

**Minutes**

**Website & Communication Committee Meeting**

**Friday, 24 October 2014**

**Time: 10:00 – 11:00**

**Sheraton Centre Toronto Hotel, Toronto, Canada**

**SIOP Board Room (ELGIN)**

**Attendees:** Paul Rogers (SIOP Secretary General), Yuri Quintana (via Skype), Argerie Tsimicalis, Ursula Creutzig (via Skype), Stephen Shochat, Roly Squire, Lorraine de Montmollin (KAW), Susanne Wollaert (KAW)

Welcome by Paul Rogers to all participants.

Based on the website survey and participants observations, the major areas to improve are the following:

* Congress
* Advocacy
* Interactive aspect of the website missing
* Too many sub-parts that are hidden
* No networking tools (this might come at an extra cost)

The current sitemap has the following flaws:

* Unclear menu titles and submenus
* Not focused on SIOP activities and structure

The aim should be to present the society as a whole in a better and much more comprehensive way.

For example:

* Different activities
* Congress
* Committees
* Projects
* Focus on educational content and communication to members
* Forum or Tumor Board

The website should be a platform for all Pediatric Oncology aspects and stakeholder activities.

The first step to agree on is the sitemap and overall structure of the website and once that has been accomplished, the involved parties can provide and comment on their pages and sections.

The menus need to be more readable, searchable and clearly organized and interconnected.

This task will stay with the website committee since the current website developer will only assist with the visual overhaul.

There was a discussion about the general styles of websites and people might have different opinions on the layout.

Yuri Quintana mentioned that there is methodology to this which is usually established by professional information architects.

Yuri Quintana explained that there is a need for an inventory of users, groups and use cases and what they expect in terms of functionality and content. And there is a need of an inventory of current content and new desired content for the future planning in the design of the user interface.

The wire framing will layout the interface according to most important use cases

The elements of wireframes are Information Design, Navigation Design and Interface Design. The timeframe to overhaul and improve a site navigation takes usually 3 – 6 months.

He send various links for review on the topic:

**Information architecture definition**

<http://en.wikipedia.org/wiki/Information_architecture>

**Definition of wire farming**

<http://en.wikipedia.org/wiki/Website_wireframe>

Decision(s):

* Next conference call to be scheduled for beginning of December
* SIOP to stay with current website development company Energy House Digital

Action(s):

* Committee members to fill in brief from website provider from SIOP society perspective
* Ursula Creutzig, Yuri Quintana and to look at the current structure and send an improved proposal
* Yuri Quintana to send synopsis about the use cases and information architecture
* Susanne and Lorraine to ensure that overhauled website will be mobile user friendly (iOS and Android)
* Yuri Quintana have look at quotes and proposals of information architects
* Committee members to identify use cases (main menu items) and create mockup of the landing page
* Lorraine and Susanne to check current website contract and inquire if they have an information architect
* Lorraine and Susanne to check Google Analytics in regards to what devices are used when people view the website