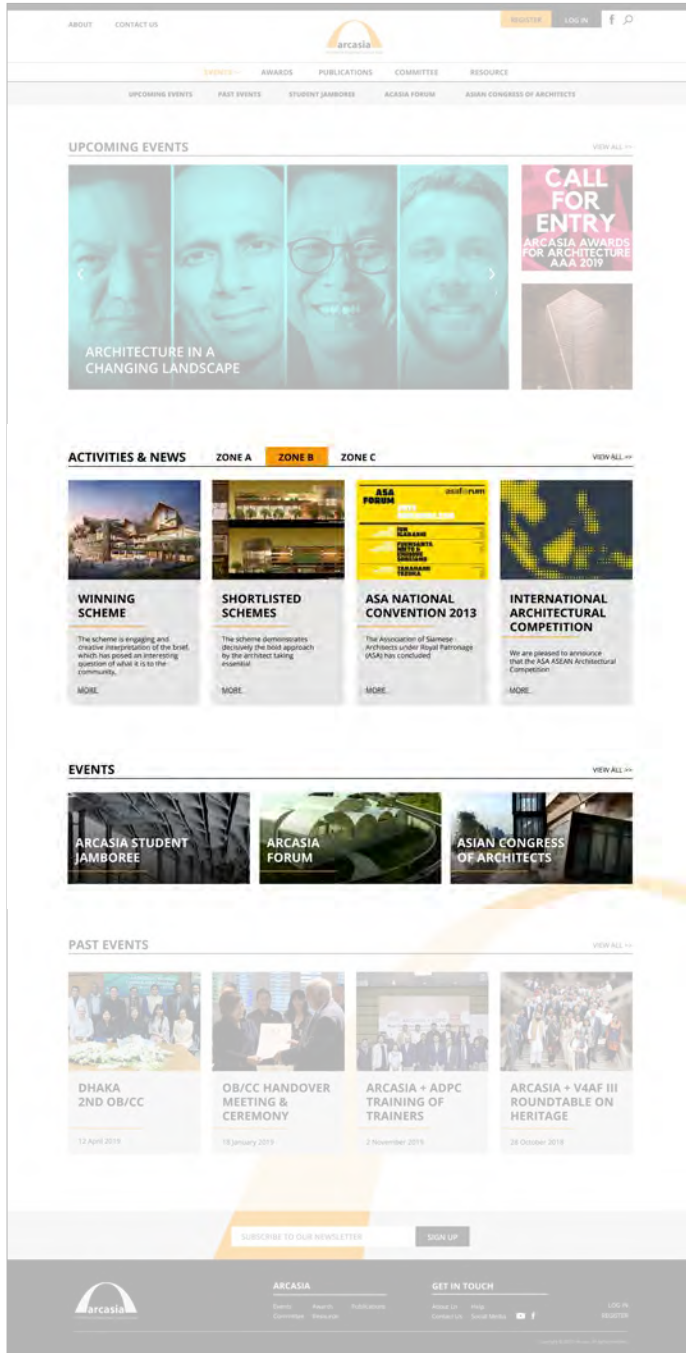


Header with secondary level navigation section

UPCOMING EVENTS



Featured upcoming events



ACTIVITIES & NEWS

ZONE A

ZONE B

ZONE C

VIEW ALL >>



WINNING SCHEME

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MORE



SHORTLISTED SCHEMES

The scheme demonstrates decisively the bold approach by the architect taking essential

