

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 provide customers with relevant information regarding what organisation does and what programmes it provide. and with a web site, it allows customers to access it anytime and anywhere easily.

Why will your visitors need this web site?

To get information of what the organisation does, the location, and be able to contact the organisation through the web site conveniently.

Describe what your web site will do or be:

The web site will let customers know where they are, how to contact the organization, programmes they have, e.g. phonics class. Provide relevant information of the age range of the children who are suitable.

setting goals

Do different people in your organization have different goals?

Marketing says: Have more unique features to attract more customers, and have more detailed information.

IT says: Have a more interactive and engaging website.

Human resources says: Have lesser people can work efficiently too.

The CEO says: Budget!!!

_____ says: _____

_____ says: _____

Write a mission statement for your site:

ACE Education _____ (Site name) is a _____ education _____ (noun describing site), offering _____ childcare service _____ (type of service) to _____ young _____ (adjective describing audience) _____ children _____ (noun describing audience) who _____ need _____ ("need" or "want") to _____ be taken care of. _____ (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. Provide its location to the customers.
2. Age range of the children suitable for their programmes.
3. Provide contact information.
4. Attract more customers.
5. Allow customers to know what kind of programmes they offer.