

Web Site Strategic Planning

A single point of contact – Responsibility for the web site

1. To ensure the web site meets the needs of the customers, visitors and employees.
2. To participate in discovering and pursuing opportunity to advance the organization's business.

Functions of a Web Site (“Web Alphabet”)

Every web site includes these “A B C D and E”

- Activity
 - Definition: To complete a task, correctly, completely and in a generally expected reasonable amount of time.
 - Examples: Upload, download or find something
- Brochure
 - Definition: To advertize and introduce products and services. A quality first impression to entice a reader to further investigate the suitability of the offering for their specific wants and needs.
 - Examples: Spotlight something new or improved
- Catalogue:
 - Definition: Promote sales by marketing products and services
 - Examples: Descriptions and purpose of items available
- Data:
 - Definition: Information to and from the end user to advance an objective
 - Examples: Publications on information and instructions. User web tracking and user feedback.
- Edutainment
 - Definition: Educate and amuse by embedding lessons in a familiar form of entertainment.
 - Examples: Material that will bring the visitor back for more.

Target Audiences

Users

These are the types of people that the web site will attract

1. New/ occasional users
2. Power users
3. Internal users to capture marketing information about user expectations and interests

Activity at web site

These are the types of activities users will participate

1. Work flow
2. Exploration

Project Failure

These are the reasons why projects fail

1. Imagination – Did not capture the need or opportunity
2. Process – Critical information about requirements, feasibility, constraints and priorities were not communicated to the appropriate people in a timely manner.

Components of the Job

Engineering

Immediate Needs

1. Initiate a process to ensure requirements and quality (manage communications)
2. Take ownership of the “Web Alphabet” (ABCD &E) (focus imagination)
3. Incremental delivery (1 time per month) of components for defined user and specified functionality (priorities from marketing and the business unit) (both communications and imagination)

Long Term

1. The right tools for the right job
2. Increase value in the web site as a strategic tool

Business

Immediate Needs

1. Manage complaints from external and internal customers
2. Improve satisfaction of most critical features

Long Term

1. Collect data for decision makers
2. Use web technology to advance the business