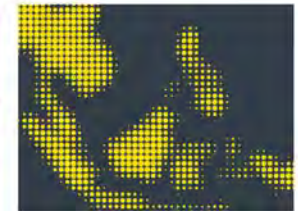
MORE



ASA NATIONAL CONVENTION 2013

The Association of Siamese Architects under Royal Patronage (ASA) has concluded

MORE



INTERNATIONAL ARCHITECTURAL COMPETITION

We are pleased to announce that the ASA ASEAN Architectural Competition

MORE

Featured zone A B C Activities and news

EVENTS

VIEW ALL >>



ARCASIA STUDENT JAMBOREE

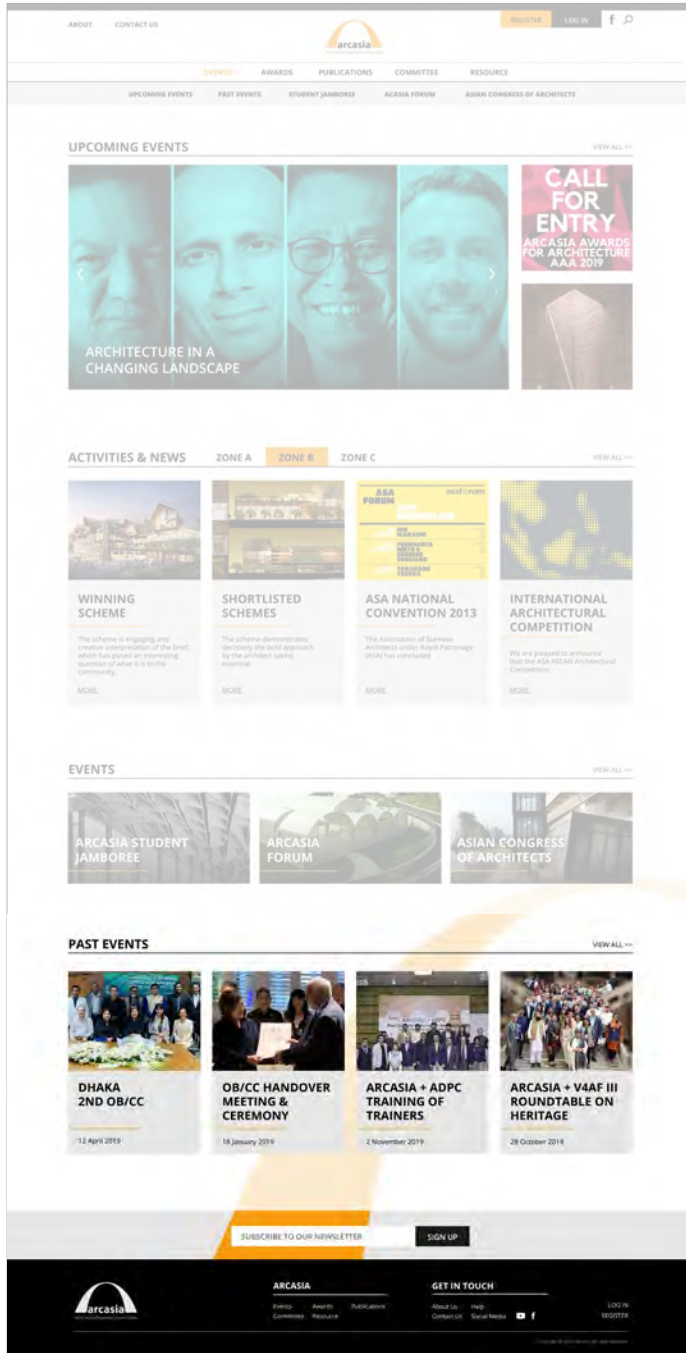


ARCASIA FORUM



ASIAN CONGRESS OF ARCHITECTS

Key Events segments

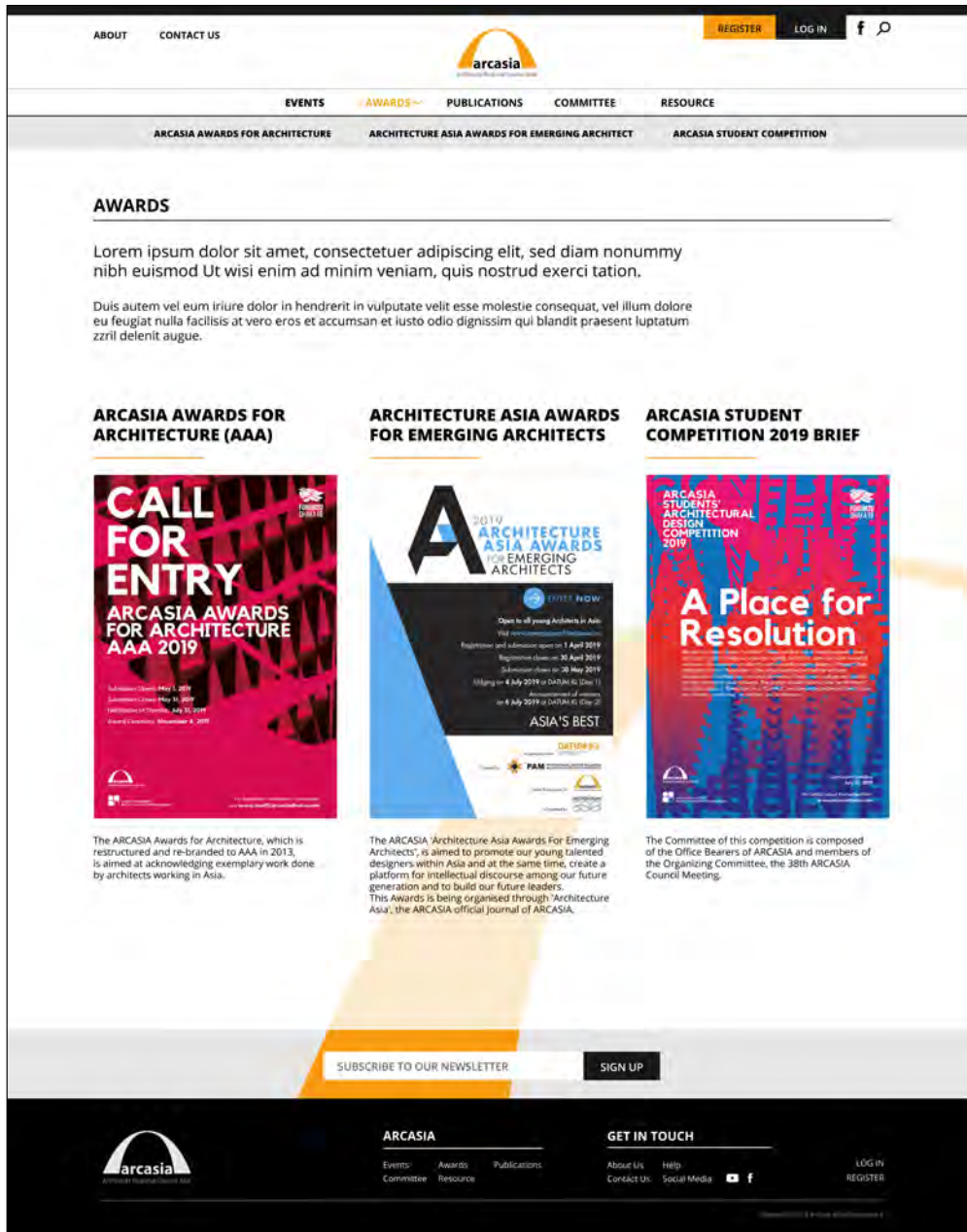


PAST EVENTS

VIEW ALL >>



Featuring past events - each leading to their own individual page



Visual 1 Arcasia Awards Page

AWARDS

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ARCASIA AWARDS FOR ARCHITECTURE (AAA)



The ARCASIA Awards for Architecture, which is restructured and re-branded to AAA in 2013, is aimed at acknowledging exemplary work done by architects working in Asia.

ARCHITECTURE ASIA AWARDS FOR EMERGING ARCHITECTS



The ARCASIA 'Architecture Asia Awards For Emerging Architects', is aimed to promote our young talented designers within Asia and at the same time, create a platform for intellectual discourse among our future generation and to build our future leaders. This Awards is being organised through 'Architecture Asia', the ARCASIA official Journal of ARCASIA.

