

# **Website renovation**

**Technical Specification for UX and Web Design – Lot 1**

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## Table of Contents

1	Website renovation and software leasing .....	4
1.1	Context and objectives of the renovation .....	4
1.2	Purpose and scope of the project .....	5
2	Naloga Sklopa 1 - UX & design .....	7
2.1	Strategic design of consolidation .....	7
2.1.1	Tasks of the provider .....	7
2.1.2	Handouts .....	10
2.2	Visual Design & Design System + Prototypes .....	10
2.2.1	Visual identity and CGP .....	10
2.2.2	User experience (UX) .....	11
2.2.3	Visual material (photos, videos, iconography) .....	11
2.2.4	Design expectations and refresh guidelines .....	11
2.2.5	Tasks of the provider .....	12
2.2.6	Handouts .....	14
2.3	Catalogue of key functionalities .....	15
2.3.1	Tasks of the provider .....	15
2.3.2	Handouts .....	19
2.4	Editorial workflows and roles/rights .....	20
2.4.1	Tasks of the provider .....	20
2.4.2	Handouts .....	23
2.5	Migration of content including archive .....	23
2.5.1	Tasks of the provider .....	24
2.5.2	Handouts .....	27
2.5.3	Quality criteria and validation .....	28
2.6	Implementation of standards (WCAG 2.2 AA, SEO, GDPR) .....	28
2.6.1	Tasks of the provider .....	29
2.6.2	Handouts .....	32
2.6.3	Quality criteria and validation .....	33
2.7	Content migration (pre-launch) – manual migration (UX agency) .....	34

3	Testing (QA, WCAG, SEO, performance and security checks) with demarcation of competence .....	35
4	Introduction to production (Go-Live).....	36
4.1	Tasks of the UX TEAM .....	36
4.2	Tasks of the client.....	36
5	Final documentation, training and handover of the system .....	36
5.1.1	Preparation of editorial documentation .....	37
5.1.2	Učni dokument – “Accessibility & Compliance Handbook” .....	37
5.2	Training for editors (DEVELOPMENT AND UX TEAM) .....	37
5.3	Final validation and signature record .....	38
6	UX and Development Team Collaboration.....	38
7	Roles and responsibilities of the project team .....	39
8	Key project milestones and payment dynamics .....	40
8.1	Explanations .....	41
8.1.1	Definition of a completed milestone .....	41
8.1.2	Milestone review and validation process .....	42
8.1.3	Criteria for confirming a milestone.....	42
8.1.4	Milestone-to-payment ratio .....	42
8.1.5	The role of the independent expert .....	43
8.1.6	Moving to the next milestone .....	43

# 1 Website renovation and software leasing

SPIRIT Slovenia is a public agency of the Republic of Slovenia and the central point of contact for companies and investors. Its mission is to promote the growth, competitiveness and international visibility of the Slovenian economy through coordinated support programs, consulting, promotion and integration of key development actors. SPIRIT connects entrepreneurship, internationalization, attracting foreign investment and technological progress, and represents Slovenia on global markets as a country that is green, creative and smart – *Green. Creative. Smart.*

The purpose of the SPIRIT Slovenia website renovation and consolidation project is to establish a single, multilingual and accessible to all (WCAG 2.2 AA) digital platform, which will be simple to manage at its core, but powerful enough to effectively connect companies, investors and ecosystem partners. The new solution will provide users with up-to-date, consistent and easy-to-find information, and editorial teams with a transparent, automated and data-driven environment for their daily work.

The renovation represents an important step towards the digital transformation of public services and is a direct realization of **the promise of "Green. Creative. Smart."**

- **Green:** By merging four existing websites into one multi-party platform, we want to reduce energy consumption, data transfer and server load. We are introducing EU hosting on renewable resources, lighter sites ( $\leq 700$  KB), smart media management (AVIF/WebP).
- **Creative:** a unified design system will enable a consistent, visually recognizable and content-rich presentation of the Slovenian economy and contribute to the comprehensive digital identity of SPIRIT Slovenia.
- **Smart:** standardized editorial processes, clear assignment of roles and rights, automation of translations, inventories and redirection will ensure higher efficiency, transparency and quality control.

The result of the project will be **a sustainable, inclusive and data-driven digital experience** that will support the development and internationalization of the Slovenian economy in the long term, while strengthening the role of SPIRIT Slovenia as a central institution for supporting companies and investors.

## 1.1 Context and objectives of the renovation

SPIRIT Slovenia currently operates 4 independent websites on four different platforms, with different integrations and data sources. Each of them has its own history, structure, visual identity and tone of communication. As a result, there is brand dispersion, duplication of content, different user experiences, and inefficient management.

The renovation and consolidation project goes beyond mere technical unification. It is a **content and visual merger of hitherto independent websites, and thus individual brands, under the umbrella brand SPIRIT Slovenia**. The new platform will represent a single digital environment where all content and services of SPIRIT will be communicated consistently, transparently and in the spirit of its identity "Green. Creative. Smart."

The technological goal of the project is to consolidate all four websites into one modern CMS platform with multilingual and *multisite* architecture.

With the renovation and consolidation of websites, we want to achieve:

- content and visual unification and clear transfer of the values and narrative of the umbrella brand SPIRIT,
- maintaining the functional and substantive independence of individual portals, where it makes sense from the point of view of the target groups,
- a uniform, stable and energy-efficient infrastructure that will unify operations in the long term, reduce maintenance costs and provide editors with a modern and transparent working environment,
- management of all production and development versions of the system within its own infrastructure, with a high level of security, transparency and scalability.
- standardized editorial workflows (roles, rights, revisions, archiving, translations),
- optimized accessibility, usability and compliance with WCAG 2.2 AA and GDPR standards,
- A next-generation SEO strategy, also adapted to information retrieval through artificial intelligence (LLM),
- Measurable goals, built-in analytics, and reliable content migration with less than 1% of dropped links.

The new solution will be the foundation **of SPIRIT Slovenia's unified digital presence**, which will offer users a unified story and experience, regardless of which area or service they are looking for.

## 1.2 Purpose and scope of the project

The project is divided into two parts:

**Lot 1: UX & Design** – strategic consolidation design, catalogue of key functionalities (FE/BE), design system and prototypes, content inventory with Redirect Map and Migration Playbook, editorial workflows and standards (WCAG 2.2 AA, SEO, GDPR).

**Lot 2: Development** – implementation of solutions in the CMS tool (must meet the standards defined in the technical specification), integration, migration and automation, establishment of environments and control, security and implementation of testing and deployment.

The SPIRIT Slovenia website consolidation and replatforming project represents a key step towards establishing a modern, centralized and secure digital environment that will enable the efficient management of all websites under the SPIRIT umbrella brand. The purpose of the technological renovation is to provide a single, stable and energy-efficient platform that will unify operations in the long term, reduce maintenance costs and provide editors with a modern and transparent working environment.

With the consolidation and transition to a single CMS system, the client wants to:

- **Improve the user experience of editing** – for both internal and external editors, who will edit content within a single, logically structured and user-friendly platform,
- **establish full control and ownership of all elements of the system**, including code and data, and ensure transparent and controlled content management,
- **centralize the hosting of all websites on its own infrastructure**, which will allow for lower costs, greater security and energy efficiency of the CMS system.

The technological goal of the website renovation is the technological unification of all websites within a single CMS platform, installed and maintained in the client's environment (initially "on-premises", later presumably "cloud"). Sites that are combined<sup>1</sup>:

**spiritslovenia.si** – corporate website of the public agency SPIRIT (information about the agency, programs and contacts), intended to present the mission and direction of the agency. Working estimate ranges: ~200-400 URLs.

**izvoznookno.si** – a portal for exporters with content on foreign markets, opportunities, news and events ("Web of Information and Opportunities for Exporters"). Working estimate ranges: ~4,000–8,000 URLs.

**podjetniski-portal.si** – an information centre for potential and existing entrepreneurs (calls, events, news, programmes, manuals), with rich archives of publications. Working estimate ranges: ~6,000-10,000 URLs.

**sloveniabusiness.eu** – the central B2B portal for investors and buyers from abroad ("Invest in Slovenia", "Buy from Slovenia"), with news, events, thematic sections (industries, business environment, success stories) and multilingual navigation. Working estimate ranges: ~1,200-2,000 URLs.

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<sup>1</sup> More detailed information on each website can be found in **Annex 1: Existing websites**.

## 2 Naloge Sklopa 1 - UX & design

This chapter presents the key areas that we want the selected bidder to cover under Lot 1.

