TECHNICAL SPECIFICATIONS:

Task: **Redesign and Optimize www.ehu.lt Website for Improved User Experience**

Objective: The objective of this task is to redesign and optimize the www.ehu.lt website to enhance user-friendliness, navigation, and mobile responsiveness.

Tasks and Requirements:

1. User Research and Analysis:

Conduct user surveys and feedback analysis to understand user needs and pain points.

Identify key user personas and their browsing behaviours.

2. Information Architecture:

Revaluate the website's information architecture and content organization.

Create a clear sitemap for easy navigation.

3. Mobile Responsiveness:

Ensure that the website is fully responsive and performs well on various mobile devices.

4. User-Friendly Design:

Redesign the website with a clean, modern, and intuitive user interface.

Use best practices for readability, accessibility, and usability.

5. Content Management:

Implement a user-friendly content management system (CMS) that allows easy content updates.

Train the administrators on how to use the CMS effectively.

6. Navigation Improvement:

Implement an intuitive navigation menu with well-organized categories.

Include search functionality with filters.

7. Performance Optimization:

Optimize website loading speed for better user experience.

Compress images and utilize browser caching.

8. Accessibility:

Ensure that the website complies with accessibility standards (e.g., WCAG) for users with disabilities.

9. Security:

Implement security measures to protect the website and user data.

10. Testing:

Thoroughly test the website on different devices and browsers to ensure compatibility.

Perform usability testing with real users to gather feedback.

11. SEO Optimization:

Implement on-page SEO best practices to improve search engine rankings.

12. Documentation:

Provide documentation for administrators, including how to update content and perform basic maintenance.

13. Analytics Integration:

Integrate analytics tools (e.g., Google Analytics) to track user behaviour and gather insights for future improvements.

14. Feedback Mechanism:

Implement a feedback mechanism (e.g., a contact form or feedback widget) to collect user suggestions and issues.

15. User Training:

Provide training to administrators and content editors on the new system and best practices.

16. Timeline and Milestones:

Define a clear project timeline with milestones to track progress.

17. Quality Assurance:

Set up a QA process to identify and address any issues during and after development.

18. Launch and Monitoring:

Plan a smooth launch and monitor the website's performance post-launch.