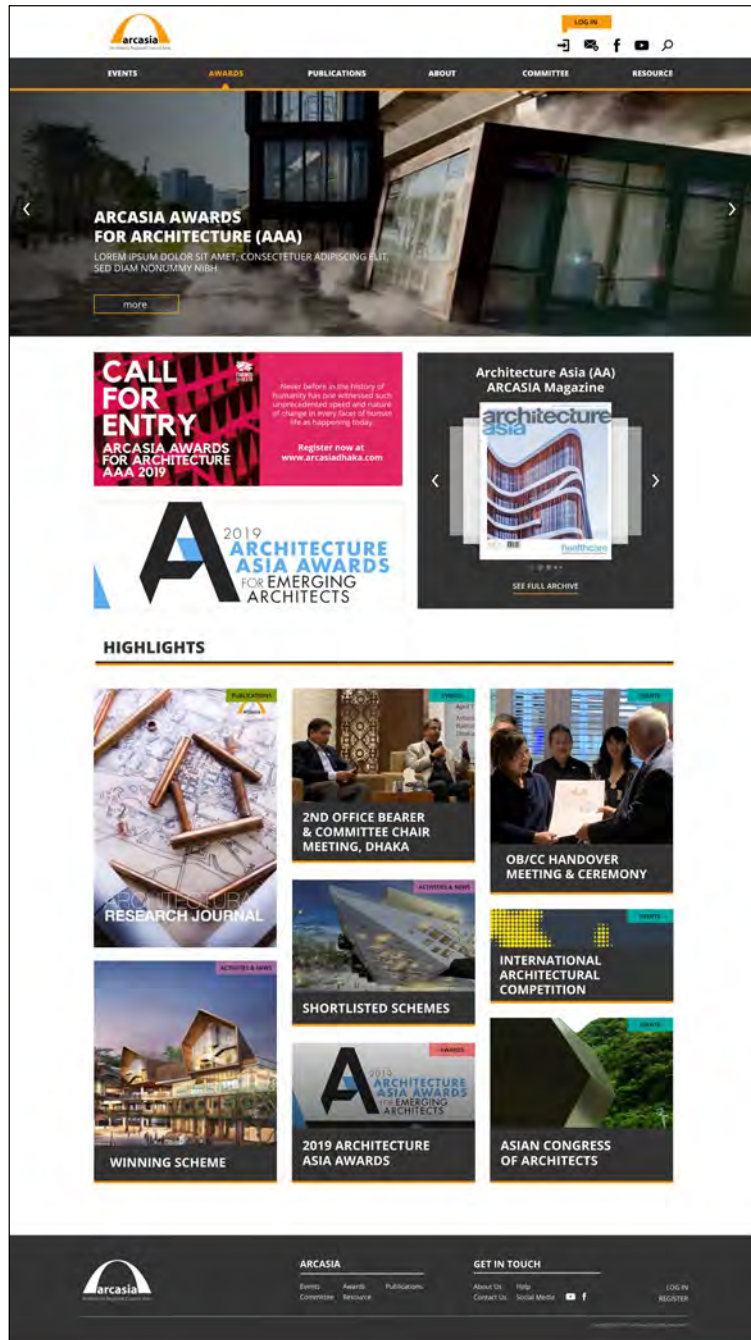
ARCASIA STUDENT COMPETITION 2019 BRIEF



The Committee of this competition is composed of the Office Bearers of ARCASIA and members of the Organizing Committee, the 38th ARCASIA Council Meeting.

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Visual 2 Arcasia Homepage

ARCASIA AWARDS FOR ARCHITECTURE (AAA)

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[more](#)

CALL FOR ENTRY

ARCASIA AWARDS FOR ARCHITECTURE AAA 2019

Never before in the history of humanity has one witnessed such unprecedented speed and nature of change in every facet of human life as happening today.