### Tasks and project steps Lot 1:

- (A) Strategic design of the consolidation of the four websites under the umbrella brand SPIRIT,
- (B) Visual design and Design System + interactive prototypes,
- (C) Catalogue of key functionalities,
- (D) Editorial workflows and definition of roles/rights,
- (E) Migration of content including archive (the agency arranges the transfer – automatic and manual, the client is responsible for validation),
- (F) Implementation of standards (WCAG 2.2 AA, SEO, GDPR).

### 2.1 Strategic design of consolidation

To establish a content, user and architectural design for the new digital environment SPIRIT Slovenia, which combines *the portals spiritslovenia.si, izvoznookno.si, podjetniski-portal.si* and *sloveniabusines.eu* into a single multilingual structure under the umbrella identity "Green. Creative. Smart."

The new platform will no longer be presented to users through separate brands, but as a **unified information environment** where the user intuitively comes to the desired solutions, information or procedures according to the task they want to perform (*jobs-to-be-done*).

#### 2.1.1 Tasks of the provider

##### 1. Conducting strategic workshops with the client and key stakeholders

The provider must organize and conduct **at least three content-structured workshops** with the client and the editors of the existing websites.

The purpose of the workshops is:

- define strategic goals of renewal and consolidation (substantive, communication, technological, organizational),
- identify key **target groups of** users (e.g. start-up entrepreneurs, exporters, investors, representatives of municipalities, media, etc.),
- collect **specific needs and "tasks" that users want to perform** on websites (e.g. "I want to check current tenders", "I want to attend an event", "I want to find out what incentives are available", "I want a contact for investing in Slovenia"),
- identify bottlenecks, duplication of content and redirects between existing portals,
- Determine the expected KPIs (e.g., fewer clicks to the destination, higher search performance, greater user autonomy).

For the workshops, the provider must:

- prepare the agenda and moderation material,
- provide a record summarising the findings and key recommendations;
- Upon completion of the workshops, present a synthetic summary of the findings to the client.

## 2. Content inventory of all four websites

Perform a **content inventory** of all existing websites with the following data for each URL:

- page title, type of content (news, call, event, program, article, contact, etc.),
- date of publication or last update, language version, status (active/archive),
- average monthly visit (data from GA will be provided by the client),
- suggestion of further consideration (keep/merge/archive/remove).

Obseg analysis:

- spiritslovenia.si: analysis of the entire corpus (~200-400 URL),
- sloveniabusiness.eu: analysis of the entire corpus (~1,200-2,000 URLs),
- izvoznookno.si and podjetniski-portal.si: a sample analysis of at least 10% of the content, balanced by content type and publication year.

The result should be an **Excel table** that allows sorting by content type, language, status, and suggestion for further consideration.

## 3. Content categorization and "Jobs-to-be-Done" methodology

Based on the inventory and the results of the workshops, the provider must:

- classify content according to jobs-to-be-done logic, whereby each content is linked to a specific goal of the user (e.g. "I want to export to a new market", "I want to register a company", "I want to raise funds"),
- combine related content from different existing portals that serve the same user purpose,
- Identify content gaps in relation to identified "jobs" where current content does not support the user's task.

The result should show **how the content will serve the user context after consolidation**, not the previous portals.

## 4. Preparation of a new information architecture (IA)

Based on the results of the previous steps, the provider must prepare a **proposal for a new, unified information architecture** that:

- does not maintain separate brands,



- structures content according to the logic of "jobs-to-be-done", not according to the origin of the portal,
- provides quick access to key user tasks in no more than two clicks from the main navigation,
- envisages a clear hierarchy of thematic areas (e.g. For entrepreneurs / For exporters / For investors / About SPIRIT Slovenia),
- It includes a global search engine and system linking of related content (e.g. related news, programs, events, tenders).

The architecture must be made in the form of a visual scheme (Miro/Figma) and must show the logic of content paths by user task types.

## 5. Content integration model

Develop a **substantive consolidation** logic that defines:

- which content is combined,
- which are archived,
- which are being transformed into new formats (e.g. programme content → thematic clusters 'Support to enterprises');
- how to overcome historical duplication of information,
- Proposal and justification of the domain policy after the merger of the sites.

The model should clearly show **how the previous domains are transferred under one central domain** SPIRIT Slovenia, with the preservation of redirects (301 redirects) for SEO continuity.

## 6. Presentation and harmonization of the final solution

Perform a presentation of the architecture proposal, jobs-to-be-done structure and content model to the client.

Perform up to two rounds of iterations based on the client's comments.

### 2.1.2 Handouts

- Strategic workshops report – content: goals, target groups, identified "jobs", bottlenecks, recommendations.
- Content inventory and categorization (Excel).
- Document: Jobs-to-be-Done Analysis and Content Map (PDF, with up to 10 main jobs-to-be-done groups and associated content).
- Information architecture of the new SPIRIT Slovenia platform (PDF + diagram in Miro/Figma).
- Content integration and consolidation model (PDF, with a visual diagram of transfers and mergers).
- The domain policy is justified, enforceable and approved by the SPIRIT IT department.

The Contracting Authority shall confirm:

- Strategic workshop report and Jobs-to-be-Done analysis as a reference framework for user design,
- Information architecture and the Content Integration Model as the basis for the design and functional phase of the project.

## 2.2 Visual Design & Design System + Prototypes

The purpose of this step is to design a modern, accessible and user-friendly system based on the identity of SPIRIT Slovenia ("Green. Creative. Smart.") and provides a unified user experience and a consistent design foundation for all components of the consolidated platform.

All solutions must comply with WCAG 2.2 AA guidelines and in accordance with the principles of "design for performance" (optimization for fast loading, responsive flexibility, reduced consumption of resources).

### 2.2.1 Visual identity and CGP

- The CGP manual and the hierarchy of SPIRIT Slovenia brands will be provided by the client.
- The project does not involve the creation of a new visual identity, but is based on the existing CGP rules and the visual hierarchy of the SPIRIT brand.
- The agency must consistently follow existing guidelines in its design, while evolving them into a modern, accessible and user-friendly digital experience.
- The priority is on **a single entry point** and a consistent user experience across all portals, not on a stand-alone identity of individual sites.

- An evolutionary approach to design that maintains brand awareness but improves transparency, typography, hierarchy of information, and accessibility (WCAG 2.2 AA) is desirable.

### 2.2.2 User experience (UX)

- User-centricity is a key guideline: the structure, navigation and architecture of information should allow for intuitive search according to *the principle of "jobs to be done"*.
- The agency should provide a unified UX concept for all consolidated portals and a component system that allows for the reuse of elements and adaptation to individual content modules.
- Design should consider accessibility for all user groups, including the use of appropriate contrasts, font sizes, readability, and alternative descriptions of visuals.

### 2.2.3 Visual material (photos, videos, iconography)

- **SPiRiT Slovenia** has its own collections of photos and videos that need to be included in the new design:
  - 2 corporate photo packages,
  - photos and videos **of ambassadors of the Slovenian economy**,
  - visuals from the **"Green. Creative. Smart."**
- **The iconography** already exists and has been prepared by an external designer; the agency must ensure its **proper integration and unification** in the new system of components.
- **Business Slovenia** has a limited collection of its own photographs – here it will be necessary to prepare a new, expanded library of visuals, with an emphasis on real photographs of Slovenian companies and economic events.
- **The export window** needs external themed photos that illustrate global industry trends; therefore, access to a high-quality database of photos (e.g. Shutterstock, Unsplash Premium, etc.) will be required.
- **The enterprise portal** uses leased photos and existing icons; it is planned to transfer and preserve the current visual material without the need for new purchases.

### 2.2.4 Design expectations and refresh guidelines

- The visual renewal must pursue the objective **of simplification and a refined aesthetic** that promotes transparency, comprehensibility and accessibility.
- Functionality and transparency take precedence **over decorativeness**, and each element must be designed with a clear purpose and utility value.
- Particular emphasis should be placed on:
  - **optimization of contrasts and readability**,

- **consistent typographic hierarchy**,
- **unification of colour use** in accordance with the existing CGP,
- **optimized display on mobile devices** (mobile-first approach).

The Agency must provide a **comprehensive design system** (component library) that will be the basis for further development, upgrades and use on all SPIRIT subportals.

## 2.2.5 Tasks of the provider

### 7. Preparation of visual guidelines and concepts

- Based on the validated information architecture and the *Jobs-to-be-Done analysis*, the provider prepares:
  - **Two different visual designs** of the central page (the so-called *Concept Boards*) with display: color palette, typography, iconography, grid system, visual elements (hero sections, cards, CTA buttons, navigation).
  - Each version must include a **home page design**, a **typical content subpage** and **navigation logic** (desktop and mobile).
- The client chooses one starting direction, which is further developed into a design system.
- Concepts must be produced in Figma (or an equally accessible tool, applies to all subsequent descriptions) and presented to the client in a joint live meeting.

