

Appendix 2

KTN Website Brief - detail

Knowledge Transfer Network (KTN)

Requirement

The Knowledge Transfer Network (KTN) has a requirement for a new web presence to support its continued growth and new online objectives.

Background

We are commissioning this site as part of the overall communications and marketing strategy to promote the KTN, support the activity of its programmes/campaigns and facilitate the successful delivery of KTN's KPI's as follows:

The Knowledge Transfer Network currently relies on social and email marketing to point users towards a news heavy website. www.ktn-uk.co.uk

Objectives

Business:

- Help users understand the role of the Knowledge Transfer Network, what KTN does and how KTN can help them.
- Promote KTN programmes and activities through engaging content.
- Prompt users to connect (and capture that data) with KTN.

Strategic:

To support the overall communications objectives of raising awareness and outreach of KTN to potential users and potential clients, ultimately increasing impact of organisation.

Audience

- **Entrepreneur**
I want to build my 'thing', sell more of it and get the funding I (think I) need.
- **Business Problem owner**
Need help to solve or explore an issue, from manufacturing to skills gaps, and want to be connected to an expert.

Knowledge Transfer Network

- **Investor seeking market opportunity**
E.g. investor or employee internally responsible for innovation looking to understand market size/scope or hotspots.
- **Networker**
Organisations and individuals who are or could be in the KTN extended network or looking for career opportunities.
- **Stakeholders & Government**
Organisations and individuals who source services from network and community experts
- **Global Networkers and Stakeholders**
International organisations who are or could be in the KTN extended network as customers, collaborators or influencers

Functional and content requirements

General Content requirements

- See attached site map for required page layout.
- Video/photography enabled.
- Engaging home page. (user led navigation)
- Site search function.
- Case studies section.
- Contact and Data capture forms. (synchronised with KTN's Workbooks CRM)
- Clear calls to action - Sign up for email updates; Contact a staff member etc.
- Staff database.
- Scalable "sector" pages.
- Scalable "campaign" pages.
- News & Feature sections.
- Editable Menu.
- Mobile and tablet optimisation.

Other Mandatories

- Social media integration (share buttons, follow buttons, live feeds etc.)
- Video Integration
- Aligns with KTN Brand guidelines
- API Integration with CRM (Workbooks) and DotDigital
- GDPR compliant

Technical considerations

1. KTN requires its suppliers to meet industry recognised security practices and as such it is expected that they hold Cyber Essentials Plus certification or higher (ISO 27001)
2. The site will be assessed daily via NCSC web check tool and all security issues and recommendations must be resolved as part of the on-going maintenance within agreed time frames
3. An independent pen test will be required as part of the build
4. Industry standard non-proprietary intuitive CMS system should be used
5. Build must fully integrate with KTN's CRM (Workbooks) and Email platform (DotDigital)
6. The web site should be AWS hosted, and should be written and curated by AWS certified developers. The developers will be responsible for full maintenance of the site, including but not limited to patching, availability, security, backup and replication.
7. The site must be W3C WCAG standards compliant

Key success factors

- Increased engagements metrics across introduction/understanding KTN content – especially from organic traffic. (Measurements – Organic traffic, time on site, pageviews, engagement within pages, survey data etc.).
- Increased engagement and understanding of KTN programme and theme pages. (Measurements – online engagement with tools, groups joined, reports downloaded).
- Increased online conversion rates for – event sign up, e-marketing details and KTN staff contact.

Key stakeholders

- KTN Executive Team and Board
- Innovate UK/UKRI
- KTN Marketing, Communications and Events Teams
- Knowledge Transfer Managers and programme leads
- KTN Web team