WEBSITE DESIGN BRIEF

1. The organisation

The International Center for Tropical Agriculture (www.ciat.cgiar.org) develops technologies, innovative methods, and research-based based solutions in agriculture and the environment, in order to increase prosperity and improve human nutrition in the tropics, and by doing so, help the world secure a sustainable food future.

Headquartered near Cali, Colombia, CIAT conducts research for development in tropical regions of Latin America and the Caribbean, Africa, and Asia. CIAT is a member of the CGIAR Consortium (www.cgiar.org), a global research partnership for a food secure future. The Center's research focuses on increasing productivity of key crops (cassava, common bean, rice, and tropical forages), developing sustainable agroecosystems and landscapes, and using information to foster better decisions about issues such as climate resilience and inclusive markets.

CIAT's Asia regional program is led from Hanoi, Vietnam and employs approximately 80 staff and visiting researchers of more than 20 nationalities. Strong partnerships with both the public and private sectors are essential to the success of CIAT's research programs across topics related to climate change, food systems and value chains, digital agriculture, ecosystem services, soils and landscapes sustainability.

2. Project overview

One of the climate-resilient agriculture solutions that we are developing is *CIAT landscape risk assessment and monitoring tool* that we seek to deliver through a web-based application with Web design agency's assistance. This web-based application is expected to be content-heavy, which is used by users to draw information and perform analysis on their matters of interest. For now, we are in need of building a prototype to present to relevant stakeholders. The scope of the project afterwards will cover the delivery and maintenance of a fully functional website.

3. Website requirements

3.1 Objectives
- Effectively delivering *CIAT landscape risk assessment and monitoring tool* to users, with emphasis on: (1) accurate and up-to-date scientific contents, (2) intuitive design, (3) usability - enabling heavy processing, ensuring smoothness/speed even when performing complex interaction
- Creating awareness about the tool, and positioning it correctly in the climate-resilient agriculture solution market alongside "competitors"
- Showcasing innovative technology, potential social/environmental impacts and benefits the tool can bring to users
- Converting visitors to an enquiry

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CGIAR
CIAT is a CGIAR Research Center

3.2 Scope/size: the number of pages, sections, items is defined later together with Web design agency

3.3 Features and functionality

The tool includes three integrated components. Users can use them separately or as a suite of functions

- Commodity-mapping tool: this tool is in an early development stage, dummy data are available for prototype
- General deforestation alert and monitoring map: this tool is in operation, and available on http://www.terra-i.org/terra-i/data/data-statistics.html
- Climate suitability map: this tool is in the technology demonstration stage, dummy data are available for prototype

(Detailed description of each tool attached)

N.B. we want to build a separate website, not integrating commodity-mapping tool and climate suitability map into the existing Terra-I website.

3.4. Others

(To be discussed with Web design agency)

- Updating content
- Call to action
- Languages: English, Spanish
- Navigation structure
- …

4. Target users

Target users/audiences are comprised of but not limited to:

- Co-development partners (e.g. digital agriculture service agency)
- Corporates, especially in the consumer good sector, with sustainability commitments and solution needs (e.g. Nestlé, Unilever, Mondelēz)
- Insurance companies, traders, product certifiers
- Partner organizations in sustainability and development
- Researchers, experts or general public of relevant interest
- Donors

5. Websites for reference

- http://www.terra-i.org/terra-i/data/data-statistics.html
- http://commodities.globalforestwatch.org/
- https://www.globalforestwatch.org/
- https://onesoil.ai/en/

6. Budget & timeline

- Budget: We do not set a fixed budget for the project. Nevertheless, we are certainly willing to invest in this to make our cooperation works and achieve the best possible deliverables
- Timeline to be discussed with Web design agency