Register now at www.arcasiadhaka.com

2019 ARCHITECTURE ASIA AWARDS FOR EMERGING ARCHITECTS

Architecture Asia (AA) ARCASIA Magazine

SEE FULL ARCHIVE

HIGHLIGHTS

PUBLICATIONS

ARCHITECTURAL RESEARCH JOURNAL

EVENTS
April 11
Antara Radiss Dhaka

2ND OFFICE BEARER & COMMITTEE CHAIR MEETING, DHAKA

EVENTS

OB/CC HANDOVER MEETING & CEREMONY

ACTIVITIES & NEWS

SHORTLISTED SCHEMES

EVENTS

INTERNATIONAL ARCHITECTURAL COMPETITION

ACTIVITIES & NEWS

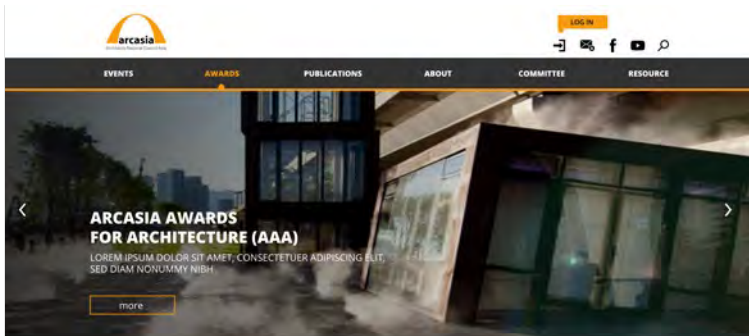
WINNING SCHEME

AWARDS

2019 ARCHITECTURE ASIA AWARDS

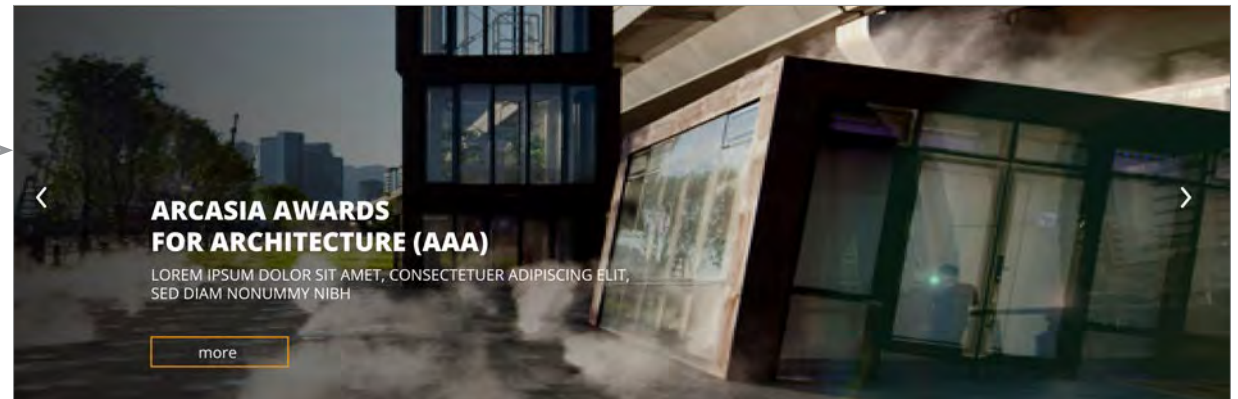
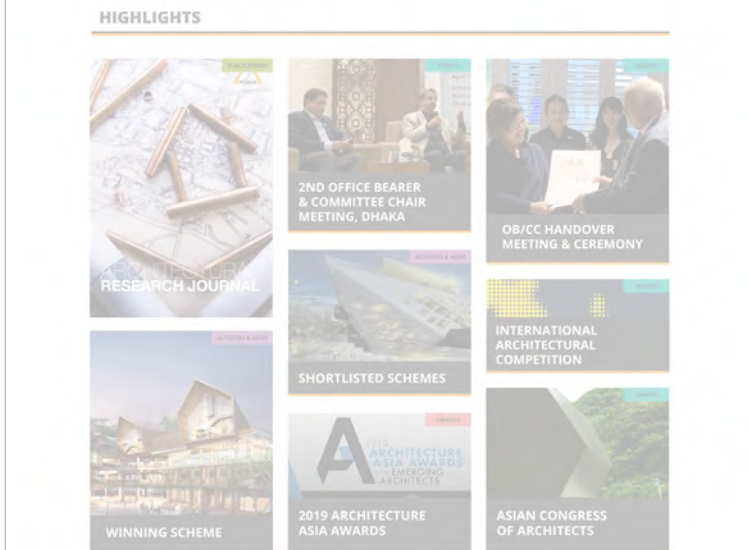
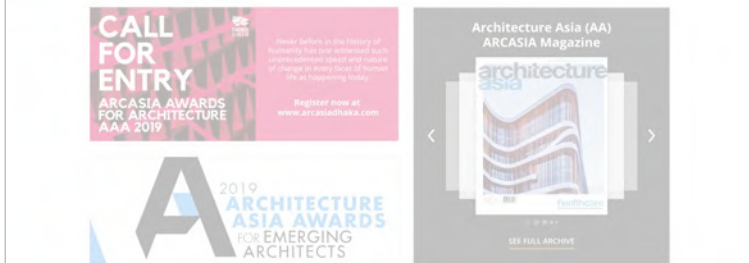
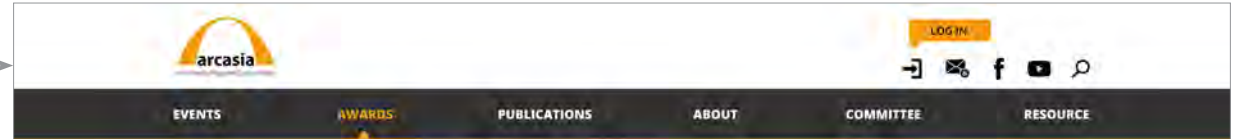
EVENTS