### 8. Development of a comprehensive Design System

- Based on the chosen visual direction, the bidder must produce a **design system** that contains at least:
  - **Typography:** primary and secondary fonts with defined styles (H1–H6, paragraph, caption, quote).
  - **Color palette:** Basic, support, warning, interactive, and contrasting colors (with WCAG contrast ratios).
  - **Iconography:** a set of icons consistent with the SPIRIT identity, in two contrasting versions (light/dark).
  - **Components:** at least 40 unique components, divided into groups:
    - navigation elements (header, footer, menus, breadcrumb),
    - content cards (news, events, programs, calls, references),
    - forms (entry, errors, confirmations),
    - interactive elements (CTA buttons, dropdowns, tabs, sliders),
    - List and filter structures

- system components (modal windows, toast messages, confirmations).
- **Stanja komponent:** default, hover, focus, disabled, error, success.
- **Responsive network system:** at least 3 breakpoints (desktop, tablet, mobile).
- The components must be prepared as **reusable Figma Components** with *the variables* used (colors, spacing, radius, font-size, etc.).
- Each component must contain a **usage description and WCAG verification** (e.g., contrast, keyboard focus, alternate description, heading hierarchy).
- The component library must be created in **the Figma Team Library** format and allow for later transfer to the development environment (e.g. storybook or design documentation).

## 9. Preparation of interactive prototypes

- The provider prepares **interactive UX/UI prototypes** in Figma, which show user flows according to *the job-to-be-done* principle.
- Minimum range of prototypes:
  - Homepage (desktop and mobile)
  - Typical content subpage (program or service)
  - News/events page (including filtering and archive)
  - Tender page with attached documents
  - Contact and Help Points page
  - The "About Us" page with the "Green. Creative. Smart."
  - Global search engine (display of results and filtering)
  - Error 404 / "no results" scenario
- Prototypes are being prepared for the Slovenian language version, if there are major deviations, a prototype is also prepared for the English version.
- Prototypes must show: navigation logic, user states, interactions and micro-animations.

## 10. User testing and iterations

- Perform an internal **test validation of the user experience** with 4-5 participants from different target groups (colleagues at the SPIRIT agency).
- The test must be carried out according to a pre-prepared methodology prepared by the UX agency and must be confirmed by the client (scenarios + performance criteria).
- Prepare **a report on the test results** with recommendations and corrections made.

- Perform **at least one iteration of corrections** based on the results of testing and the subscriber's comments.

## 11. Compliance and optimization

- Verify and document the compliance of design solutions with WCAG 2.2 AA:
  - contrast ratio,
  - The focus line,
  - alternative descriptions,
  - visual focus indicators,
  - reading sequence.
- Follow **the principles of energy-efficient design** (minimal use of large images, compression suggestions, limiting animations, dark version of the color scheme to reduce power consumption).
- Include **SEO and Core Web Vitals** guidelines (lightweight components, appropriate hierarchy of H-addresses, correct structure of HTML elements, division by templates).

## 12. Demonstration and validation

- Present the design system and prototypes to the client in a structured presentation.
- Provide Figma access for the client and development team.
- After validation, submit the final version of the design system, prototypes and compliance reports (WCAG, SEO, performance).

### 2.2.6 Handouts

- 1) *Visual Concepts (2 Templates)* – Figma + PDF Summary.
- 2) *Final Design System* – Figma Team Library + PDF documentation (description of components, WCAG verification, responsive schemes).
  - a) Figma (or similar) origin: main library/list of components (typography, color scales, grids, spacing), *master* file (.fig) + shared libraries.
  - b) DS documentation: description of components (purpose, features/props, states, versions, use cases, limitations, desktop and mobile display), accessibility rules (focus, keyboard, ARIA), redlines/spacing.
  - c) Grids and layout rules: baseline grid, mobile breakpoints, typical grid layouts <https://www.w3.org/TR/css-grid-1/>
  - d) Icons and illustrations: "/assets/icons"; Licensing clarifications.
  - e) Images: native and optimized versions for mobile (WebP/AVIF + fallback PNG/JPG), recommended *art direction* (crops, ratios).
- 3) *Interactive prototypes* – Figma file (min. 8 screens, 1 language version).

- a) Typical pages (page layout using components - component layout rules and grid for a typical page -Home, Subpage, Event, Call...
  - b) Clickable prototypes for validated streams (e.g. search, news, events, tenders, newsletters, forms).
  - c) Attached flow diagrams and service scenarios. Format: Figma prototype + export PDF/PNG.
- 4) *User Testing Report* – PDF (description of the methodology, results, recommendations, corrections made).
  - 5) *WCAG 2.2 AA, SEO, and Energy Efficiency Compliance Guide* – PDF.
  - 6) List of licenses (fonts, icons, photos, illustrations), terms of use, proofs.
  - 7) Explanations of the origin of the materials (own production, stock, CC, etc.).
  - 8) Copyright transfer (unlimited) for the use of all solutions developed within the project.

The Contracting Authority shall confirm:

1. The chosen visual direction according to the first set of concepts,
2. Final *Design System* and *interactive prototypes* as a mandatory basis for the technical phase (development and integration),
3. Instructions for testing and proposed test subjects.
4. Compliance guidelines (WCAG, SEO, performance) as a mandatory reference document before the start of implementation.

## 2.3 Catalogue of key functionalities

The purpose of this step is to establish a complete, structured and validated catalogue of functionalities that must be enabled by the new consolidated platform SPIRIT Slovenia.

The catalog must include all user, editorial and system functionalities and a clearly defined content taxonomy that ensures advanced search, filtering and content linking according to the "one-stop" principle.

The document serves as the basis for the technical specification and development phase and ensures the traceability of requirements to individual prototypes and user tasks (*jobs-to-be-done*).

### 2.3.1 Tasks of the provider

#### 1. Capture and classification of functionality

- Based on the validated information architecture, jobs-to-done analysis and system design, the provider must prepare a **complete list of platform functionalities**, divided into three groups:

1. **User functionalities (Front-End)**  
– functionalities intended for portal visitors.
  2. **Editorial functionalities (Back-End)**  
– functionalities for editors, administrators and translators in the CMS environment.
  3. **System and integration functionalities**  
– technical capabilities necessary for the operation and integration of the system.
- Each functionality must be written in tabular format (Excel) with the following fields: ID | Functionality Name | Description of operation | User Role | Type (FE/BE/System) | Link to prototype | Status (Existing/New/Expansion) | Priority (MVP / Continued) | Notes.

The catalogue must contain **all functionalities that are part of prototypes or existing content**, and in particular the following mandatory sets:

#### **A) User (Front-End) functionalities**

The provider must include and describe at least the following functionalities (with concrete descriptions of the operating logic):

- **Search engine and content filtering:** a global search engine with the possibility of filtering by content types (news, events, calls, programs, contacts); anticipated autocomplete; results with ranking by relevance.
- **Thematic browsing by jobs-to-be-done:** navigation by user purposes (e.g. "I want to export", "I want to start a business", "I want to acquire funds").
- **Structure of content templates:** display of content according to standardized templates (news, program, call, event, contact).
- **Related content linking system** (e.g. "Related Events", "Related Programs").
- **Multilingualism:** at least Slovenian and English language with the possibility of extension (German, Italian); the user can switch languages at any time and stay in the same place.
- **Calendar of events** with the possibility of logging in and exporting to the calendar (iCal, Outlook).
- **Subscribe to the newsletter** (integration with the e-mail marketing tool).
- **Display of tenders** with the possibility of filtering by type, area and status (open / closed).
- **Deljenje vsebin** (LinkedIn, Facebook, Youtube, Instagram, Flickr, email).
- **Responsive** behavior, 3 breakpoints – see specification for Lot 2.
- **Error page (404)** and **fallback for blank search results**.



- **Managing cookies** (cookie banner with granular selection of categories – see specification for Lot 2).
- **Accessibility functionalities:** font magnification, contrast mode, keyboard navigation, visible focus indicators, reader.

## **B) Editorial (Back-End) Functionalities**

The provider must describe the editorial functionalities that enable efficient, secure and transparent content management. Minimum:

- **CMS dashboard** with a summary of recent changes, unpublished content, and ongoing workflows.
- **Management of content types** (news, events, programs, calls, contact points, pages about the agency).
- **Editorial workflow** (preparation, review, publication, translation, archiving).
- **Audit overview and history of changes** (audit trail).
- **Multilingual content management** (versioning, synchronization, marking missing translations).
- **The role of a translator** with limited access and a translation validation mechanism.
- **The role of a reviewer/proofreader** with the possibility of comments and confirmation before publication.
- **Automatic publication and expiration of content** (publication and expiration dates).
- **Document and image management** (media library with metadata and SEO tags).
- **Automatic generation of meta tags (title, description)** with a suggestion for the editor.
- **Link to analytics** (insight into the number of visitors to individual content).
- **Management of navigation and internal connections** (CMS menu interface).
- **User roles and rights** in accordance with the approved editorial model.
- **CMS Compliance Checker (WCAG/SEO)** – alert the editor when an alt description, title, etc. is missing.

