

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?

Number of internet users are increasing in the world and most of them will acquire information of your organization via internet as it is easy and convenient. Website will greatly help to pass its information without having staff to answer enquiries via calls. It'll save time and it's more efficient in spreading the information this way.

Why will your visitors need this web site?

Working parents will find it easier to attain information without having to call the organization. If there is no website, everybody will have to call and end up with a huge "traffic jam" at the enquiry hotline. And as working parents, they will prefer easy access to information (website) as it saves time.

Describe what your web site will do or be:

It promotes AceEdu school in an interesting way with exciting and fun descriptions in the different courses. The website is designed with a young and happy 'feel', using rainbows, animated images, smiling children but also with a tinge of serious, official feel to it to attract parents. The information should also be delivered to audience efficiently.

setting goals

Do different people in your organization have different goals?

Marketing says: attract targeted audience and bring in more profits.

IT says: To communicate information effectively with audience.

Human resources says: Get the best workers and minimize financial risk.

The CEO says: Have a well-managed organization and be the best in town.

Operator says: have an efficient and effective information website

creative officer says: create a web design that attracts and communicate

Write a mission statement for your site:

Ace Education (Site name) is a learning centre (noun describing site), offering enrichment programmes (type of service) to busy but caring (adjective describing audience) working parents (noun describing audience) who want their children ("need" or "want") to explore new things (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?

- To establish effective communication with audience
- To promote the programmes offered by the school.
- To make first-time users to use website effectively.
- Ensure users come back to the website or share it with others
- To help answer enquiries by audience.