

what will you do with your web site?

Although web sites can grow very complex, they begin with a few simple questions: What do you need from the site? What do your users need? Everything else flows from there.

determining direction

Why does your organization need a web site?

To advertise for its educational programs.

To display company contact information.

To show updates and information on the programs.

Why will your visitors need this web site?

To look up for information on the programs for their children. To find out how to contact the company. To find out company information such as its location. To read the updates on what new programs there are.

Describe what your web site will do or be:

It would act as a bulletin board for new information on the current programs provided by the organization. It would also be a way to attract new customers that might be interested in the programs.

setting goals

Do different people in your organization have different goals?

Marketing says: How well would it reach out to the customers? Is it cost effective?

IT says: Can it be simple and use only html?

Human resources says: Do we need to get artist?

The CEO says: Will it be easy to maintain?

_____ says: _____

_____ says: _____

Write a mission statement for your site:

ACE education _____ (Site name) is a _____ (noun describing site), offering information _____ (type of service) to _____ (adjective describing audience) parents _____ (noun describing audience) who might be interested _____ ("need" or "want") to let their child attend the program (need filled by site).

Unlike competing sites, which (short description of competition, highlighting its inadequacies), (site name) will (verb-based purpose, distinguishing site from its competition).

What are your goals for this site?

1. To list clearly new information regarding the programs available.
2. To be userfriendly.
3. To let visitors be aware of its location.
4. To earn money
5. To gain more customers.