## **C) System and integration functionalities**

The provider must record all mandatory system capabilities that will be the subject of implementation in Section 2.

The purpose of this part of the catalogue is that the functional requirements are also clearly documented, although the technical implementation follows at a later date.

- **Support for multisite and multilingual architecture** (separate domains or subdomains).
- **GDPR compliance** (consent management, deletion of personal data, IP anonymization).
- **SEO optimization at the system level** (robots.txt, sitemap.xml, canonical URL, schema.org).
- **Administrative dashboard** (performance statistics, publication performance, translation status).

## 2. Taxonomy – standardization of labels, lists and hierarchies

Since the project involves the merger of four large-scale websites, the provider must create **a comprehensive taxonomy** (content, technical and editorial) that will be the foundation of advanced search, content linking and internal SEO.

### Tasks of the provider:

- Perform **an analysis of existing tags, categories and lists** on all four portals (spiritslovenia.si, izvoznookno.si, podjetniski-portal.si, sloveniabusines.eu).
- Identify duplications, outdated labels, and inconsistent records (e.g., "business support" vs. "business incentives").
- On the basis of the analysis, prepare **a proposal for a unified taxonomy** that includes:
  - **thematic categories** (e.g. programmes, calls, investments, events, news);
  - **target groups** (e.g. entrepreneurs, exporters, investors, the public),
  - **Markets and regions** (e.g. EU, Asia, Middle East)
  - **keywords (tags)** for linking content,
  - **Tag hierarchy** (e.g., parent and child tags)
  - **translations of all tags** (SL / EN).
- Define the rules for **entering, editing and inheriting tags** in the CMS (who can add, who confirms new ones).
- Prepare **a standardized list of tags** in Excel format, which will later be imported into CMS.
- Prepare a **document Taxonomic Model** with a description of the logic and use cases in filtering and searching.

- Include the taxonomy in *the Functionality Catalog* and link individual content types with the appropriate tags.

The new platform should be able to **search and filter content by taxonomic tags** and automatically generate links between related content. The taxonomic model must be adapted to the job-to-be-done structure and the intended content types.

### 3. Functional dependencies and user paths

- There must be a certain dependency **for each functionality and taxonomic element** (e.g. search engine – needs taxonomy and metadata; filtering – requires content tagging).
- Each functionality must be associated with at least one prototype and one *job-to-be-done* case.

### 4. Prioritization and phasing

- The provider must classify all functionalities into two stages:
  - **MVP (Minimal Viable Product)**: necessary for production release.
  - **Phase 2**: Extensions after initial publication (e.g., advanced filtering by market regions).
- The criteria for classification (impact, dependencies, complexity) must be explained in a separate report.

### 5. Presentation and validation of the catalogue

- The provider prepares a structured presentation of the catalog of functionalities to the client (workshop up to 2 hours).
- Based on the feedback, it performs one iteration of updates.

#### 2.3.2 Handouts

1. *Catalog of key functionalities* (Excel – with mandatory fields: ID, Title, Description, User role, Type, Link to prototype, Status, Priority, Dependencies).
2. *Taxonomic model and standardized list of codes* (PDF + Excel):
  - content categories, target groups, markets/regions, keywords, hierarchy, rules of use, responsibilities of editors.
3. *Summary of Functional Requirements for Roles and Jobs-to-Be-Done Groups* (PDF, up to 30 pages).
4. *Implementation Priorities and Phased Report (MVP/Phase 2)* (PDF).
5. *Scheme of functional flows and dependencies* (Miro/Figma – connections between FE, BE and taxonomic structures).

The Contracting Authority shall confirm:

1. *Catalogue of key functionalities* as a mandatory document for the preparation of technical specifications and development,
2. *Taxonomic model and tag list* as a basis for CMS configuration and advanced search,
3. *A scheme of functional flows and dependencies* as a basis for the design of test scenarios in the implementation phase.

## 2.4 Editorial workflows and roles/rights

Since the new SPIRIT platform will combine four editorial environments into a single system, the purpose of this step is to establish **a standardized, controlled and transparently documented editorial process** that enables efficient work of several editorial teams, prevents duplication of content and ensures the quality of publications and compliance with GDPR and WCAG.

The purpose of this step is to establish a structured editorial model that enables efficient, transparent and secure content management in the new consolidated platform SPIRIT Slovenia. The editorial system must support multilingualism, audit trails, control over the publication process and archiving of content, while reducing manual intervention and the risk of errors.

Processes must be based on the principle of **"quality gatekeeping"** – content can only be published after reviews, validations and translations have been carried out, in accordance with pre-defined roles and rights.

### 2.4.1 Tasks of the provider

#### 1. Preparing an editorial model proposal according to best practices

- The provider prepares a **proposal for editorial organization** and work processes, based on best practices for larger public portals with a multilingual CMS environment.
- Model mora:
  - be based on the principles of traceability, audit control and content quality;
  - allow for a hierarchical but flexible allocation of rights;
  - ensure a minimum number of publication steps, but maximum quality control;
  - be adapted to the multilingual structure of the portal and the validated taxonomy (from step C).

- The model proposal will serve as a **starting point for alignment with the client**, who will approve the final version of the editorial procedures after review.

## 2. Definition of editorial roles and rights

The provider must establish a clear structure of user roles with descriptions of responsibilities and permissions.

The minimum required deposits and their rights are as follows:

Role	Purpose	Key rights
<b>Author</b>	Content preparation	He creates drafts, edits his own content, submits for review.
<b>Editor</b>	Review and publication	Checks, supplements, certifies and publishes content; manages tags and categories.
<b>Translator</b>	Preparation of translations	Receives translation assignments, arranges translations, marks translations as completed.
<b>Lecturer / Reviewer</b>	Language control	Checks content before publishing, adds comments, and confirms linguistic appropriateness.
<b>Administrator portala</b>	Operational management	Manage menus, content types, and users within a specific content domain.
<b>Sistemi administrator (SPIRIT)</b>	Global Surveillance	Managing users and roles, monitoring audits, implementing security settings.

Each role must be described in a document with the following attributes: Role Title | Purpose | Permits | Responsibilities | Reporting to whom | Limitations.

## 3. Editorial workflow plan

The provider must design and document **standard editorial flows** designed according to best practices for public multilingual portals.

Each stream must be displayed as a **process diagram** (in Miro, Figma, or Visio) and described with roles, statuses, automated notifications, and conditions for content progression.

**Minimum required editorial flows:**

1. **Preparation and publication of new content**

- The author creates a draft → the Editor reviews (if necessary) → the Proofreader/Reviewer confirms (if necessary) → the Editor publishes.
- The system automatically generates an audit and timestamps the publication.
- After publication, a notification is sent to the author and the translator.

## **2. Translation and validation of multilingual content**

- The author or editor marks the content for translation → The translator enters the translation (or CMS translates it with the help of AI) → The editor checks and confirms → the content gets the "Translated" status.
- The system alerts you to missing translations or changes to the original content.

## **3. Update existing content**

- The author or editor creates a new version → CMS saves the previous version for revision, → after the editor's confirmation (if necessary), the new version is published.
- The system allows you to compare versions and restore the previous version.

## **4. Archiving and expiration**

- Each content has a specific validity period.
- The system sends a warning to the editor 7 days before the expiration.
- After expiration, the content is automatically moved to the archive, is no longer publicly available, but remains revised.
- The administrator can reactivate or permanently delete archived content (in accordance with the GDPR).

## **5. Audit review and traceability**

- The system provides insight into the audit history (who, when, what).
- The administrator can review all changes, compare versions, and restore the previous one.
- Each change is recorded with a user ID and a timestamp.

## **4. Editorial dashboard**

In cooperation with the client, the provider must define the requirements for the Editorial Dashboard, which will enable editors to:

- overview of content by status (draft, under review, translated, published, archived),
- review of unpublished and expired content,
- warnings about missing translations, taxonomic tags and other errors that do not allow content to be published,

- expired/archived publications,
- and another after coordination with the client

The dashboard must be functionally described in *the Catalog of Functionalities* and taken into account in the design in *the Design System*.

