



Transport Scotland Road Safety Scotland

Policy website – digital designers brief

1. Deliverables.

Deliverables

We require you to create the following website visuals for both desktop and mobile devices.

Accessibility criteria is stated further on in the document along with the usability guidelines set out by the Scottish Government.

The supply of the visuals needs to be done using The Gate's Invision account, and will be done over 2 phases.

PHASE 1 - Visuals required for desktop

- Homepage
- Information hub landing page
 - News filtered landing page
 - News article detail page
- Road Safety Framework landing page
 - What is the Road Safety Framework detail page

PHASE 2 - Visuals required for desktop

- Road Safety Initiatives landing page
 - Past initiatives detail page
- FAQ page
- [Style guide page](#) showing display of various content managed elements (desktop only)
- Mobile style guide
- Road Safety Scotland website homepage screengrab, showing a link to the policy website in the main navigation (desktop only)

2. Design.

Design

The brand should represent the Transport Scotland organisation loosely, but in terms of look and feel we need to be a lot braver with our design than that of the current Transport Scotland website.

NOTE: Due to organisational red tape the TSRSP website will be found by accessing the Road Safety Scotland website, and NOT the Transport Scotland website. It's envisage a prominent link in the main or eyebrow navigation will link the user through to the TSRSP website as conveyed further on in the brief.

The Transport Scotland website is very much seen as being a boring and corporate facing website, whereas the TSRSP team want their website to be full of engaging, sharable, interactive, highly styled, visually appealing content - not just full of PDF's and thousands of words on a page on a corporate website.

We have to create a unique style that can be carried across all additional online communications – the animation style will shed some light on the work we've done for them so far.

Brand guidelines have been included, but we're not expecting you to use them religiously, and you also have the creative freedom to use a variety of different accent colours as you see fit on the website.

The website needs to be bold – their vision is bold, and they want to people to visit the website and start a conversation about Road Safety in Scotland – no fatalities or serious injuries are acceptable.

- <https://www.transport.gov.scot/>
- <https://roadsafety.scot/>

Design

Assets supplied:

1. Brand guidelines (for loose reference)
2. Guidelines for a document (purely so you can see an additional visual style)
3. Landscape Transport Scotland logo's
4. Partner organisation logo's they've requested be used somewhere on the website
5. Road Safety Framework 2020.pdf for your reference as it forms the backbone of the purpose of the website – please read it so you get a sound understanding of what they do as an organisation
6. Animation files which may or may not be of use

We'll need you to source a style for the following:

1. Image style/recommendation
2. Photography style/recommendation
3. Iconography style/recommendation

3. Background

Transport Scotland has four road safety teams:

Road Safety Policy, Road Safety Scotland, Strategic Road Safety, and Safety Camera Programme teams.

The Transport Scotland Road Safety Policy (TSRSP) team is responsible for helping to ensure the delivery of the commitments contained in [Scotland's Road Safety Framework to 2020](#), in partnership with other key stakeholders – they could easily change the name of their organisation from TSRSP to the Road Safety Framework team.

Scotland's road safety vision is that there will be:

A steady reduction in the numbers of those killed and those seriously injured, with the ultimate vision of a future where no-one is killed on Scotland's roads, and the injury rate is much reduced.

The above is a bold statement, therefore the website needs to be bold in its offering.

4. Purpose & Objectives

The Gate have been asked to:

Work with the TSRSP team to undertake user research in order to inform a scalable site structure, identify content and functional requirements in order to finally deliver a central and dedicated website presence for all road safety teams to broadcast the work they do and have carried out.

The purpose of the website will be to:

Build an online presence that raises the profile of not just the road safety policy team but road safety as a whole.

The website should provide key information on the **Road Safety Framework 2030**, and provide information on the key priority areas – the 2030 is still in consultation but will be launched shortly after the website is live.

The remaining sections of the website will provide a variety of supporting content that increases the visibility of progress made towards those priorities in the form an evidence based approach.

Objectives

The overall project objectives have been summarised here, but are not limited to:

1. Ensure the website users' wants and needs are front and foremost.
2. Provide a seamless journey from the homepage of the RSS website to the dedicated policy website section.
3. Ensure continuity in the organisation's name and branding are met.
4. Provide an online platform for all areas of TSRSP to broadcast all aspects of their work in a visual, engaging and transparent manner.
5. Provide a platform that is both scalable and easily updated by members of the TSRSP Policy team.
6. Continue to ensure online security, accessibility and usability compliance is achieved.

5. Audience.

Audience

The website's core audience will be a mixture of various audiences that have an interest in the Road Safety Framework, individual policies, initiatives or local projects that are being undertaken – there will be a mix of desktop, tablet and mobile traffic.