ASIAN CONGRESS OF ARCHITECTS



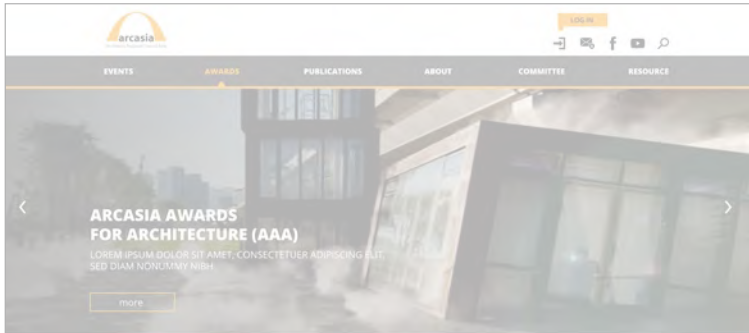
Header & Primary navigation

Roll over icons to show function



Featured slider





Banner Spaces

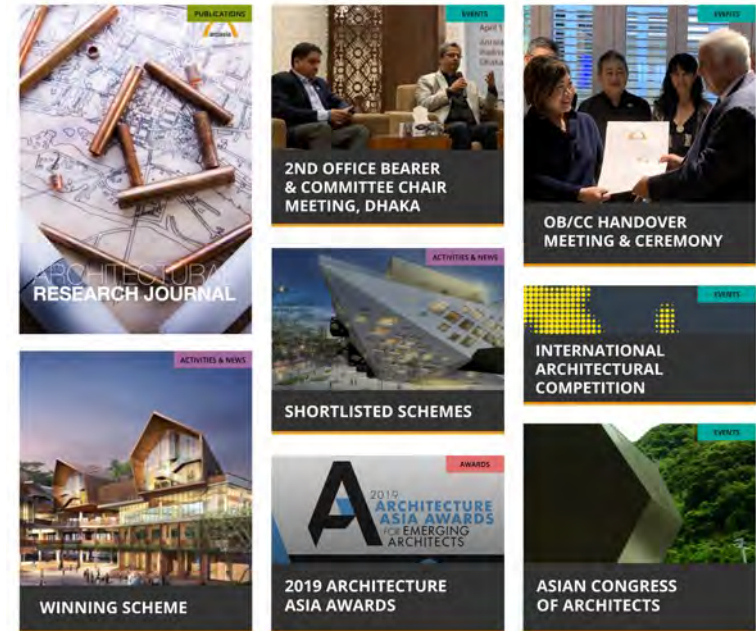
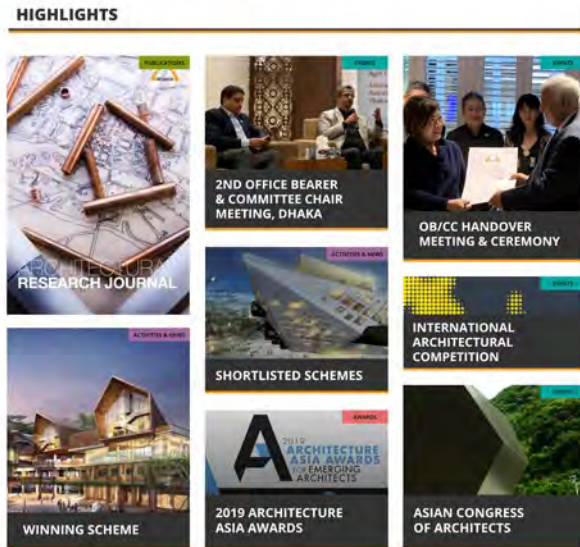