#### 2.4.2 Handouts

1. *Document: Editorial workflows and rights* (PDF, min. 25 pages), roles, rights, responsibilities, description of processes, validation conditions.
2. *Catalog of functionality requirements for the back-end system* equipped with "must have, good to have".
3. *Workflow process diagrams* (Miro/Figma/Visio), a visual representation of all five basic flows: preparation, translation, update, archiving, revision.
4. *Document: Editorial Guide to Content Quality* (PDF, min. 20 pages), instructions for using CMS checks, working with multilingualism, using taxonomy, SEO and WCAG recommendations.
5. *Client Compliance Report* (PDF), Approved Applications, Process Steps, Dashboard, Agreed Deadlines and Responsibilities by Application.

The Contracting Authority shall confirm:

1. *Editorial Workflows and Rights document* and *Editorial Dashboard* as a reference basis for CMS configuration,
2. *Process diagrams* as a mandatory basis for the development of workflow modules,
3. *Editorial Manual of Content Quality* as a standard document for editorial training and quality control.

### 2.5 Migration of content including archive

This step regulates the methodology, responsibilities, quality criteria and handouts that must ensure **full content continuity**, **SEO integrity** and **traceability of all content movements** from the four existing portals to the new unified platform.

The purpose of this step is to ensure a comprehensive, traceable and high-quality migration of content from the existing *websites spiritslovenia.si, izvoznookno.si, podjetniski-portal.si* and *sloveniabusines.eu* to the new consolidated platform SPIRIT Slovenia.

The goal of migration is:

- keep **all relevant and current content**,

- **prevent data loss,**
- ensure **SEO continuity (301 redirects),**
- provide **access to the archive,**
- and achieve **a maximum of 1% of broken links** after the production release.

### 2.5.1 Tasks of the provider

#### 1. Preparation of the migration methodology

- The provider must prepare a **Migration Plan**, which includes:
  - the methodology of content transmission (automated, semi-automated and manual transmission),
  - the method of carrying out the control inventory (before and after migration),
  - the technical and substantive conditions for the download (including formats and code strings);
  - A plan of responsibility between the agency and the client (who carries out the transfer, who validates).
- The plan should include a clear migration timeline with milestones:
  - preparation and validation of inventories,
  - establishment of a test environment,
  - pilot migration,
  - an overview of the results,
  - final migration and validation.
- The document must contain **quality criteria** and the method of checking the success of the download (number of downloaded contents, validated links, formatting errors, SEO preservation).

#### 2. Inventura vsebin

- To carry out a complete inventory of the contents of all four portals according to a uniform standard.
- For each content, at least the following must be recorded:
  - The source of the domain,
  - URL,
  - type of content (news, program, event, call, contact),
  - title, date of publication or last updated,
  - language,
  - status (current, obsolete, archive),



- proposed new status (keep/merge/archive/exclude),
  - The target location in the new structure (new URL or template).
- Obseg inventure:
  - *spiritslovenia.si*: celoten korpus (~200–400 URL),
  - *sloveniabusiness.eu*: celoten korpus (~1.200–2.000 URL),
  - *izvoznookno.si* and *podjetniski-portal.si*: a representative sample of at least 20% of the content to be used for the validation of the rules.
- The inventory is prepared in **Excel format** (including IDs and metadata), which allows further use in automated transmission.

### 3. Content mapping and consolidation

- Based on the inventory, the provider prepares a **tabular mapping (Mapping Matrix)** that connects old and new URLs and defines the fate of each content:
  - Old URL | New URL | Content type | Status | Redirect (301) | Notes.
- The provider must propose:
  - **content bundling logic** (e.g. "Business Services" and "Business Support" → "Business Support"),
  - **archiving rules** for content older than a certain time limit,
  - **rules for grouping metadata and tags** according to the validated taxonomy (step C).
- The result is a **harmonized structure of content flows** between the old portals and the new platform.

### 4. Preparing a Redirect Map (301 redirects)

- The provider must prepare a **complete list of 301 redirects** for all content that is being migrated or merged.
- Each redirect must have:
  - Source URL.
  - Destination URL.
  - The type of content,
  - note (e.g., merged, archived, excluded).
- The Redirect Map must be delivered in **CSV or Excel format** and contain:
  - At least 95% of all relevant URLs in the inventory
  - 100% redirects for pages with external links (in accordance with the client's SEO priorities).

- The provider must work with the client to identify **at least the top 500 most visited URLs** (the number depends on the analysis of traffic and the importance of the content) and ensure that all these pages receive the appropriate 301 redirects without interruptions.

## 5. Preparation of the Migration Playbook

- The provider must prepare a **Migration Playbook** – a detailed document with instructions on how to perform and control the migration.
- The document must contain:
  - description of all steps (preparation, import, validation, test, corrections, final migration),
  - technical parameters of the transfer (formats, code tables, import schemes),
  - Criteria for automatic/manual transmission
  - Instructions for manually uploading content (e.g. notifications, documents, galleries)
  - Testing method (e.g. URL comparison, metadata validation, image validation)
  - Benchmarks (number of downloads, % of successful redirects, processing time).
- The document should serve as the basis for conducting a pilot migration.

## 6. Performing a pilot migration

- Pilot **a sample content set**:
  - at least **200 content** of various types (news, tenders, events, programs, contacts),
  - they must cover all four source portals and both language versions (EN/EN).
- The pilot migration must show:
  - proper mapping of content and categories,
  - preserved metadata (titles, descriptions, dates),
  - correct links and images,
  - working redirects (301).
- The result of the pilot migration is **a Test Migration Execution Report**, which must include:
  - a list of successfully downloaded content (%),

- list of errors (invalid links, missing images, duplicate content),
- suggestions for corrections.

## 7. Validation and corrections

- After the pilot migration, the client reviews the results and confirms that the errors have been fixed.
- Implementation of automatic and manual migration.
- After the final migration, the provider must:
  - Perform **an automated redirect test** (e.g. using Screaming Frog or an equivalent tool)
  - confirm that no more than **1% of disconnections are disconnected**;
  - prepare a **Report on the final validation of migration**, which includes:
    - Total number of downloads
    - Number of redirects
    - % of download success,
    - % of active content,
    - a list of possible exceptions and reasons;
    - Plan to manually download content that has been dropped.

## 8. Archive content

- The client will take care of the archives of existing websites.
- The provider must prepare **an automatic archiving plan** for the future and determine:
  - what content is archived and when (e.g. outdated publications, calls, events);
  - where and how they will be archived (separate site or archive CMS module),
  - rules of access to the archive (public / internal),
  - rules for the deletion of personal data in accordance with the GDPR.
- The archive must be searchable and retain basic metadata (title, date, content type).

### 2.5.2 Handouts

1. *Migration Plan (PDF)* – methodology, steps, responsibilities, quality criteria.

2. *Content inventory (Excel)* – source and destination locations, status, content type, treatment template.
3. *Mapping Matrix (Excel)* – link between old and new URLs.
4. *Redirect Map (Excel/CSV)* – A list of 301 redirects.
5. *Migration Playbook (PDF)* – technical and procedural instructions for downloading.
6. *Pilot Migration Report (PDF)* – Transfer Performance, Errors, Corrections.
7. *Final Migration Validation Report (PDF)* – % Success, Number of Errors, SEO Retention.
8. *Archiving plan in the new system (PDF)* – rules, access, GDPR compliance.

### 2.5.3 Quality criteria and validation

- Migration is considered successful if:
  - At least **99% of URLs** work correctly after a redirect.
  - **100% of key content** (programmes, calls, news, events) is successfully downloaded,
  - all pictures and documents are preserved,
  - SEO metadata (title, description, canonical URL) are transferred,
  - Redirect Map is 100% implemented for top 500+ sites,
  - All archived content is accessible in the archive view (provided by the client).

The Contracting Authority shall confirm:

1. *Migration Plan* and *Migration Playbook* before the start of implementation,
2. *Report on pilot migration* as a condition for continuation,
3. *Performs random checks on content downloads*.
4. *Report on the final validation of the migration* as a condition for the transition to the production start-up phase.

## 2.6 Implementation of standards (WCAG 2.2 AA, SEO, GDPR)

This step defines the specific tasks and handouts with which the agency must ensure that the design and content design complies with the key standards **of accessibility, personal data protection and search optimization**, taking into account sustainable and energy-efficient principles.

It is necessary to ensure that all design, content and functional solutions of the new SPIRIT Slovenia platform meet international and national standards:

- **Web Content Accessibility Guidelines (WCAG) 2.2 AA** available at <https://www.w3.org/TR/WCAG22/>, the *Website and Mobile Applications Accessibility Act (ZDSMA)* and the *Accessibility of Products and Services for Persons with Disabilities Act (ZDPSI)*,
- **Search engine optimization (SEO)**, including *Core Web Vitals*,
- **personal data protection** under *Regulation (EU) 2016/679 (GDPR)* and the *Personal Data Protection Act (ZVOP-2)*,
- **and technically and uniform standards for government websites** available at <https://nio.gov.si/>

and thereby enable the sustainable, secure and compliant operation of the entire digital environment of a public agency.