Stakeholders and partners examples are:

- COSLA
- Police Scotland
- RoSPA
- Fire Service
- Living Streets
- Ambulance Service
- Scottish Community Safety Network

STAKEHOLDER

PARTNERS

GOVERNMENT

INTERNATIONAL

GENERAL PUBLIC

6. Site structure.

Site structure

REF	LEVEL 1	LEVEL 2	LEVEL 3
0	Homepage		
1	About Us		
1.1		What we do	-
1.2		Strategic Partnership Board	-
1.3		Operational Partnership Group	-
2	Road Safety Framework		
2.1		What is the Road Safety Framework?	-
2.2		Road Safety Framework 2030	-
2.3		Key Priorities	-
2.3.1			Age
2.3.2			Vulnerable Road Users (VRU)
2.3.3			Speed
3	Road Safety Initiatives (past and present)		
3.1		Road Safety Framework Funding	-
3.2		Road Safety Evaluating Funding	-
3.3		Past initiatives	-
3.4		Present initiatives	-

4	Information Hub		
4.1		Active travel	-
4.2		Climate change	-
4.3		Drink and drug driving	-
4.4		Fatigue	-
4.5		Mobile phone use	-
4.6		Seatbelts	-
4.7		News	-
4.8		Events	-
4.9		Annual reports	-
4.10		Key performance indicators	-
4.11		Minutes of meetings	-
4.12		Opinion pieces	-
4.13		Reports	-
4.14		Statistics	-
4.15		Targets	-
4.16		Evaluations	-
5	FAQ		
5.1		Category 1	-
5.2		Category 2	-
5.3		Category 3	-
6	Contact		
7	Accessibility		
8	Privacy Policy		
9	Cookie Policy		
10	Site Map		

Site structure

0 – Homepage

The purpose of the homepage is to provide a domain-level landing page for visitors. The homepage could provide:

- An executive statement of the role of the organisation, their vision and values
- Information and links to the Road Safety Framework 2030
- An overview of the team's key priorities and links to explore more.
- Calls to action to promote and link to articles in the latest section
- Social feed showcasing the latest Tweets
- Potential partner organisations logo presence, with external links
- Additional call to action areas that can be managed on demand

1 - About us

The purpose of this section is to provide an in-depth understanding of who the RSP team are, their remit, and their partners.

- What we do
- Strategic Partnership Board
- Operational Partnership Group

Site structure

2 – Road Safety Framework

This section provides an introduction to the framework, its purpose, as well as directing visitors to either the current 2020 framework or new information released on the 2030 framework:

- What it is (inc. PDF download)
- Road Safety Framework 2030:
 - Any available information on the upcoming 2030 framework (including the consultation)
- Key Priorities (see opposite)
 - Age
 - Vulnerable Road Users (VRU)
 - Speed

Key Priorities

The purpose of this section is to provide a clear way to better understand the work of the policy team and their partners are doing in terms of the Road Safety Scotland Framework 2030 priority areas, giving a real focus on the mid-term review evaluation that focussed on but not limited to Age, Vulnerable Road Users (VRU) and Speed.

Site structure

3 – Road Safety Initiatives

Please reference the supplied copy docs to get a feel of the structure of these sections. From a creative perspective the framework funding and evaluation pages are just pages, whereas the past and present initiative we'll have to provide a more creative solution for.

This could be in the form of a drop down filter, or masonry wall listing page as two examples.

- Road Safety Initiatives (past and present)
 - Road Safety framework funding
 - Road Safety evaluation funding
 - Current initiatives
 - Past initiatives

Site structure

4 – Information hub

The purpose of this section is to provide a hub for all the latest stuff that's happening or happened.

It will also be the home for any official documents, publications, research and opinion pieces being created as part of the policy team's work.

It would be good to think about content in this section can be found as I'm sure the categories will grow, and also if content can be tagged/related as a lot of it will link back a key priority area or a past or present initiative.

It's key we try to present as much relevant and related information to user when they are on the website in order to create engagement, promote the variety of work the organisation commissions and also the shareability of the content to increase further awareness.

Example categories:

- News
- Events
- Minutes of meetings
- Key performance indicators
- Reports
- Statistics
- Opinion pieces
- Etc etc etc etc etc etc

Site structure

5 – Frequently Asked Questions

This section will provide a single place for the policy team to intercept customer service enquiries and answer questions that are consistently fielded elsewhere.

A lot of the enquires the team get they can't answer as they are dealt with by partner organisations, so the FAQ section is a buffer to try to sign post the user elsewhere so they don't get in touch

There will be a variety of different categories of FAQ questions – I'm not sure of something like we did for SPPA get Help section might be they way forward:

<https://pensions.gov.scot/get-help>

6 – Contact us

This page will be located in the footer area and will provide a one-stop shop for all enquiries to the team and direct them to the relevant internal and partner email addresses.

There won't be a contact form, most likely the following:

- Postal address
- Telephone number
- Email address
- FOI contact
- Data protection contact

7. Development & Compliance

Development

Standards and compliance

As part of our commitment to compliance, the website will be designed and developed to the accessibility and usability standards set out by the Scottish Government.

- WCAG 2.1 AA accessibility standards
- Scottish Government Digital First Service Standards
- Scottish Government browser and device compliance criteria

Open source content management system

The website will be built using a Scottish Government approved open source WordPress Content Management System (CMS) and seamlessly integrated as part of the existing Road Safety Scotland website. Users will login to the admin area through a secure interface to manage the content.

Accessing the website

The URL to access the RSS Policy website will follow the structure and example shown below.

There will be a 'Policy' tab present in the main navigation of the current RSS website:

- <https://roadsafety.scot/scotlands-road-safety-framework/>



Ideas.Forever

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