Featured Publication Slides

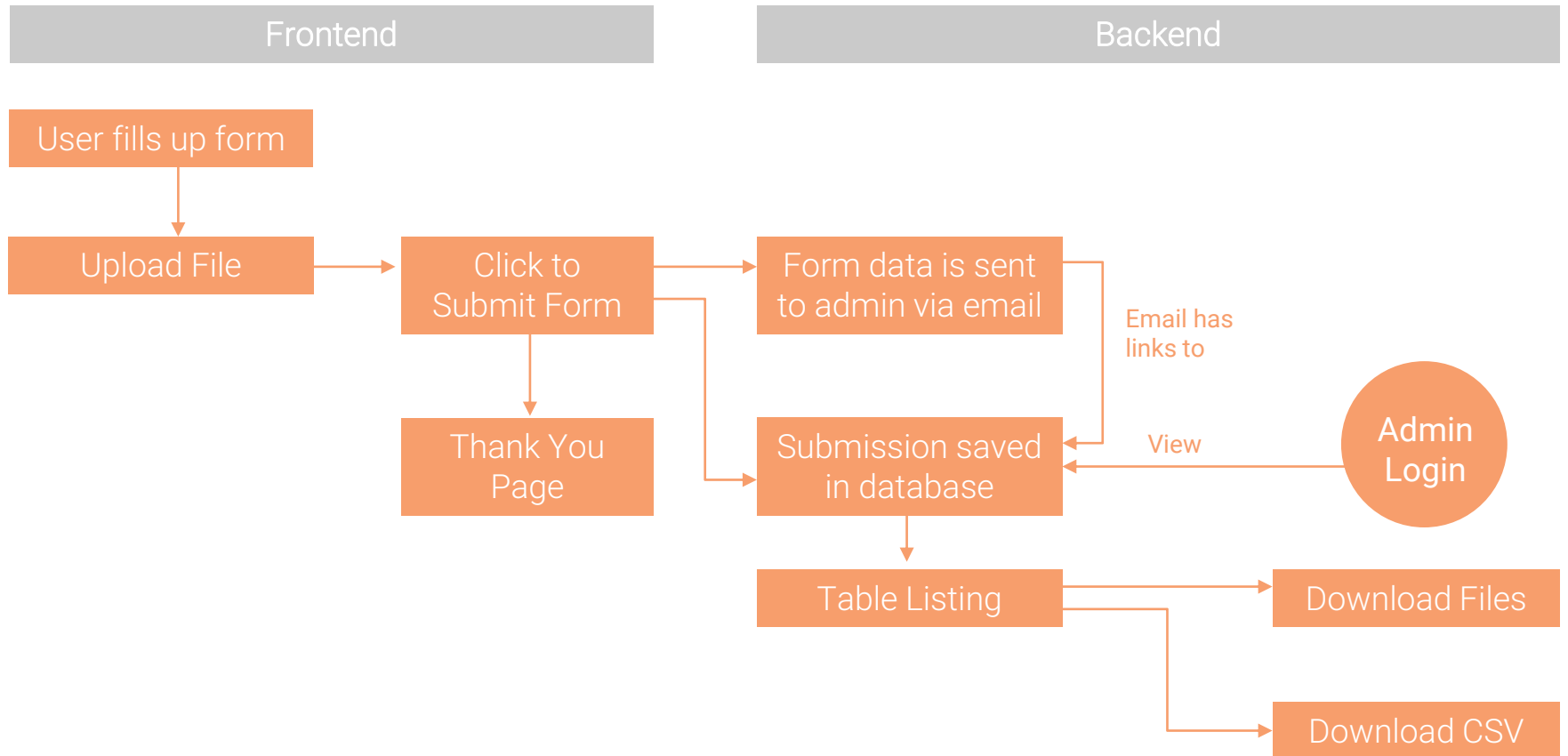


Highlights with different coloured segment tags

HIGHLIGHTS



Awards Submission Process



ESTIMATED DEVELOPMENT PIPELINE

