

ASPRA Website Management and 2025 Re-modelling Plan

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1. Executive Summary:

This report outlines the proposed strategy for managing the ASPRA website and implementing a comprehensive re-modelling project in 2025. The focus will be on enhancing user experience, improving navigation, and introducing new features to better serve ASPRA's members and stakeholders. A key aspect of the plan is the implementation of dynamically adjustable sections to ensure the website remains intuitive and adaptable to evolving content and user needs.

2. Current Website Assessment:

- **Strengths:** Established content base, core functionality, existing member resources.
- **Weaknesses:** Outdated design, poor mobile responsiveness, complex navigation, lack of interactive features, limited content update frequency.

3. 2025 Re-Modelling Objectives:

- **Enhanced User Experience (UX):** Create a modern, intuitive, and engaging website that meets the needs of all users.
- **Improved Navigation:** Implement a clear and efficient navigation structure that allows users to easily find the information they need.
- **Mobile Responsiveness:** Ensure the website is fully responsive and provides a seamless experience across all devices.
- **Content Management System (CMS) Upgrade/Optimization:** Streamline content updates and management.
- **New Feature Implementation:** Integrate new features to enhance member engagement and provide added value.
- **Dynamic Section Management:** Design and implement a system that will allow for constant adjustment of sections on the website.
- **Accessibility:** Ensure the website is compliant with accessibility standards (e.g., WCAG).
- **Security:** Enhance website security to protect user data and prevent cyber threats.

4. Conclusion:

The 2025 website remodelling project will significantly enhance the ASPRA website and provide a valuable resource for its members and stakeholders. By implementing a modern design, improved navigation, new features, and dynamic section management, ASPRA can ensure its online presence remains relevant and effective. Continuous monitoring and optimization will be crucial for maintaining a high-quality website that meets the evolving needs of the organization.