## 2.6.1 Tasks of the provider

### 1. Introduction of WCAG 2.2 AA standards in design and functional elements

- The provider must prepare a **comprehensive list of WCAG 2.2 AA compliance checks**, classified by individual chapters of the standard:
  - Perceivable,
  - Usability (Operable),
  - Understandable,
  - robustness (Robust).
- For each chapter, it must prepare a **checklist with at least 40 checkpoints**, including:
  - contrast ratio (AA and AAA),
  - Alternative descriptions of the images.
  - keyboard navigation,
  - focus indicators,
  - the correct hierarchy of titles (H1–H6),
  - correctly marked forms and errors,
  - ARIA tags and "skip to content" functionality,
  - correct reading sequence.
- WCAG verification must be performed on all typical prototype screens (min. 8), in both languages (EN/EN).

- The provider must perform **a manual and automated WCAG check** (e.g. using AXE, WAVE, Deque or equivalent).
- The result must be **a WCAG 2.2 AA Compliance Report**, which includes:
  - list of inspected components,
  - a description of the non-compliances found,
  - Suggested corrections
  - assessment of the degree of compliance (proportion of compliant elements in %).
- Any deficiencies identified must be remedied before the end of Lot 1.

## 2. Establishing SEO standards and technical guidelines

- The provider must prepare **an SEO specification** for the new platform, which includes:
  - metadata structure (title, description, keywords, canonical URL),
  - H1–H6 heading hierarchy by content type,
  - rules for generating addresses and URLs (length, readability, "slug"),
  - guidelines for internal linking and tagging of content (taxonomy tagging),
  - Structural *robots.txt*, *sitemap.xml* in *schema.org* subject,
  - standards for *Open Graph* and *Twitter Card* metadata,
  - the structure of micro-labels (e.g. for events, news, programmes, tenders);
  - rules for tagging pictures and documents.
- The SEO structure must be **connected to a jobs-to-be-done logic** – key content must be accessible in no more than three clicks from the main page.
- The provider must prepare **SEO Content Guidelines** for editors:
  - Recommendations for writing titles, meta descriptions, tags, and links.
  - a list of required fields in the CMS and warnings for missing items.
- The document must include technical proposals for:
  - image optimization (format, dimensions, compression),
  - the use of "lazy loading" and caching,
  - minimization of the script.

## 3. Generative Search Optimization (GSO) oziroma LLM SEO

- In addition to the classic technical and content SEO rules, the provider must also provide optimization for next-generation search engines and LLM models (for example, ChatGPT, Claude and Grok).
- **The provider must prepare "LLM Optimization Guidelines",** which include:
  - **Structured content tagging** for easier indexing in language models:
    - uporaba *schema.org* in *JSON-LD* oznak,
    - clear hierarchy of H-headings and semantic tagging of text,
    - Marking of sources, authors and date of update (i.e. *content provenance*).
  - **The use of context-rich language and Q&A markup structures** that enable:
    - correct interpretation of content in LLM models,
    - higher likelihood of inclusion in AI *snippets*.
  - **Optimization of summaries and meta descriptions** for natural language queries (i.e. *conversational search prompts*).
  - **Preparation of FAQ structures and content blocks** ("How to", "Why", "What is") that LLM models recognize as useful for providing answers.
  - **Preparation of "Knowledge Panel" data** (if appropriate), with an emphasis on a clear identity of SPIRIT Slovenia as an institution.
  - **Consistent citation of sources and updating of dates**, which strengthens the reliability and ability to cite content in LLM contexts ("trust signals").
  - **Preparation of content templates** and instructions for editors (in *SEO Content Guidelines*), which include:
    - how to write texts so that they are understandable and relevant to LLM abstracts,
    - how to structure headings, questions and paragraphs for "semantic chunking",
    - how to use tags (*keywords, entities, related topics*) for better connectivity in the AI ecosystem.

#### 4. GDPR compliance and personal data protection guidelines

- The provider must prepare a **GDPR & ZVOP-2 Compliance Plan**, which includes:
  - an inventory of all places where personal data are collected or processed (forms, applications, cookies, contact points),
  - the method of obtaining and documenting consents,

- rules for the storage, deletion and anonymization of personal data,
- procedures for notifying and handling security incidents;
- determination of roles and responsibilities (SPIRIT as manager, provider as processor),
- procedures for exercising the rights of individuals (right to erasure, portability, etc.).
- Cookie management must be in accordance with GDPR and ZVOP-2:
  - granular division by categories (necessary, functional, analytical, marketing),
  - the possibility of subsequent change of consent,
  - Multilingual display support (SL/EN),
  - recording the date and manner of giving consent.
- The provider must ensure that all solutions comply with the principles of **privacy by design** and **data minimization**.

## 5. Establishing criteria for sustainable and energy-efficient operation

- The provider must include recommendations for **sustainable web design**:
  - use of optimized images and graphics,
  - limiting unnecessary animations,
  - use of system fonts,
  - Checking the carbon footprint of a website (e.g. *Website Carbon Calculator*).
- The report must show an estimate of resource consumption (green index score before and after optimization).

### 2.6.2 Handouts

1. *WCAG 2.2 AA Audit Report* – checklist, findings, compliance rate, corrections.
2. *It's a technical specification*.
3. *SEO Content Guidelines* (rules and templates for editors).
4. LLM Optimization Guidelines (PDF, min. 15 strani)
5. *GDPR & ZVOP-2 Compliance Plan* - procedures, consents, audits, responsibilities.
6. *Cookie Policy and Consent Management Specification*.
7. *Accessibility & Compliance Handbook for Editors* (with pictorial instructions and checklists).



8. *A report on the training carried out and a list of participants.*
9. *Sustainability Report (Green Index Report) – carbon footprint and recommendations.*

### 2.6.3 Quality criteria and validation

The implementation of the standards is considered successful if:

- **WCAG compliance:** achieved level AA for all components (min. 95% compliance according to WCAG 2.2) – using valid validation tools (the proposed tool is previously confirmed by the client).
- Before handing over the web solution to the client, the contractor must carry out an independent assessment and obtain a written confirmation from the organization responsible for compliance with the ZDSMA and ZDPSI and the WCAG standard (such as the Digital Accessibility Institute), which shows that the website **meets the AA (double A) criterion according to the WCAG 2.2 standard**. The cost of the assessment of the aforementioned organisation must be taken into account by the contractor when preparing the tender.
- Before the website is publicly announced, the contractor will have to correct any errors that may have been recorded.
- **SEO compliance:** Implemented all technical requirements from *the SEO technical specification* (metadata structure, sitemap, canonical URL, schema.org).
  - Conducted and documented **technical SEO review of the published website**, which includes:
    - verification of *robots.txt*, *sitemap.xml* and structured data (*schema.org*);
    - checking the correctness of the generated addresses, descriptions and URLs,
    - **izveden test Core Web Vitals (CWV)** na produkcijskem okolju (npr. s *Google Lighthouse*, *PageSpeed Insights* ali *Web Vitals extension*),
    - all three CWV indicators (*LCP*, *FID/INP*, *CLS*) should be within the recommendations:
      - $LCP \leq 2.5$  s,
      - $INP/FID \leq 100$  ms,
      - $CLS \leq 0.1$ .
  - Prepared and approved **Technical SEO Compliance Report and CWV Results** as a mandatory validation handout.
- Content optimization includes **LLM-structured elements** (FAQ, Q&A, How-To markup, semantic headings),
- Performed **an LLM indexing test** (e.g. checking the presence of content in Bing Chat or ChatGPT "browsing" mode).

- **GDPR/ZVOP-2 compliance:** *confirmed Compliance Plan*, verified functionality of the cookie banner and verified proper functioning of forms and data storage.
- **Sustainability compliance:** the website achieves a "green index"  $\leq 0.35$  g of CO<sub>2</sub> per visit (estimated value). A *Green Index Report* with measurable recommendations is produced.

#### Validation points:

1. *WCAG Audit Report* approved by the client prior to the completion of Lot 1,
2. *GDPR & ZVOP-2 Compliance Plan* and *SEO specification* approved as part of the technical basis for Lot 2,
3. *LLM Optimization Guidelines* are validated as a mandatory part of *the SEO Content Guidelines* and *Design System Documentation* before the start of development.
4. *The Accessibility & Compliance Handbook* has been confirmed as a mandatory teaching document for editorial training and internal use of SPIRIT Slovenia.
5. Conducted and documented *technical SEO review of the published website* with recommendations for corrections/improvements.

## 2.7 Content migration (pre-launch) – manual migration (UX agency)

#### Purpose of the step:

To ensure a consistent, complete, verifiable and technically optimized transfer of all content from the four existing websites to the new unified SPIRIT website, in accordance with the Migration Playbook, Redirect Map, IA, taxonomy, SEO/WCAG/LLM standards and editorial models from Lot 1.

#### Tasks of the Contractor Provider Lot 2 – DEVELOPMENT

The Lot 2 provider must carry out *the purely technical part of the migration (details described in Lot 2)*

#### Tasks of a UX agency

The UX agency is responsible for:

- manual migration of the remaining content,
- manual adjustment of complex landing pages,
- optimization of content structure,
- checking the reasonableness of the taxonomy;
- SEO editorial content corrections,

- checking the accuracy of the content,
- the final arrangement of visual blocks.

## Handouts of the provider

### 1. Validation report (after manual migration)

It includes:

- list of internal links and performance (target  $\geq 99\%$ );
- WCAG Preverb,
- SEO technical check,
- check 301 redirects,
- A list of corrections.

### 2. Open and closed bug report (JIRA or PDF)

- class of error,
- status,
- responsible person,
- Date of resolution.

## 3 Testing (QA, WCAG, SEO, performance and security checks) with demarcation of competence

### Purpose of step:

Ensure that the system is technically, substantively, visually and functionally compliant with the requirements of Lot 1 and Lot 2.

Testing is carried out by **two teams** with different responsibilities:

- **Development team (Lot 2 contractor)** → technical and system testing
- **UX agency (Lot 1 contractor)** → user experience, UX content review, visual compliance

### Tasks of the UX team

- compliance of implementation with the Design System,
- conformity with prototypes (elements, arrangement, hierarchy),
- checking interactions (hover, focus, click, animations),
- UX SEO Review

### Handouts

- WCAG Audit Report (PDF).
- SEO & LLM Compliance Report (PDF).
- CWV Performance Report (PageSpeed Insights + Lighthouse).

- Common patch matrix (JIRA/Excel) with deadlines and responsibilities for editing corrections

## 4 Introduction to production (Go-Live)

### **Purpose of the step:**

Perform a controlled, documented and secure deployment of the entire solution into the production environment, including the migration of the final data set, the last technical checks, configurations, SEO/WCAG validations, and ensuring the stability of the system in the first days after launch.

### 4.1 Tasks of the UX TEAM

UX agencija mora:

- perform the final UX/UI review of the content in production,
- confirm compliance with prototypes,
- Check manually migrated content
- check the logic and orderliness of the taxonomy,
- check the editorial correctness of URLs, addresses, CTAs,
- check the structure of FAQ/How-To modules (LLM context),
- check the quality of the content.

**The UX agency does NOT check technical aspects** (SEO meta structure, WCAG A11Y code, API stability...).

### 4.2 Tasks of the client

The Client is responsible for:

- Runbook confirmation
- confirmation of migrated content (content part),
- implementation of business QA validation (legal compliance, communication requirements),
- Confirmation of the Go-Live moment.

## 5 Final documentation, training and handover of the system

### **Purpose of the step:**

To ensure that the client takes full technical and editorial control over the system, receives all technical documentation, structured editorial documentation, conducts trainings and receives formally validated final handouts.

This step represents **the official handover of the project** and confirms that the system is ready for long-term management.

### 5.1.1 Preparation of editorial documentation

*(implemented by the UX agency, but the developer provides access to the CMS for technical snapshots of the procedures)*

The Editorial Manual contains:

- procedures for creating, editing and publishing all types of content,
- translation procedures (EN ↔ ± DE),
- a description of editorial roles;
- use of taxonomy;
- instructions for the use of modules,
- instructions for SEO/LLM optimization (editorial use),
- archiving procedures,
- error handling procedures (basic troubleshooting).

#### **Request:**

The manual must contain **all the step-by-step steps**, with:

- visual examples,
- screenshots,
- descriptions of common errors and solutions.

### 5.1.2 Učni dokument – “Accessibility & Compliance Handbook”

A textbook that:

- guides the editor step by step through all key activities (e.g. entering content, adding an alt description, checking contrast, filling in metadata, obtaining consent),
- includes a screen capture and a description of each procedure,
- contains checklists for self-examination of compliance,
- it is prepared in such a way that it can also be used by editors who have not attended the training,
- is in PDF or other interactive format, transparently structured by chapters (WCAG, SEO, GDPR/ZVOP-2).

## 5.2 Training for editors (DEVELOPMENT AND UX TEAM)

**The Phase 2 Contractor + UX agency is carried out jointly.**

Division of responsibilities:

- **UX agency:** content and UX use of CMS (proper writing, content structure, editorial rules)
- **developer:** technical use of CMS (content types, workflows, taxonomy, search engine, forms)

The provider must carry out:

- **at least 2 separate training modules**, 2-3 hours each:
  1. Create and edit content, including accessibility rules
  2. Taxonomy, translation and workflow management
  3. Use of modules (calendar, publications, news, calls, contacts...)
- Training must be:
  1. live (online or onsite),
  2. with the material,
  3. filmed.

### 5.3 Final validation and signature record

The provider must carry out:

- presentation of the entire solution,
- demonstration of the main functionalities,
- handing over documentation,
- the elimination of the last possible deficiencies,
- Signature record of the handover of the system.

## 6 UX and Development Team Collaboration

To ensure consistency between the design design, technical execution and cost-effectiveness of the project, the UX/UI and the development team must work closely together in all phases of the project.

### Consideration of the technological capabilities and limitations of the CMS

- The UX design must be based on the functional capabilities of the selected CMS system.
- When planning, the UX team must take into account the limitations of the chosen CMS platform – especially in terms of content structure, components, modules, and management of multilingualism and workflows.
- When designing user experience and functionality, it is necessary to use the existing ("off-the-shelf") solutions of the CMS system as a priority.
- Custom development is only permissible in cases where:
  - the existing solution does not meet the functional or user requirements,

- Custom development brings significant added value to the user experience or business process.
- Each custom development proposal must be justified in writing (description of the need and impact on UX) and previously approved by the client.

### **Collaboration between the UX design and development phase**

- During the design phase, the UX team must check the feasibility of individual elements in cooperation with the development team.
- Cooperation should be **targeted and effective**, focusing on:
  - harmonisation of specifications;
  - explanation of interaction patterns and components,
  - preparation of *redlines* documentation,
  - clarifications on user workflows, roles and rights.
- All communications and agreements must be documented and accessible in a common project repository

The goal of such cooperation is to ensure that the UX design:

- supports realistically feasible solutions within the selected CMS,
- enables optimized development without unnecessary adjustments,
- maintains a high level of user experience while rationally spending development resources.

## **7 Roles and responsibilities of the project team**

### **Naročnik (SPIRIT Slovenija):**

- provides access to stakeholders, editors and relevant internal sources;
- provides CGP and brand materials, brand hierarchy and existing content bases,
- provides timely clarifications and decisions necessary for the smooth work of the Agency;
- confirms key decisions on project milestones (e.g. IA, UX concept, UI design, CMS architecture),
- coordinates the involvement of internal departments (legal department, PR, translations).

### **Stakeholders (legal department, marketing, translation team):**

- participate in the substantive harmonization and verification of the compliance of publications,
- confirm terminology, legal correctness, compliance with the mark and linguistic consistency,
- participate in the preparation of the final content for migration.

#### The UX team:

- manages the user experience design process (analysis, IA, wireframes, prototypes, testing),
- co-creates *to-be* processes with the client and editorial teams,
- prepares UX/UI documentation, design system and interactive prototypes,
- participates in workshops and tests with editors and stakeholders,
- Works purposefully with the development team for feasibility checks and clarifications.

#### Development Team:

- participates in the validation of the feasibility of individual elements and components,
- takes over the design system, UX/UI prototypes and specifications as an input to development,
- Requires explanations from the UX team regarding interactions, workflows, and technical details (as needed).
- He takes care of technical implementation, integration, testing and handover of solutions.

## 8 Key project milestones and payment dynamics

Milestone	Timeline	UX handouts	UX payment
<b>M1 - Strategic and user design validation</b>	T12	• Strategic Workshop Report • Jobs-to-be-Done Analysis and Content Map • Information Architecture (IA) • Content Integration Model + Domain Policy • Key Functionalities Catalog (MVP + Phase 2) • Taxonomic Model (PDF + Excel) • Editorial Workflows and Roles/Rights	15%
<b>M2 – Design System &amp; Prototypes + Start of Development</b>	T16	• Validated visual direction • Final Design System (Figma Team Library + PDF) • Interactive prototypes (min. 8 screens) • User Testing Report (v1) • WCAG / SEO / LLM / performance instructions (UX part)	15%



<b>M3 – By UX testing: Prototypes v2</b>	T20	<ul style="list-style-type: none"> <li>• Updated v2 prototypes</li> <li>• Design System updates (if relevant)</li> <li>• Migration plan, Content inventory</li> </ul>	10%
<b>M4 – Template Set 3 + Integracije</b>	T24	<ul style="list-style-type: none"> <li>• Mapping Matrix,</li> <li>• Redirect Map</li> <li>• Migration Playbook</li> <li>• UX review of the compliance of implemented editorial WF</li> <li>• UX review of FE compliance with prototypes and DS</li> </ul>	10%
<b>M5 – Pilot migration to STAGE</b>	T28	<ul style="list-style-type: none"> <li>• UX validation of piloted migrated content</li> <li>• UX report on compliance and usability in the STAGE environment</li> </ul>	10%
<b>M6 – Final Migration + QA v2</b>	T32	<ul style="list-style-type: none"> <li>• UX validation of final content</li> <li>• UX confirmation of user journeys</li> </ul>	10%
<b>M7 – GO LIVE Production deploy + stabilization</b>	T36	<ul style="list-style-type: none"> <li>• UX production check</li> <li>• List of minor UX tweaks (if needed)</li> </ul>	5%
<b>M8 – Final handover of the system</b>	T39	<ul style="list-style-type: none"> <li>• Editor's manual (final, step-by-step with images)</li> <li>• Accessibility &amp; Compliance Handbook</li> <li>• Conducted Editor Training</li> <li>• UX Final Minutes</li> </ul>	5%

20 % of the contract value shall be retained and paid after the lapse of two (2) months from the successful transition of the system to the production environment, provided that all identified defects have been rectified within that period.

## 8.1 Explanations

### 8.1.1 Definition of a completed milestone

A milestone shall be considered **completed** when all of the following conditions are cumulatively met:

1. All handouts defined for each milestone in the tender and contract documentation are fully produced and handed over to the client in the agreed form and scope.
2. The handouts comply with the requirements of the tender documentation, technical specifications, UX specifications and relevant standards (WCAG 2.2 AA, SEO, GDPR, ZVOP-2, Core Web Vitals, LLM optimization).

3. The contractor has provided the client with a written declaration of conformity confirming that all deliveries are made in accordance with the contractual obligations.
4. The contractor has corrected all critical (P1) and major (P2) nonconformities identified in the handout review process.
5. The submissions have been examined and confirmed in writing as appropriate by the client or its authorised independent expert.

### 8.1.2 Milestone review and validation process

1. The Contractor shall inform the Client in writing that the handouts of each milestone are ready for inspection and shall at the same time submit all the relevant handouts and documentation.
2. The client has at least 7 working days from the receipt of the handouts to review and make comments.
3. If the Client does not submit comments within the specified period, the handouts are considered conditionally confirmed, unless the contract stipulates otherwise.
4. If the Client submits comments, the Contractor must eliminate all reasoned comments (critical (P1) and major (P2) non-conformities) without additional costs within the deadline set by the Client, and usually not longer than 7 working days, unless it is a matter of more extensive changes agreed upon by the parties in writing.
5. Once the objections have been resolved, the contractor shall resubmit the handouts for approval.

### 8.1.3 Criteria for confirming a milestone

A milestone shall be confirmed when the following criteria are met:

- functionalities operate in accordance with defined specifications,
- the handouts do not contain critical or major errors,
- any minor deficiencies (P3) are recorded in the list of open points with an agreed deadline for elimination,
- Handouts allow the next phase of the project to proceed smoothly without additional dependencies or risks.

### 8.1.4 Milestone-to-payment ratio

1. Payment for each milestone is due only after its written confirmation by the client.
2. The Contracting Authority reserves the right to withhold the payment or its proportionate part until all identified non-conformities have been rectified.

3. The payment of the milestone does not mean the final takeover of the entire project, nor does it limit the rights of the contracting authority under the warranty or liability of the contractor.

### 8.1.5 The role of the independent expert

Where the contracting authority appoints an independent expert or project manager:

- its written assessment of the conformity of the deliveries shall be considered as the professional basis for the contracting authority's decision to confirm the milestone,
- the contractor is obliged to provide an independent expert with access to handouts, drafts and technical documentation,
- The comments of the independent expert shall be considered as comments of the contracting authority.

### 8.1.6 Moving to the next milestone

A transition to the next milestone or phase of a project shall be permitted even before the written confirmation of the previous milestone, provided that the identified comments or deficiencies do not affect the implementation of the activities of the next milestone and do not pose a critical risk to the quality, compliance or further progress of the project.

In such a case:

1. The deficiencies identified are recorded in a list of open points, with clearly defined deadlines for their rectification.
2. The contractor is obliged to eliminate the deficiencies within the framework of the ongoing project and at no additional cost, within the agreed deadline.
3. The continuation of activities in the next milestone does not constitute confirmation of the previous milestone, nor does it affect the right of the contracting authority to request the elimination of identified non-conformities.
4. Payment for the previous milestone is due only after its written confirmation, regardless of the fact that work is already carried out in the next milestone.
5. If it turns out below that the identified deficiencies nevertheless affect the activities of the next milestone, the contracting authority has the right to request appropriate corrective measures or adjustment of the timeline at no additional cost.

#### **A. Examples of what it means that identified deficiencies *do not affect* the activities of the next milestone**

The identified deficiencies **shall not affect the implementation of the activities of the next milestone** where all of the following conditions are met:

##### **1. They don't affect the technical architecture or data model**

Examples:

- minor visual corrections (color contrasts, spacing, typographic corrections) are missing,
- inconsistencies in the naming of AI elements,
- minor corrections to navigation tags (labeling),
- Descriptions are missing or incomplete in the documentation.

**They affect:**

- Changes to content types
- changes in relationships between contents,
- changes to the taxonomy;
- changes to the basic navigational structure.

## **2. Do not affect user paths (JTBD)**

Examples:

- minor UX tweaks within already confirmed user paths,
- improvements in microinteractions,
- corrections to CTA texts without changing the logic of the path.

**They affect:**

- Add or remove steps in a JTBD path.
- change the sequence of steps,
- change in user journey goals.

## **3. They do not affect development activities that are already planned**

Examples:

- UX fixes that can be implemented within existing FE components,
- changes that do not require a change in backend logic,
- Corrections that can be included in an ongoing sprint without changing the scope.

**They affect:**

- changes that require code refactoring,
- modifications requiring new FE/BE components,
- changes that require a change in the sprint plan or a delay in deadlines.

## **4. Do not affect compliance with standards**

Examples:

- Minor WCAG improvements that don't affect the underlying structure (e.g., alt texts, contrast fixes)
- Complementing SEO metadata or structured tags.

They affect:

- non-compliance with WCAG 2.2 AA,
- Errors that cause the page to not be indexed.
- violation of the GDPR or ZVOP-2.

## **B. Examples of substantiated objections that the contractor must remedy at no additional cost**

Justified objections are those arising from **non-performance of contractual obligations** and do not constitute a change in scope.

### **1. Non-compliance with the tender or contract documents**

Examples:

- Handout doesn't include all required items (e.g., certain content types are missing)
- the functionality is not implemented as described in the offer,
- Mandatory handouts (reports, documentation) are missing.

### **2. Non-compliance with certified UX specifications**

Examples:

- The FE implementation does not follow validated prototypes or the Design System.
- Wrong content or navigation hierarchy
- misuse of components.

### **3. Non-compliance with standards**

Examples:

- inadequate compliance with WCAG 2.2 AA,
- technical SEO does not meet the agreed criteria (e.g. CWV "Good" threshold),
- mandatory SEO/LLM structural data is missing,
- failure to comply with GDPR or ZVOP-2 requirements.

### **4. Functional errors**

Examples:

- the functionality does not work according to the specification,

- errors that make editorial work impossible,
- Errors that cause misrepresentation or loss of data.

## **5. Migration errors**

Examples:

- incorrectly mapped content according to Mapping Matrix,
- Missing or incorrect 301 redirects
- Disconnections above the threshold (<1%).

## **6. Insufficient documentation or education**

Examples:

- Steps are missing in the editor's manual.
- the documentation is not clear enough for independent use,
- The education did not cover all the agreed content.

## **What is NOT a valid objection (and is treated as a change in scope):**

- new requirements that were not part of the specification,
- additional functionality or integration,
- changes to business rules,
- aesthetic preferences that are not part of the certified UX,
- changes in legislation following the confirmation of the milestone (if not explicitly covered by the contract).