A New Digital Home: Enhancing Digital Literacy and Business Skills Gumel's Online Presence

Welcome to our presentation on the exciting journey of creating a new digital home for Digital Literacy and Business Skills Gumel. This initiative is set to transform our online presence, making us more accessible and impactful.

Why a New Website Now? Addressing Our Current Challenges

Outdated Information

Our existing platform struggles to keep content current, leading to misinformation and missed opportunities for engagement.

Limited Functionality

The current site lacks essential features like online registration, course catalogues, and interactive elements, hindering user experience.

Poor Mobile Responsiveness

Many users access our site via mobile devices, but the current design is not optimised, resulting in a frustrating experience.

Inconsistent Branding

Our online presence does not consistently reflect our school's values and brand identity, diluting our message.

Our Vision: Core Goals for a Modern School Website

Enhanced Communication

Streamline information sharing with students, parents, and the community through dedicated portals and news sections.

Improved Accessibility

Ensure the website is user-friendly and accessible on all devices, promoting ease of navigation for everyone.

Community Engagement

Foster a vibrant online community, encouraging interaction and collaboration among all stakeholders.

Showcase Achievements

Highlight student successes, school events, and academic programmes to showcase our school's strengths.

Key Features & Content: What Will Our New Site Offer?

Essential Pages

- Homepage: Dynamic overview
- About Us: Our mission and history
- Academics: Course descriptions, faculty profiles
- Admissions: Application process, fees
- News & Events: Calendar, announcements
- Contact Us: Easy access to information

Interactive Elements

- Online Registration & Payments
- Student & Parent Portals
- Alumni Network
- Virtual Tours of Facilities
- Resource Library for Learning
- Feedback and Suggestion Forms

Design & User Experience: Creating an Engaging and Accessible Platform

Modern Aesthetics

Clean, intuitive design reflecting our school's innovative spirit, with appealing visuals and a coherent colour scheme.

Responsive Design

Seamless adaptability across desktops, tablets, and smartphones, ensuring optimal viewing for all users.

Intuitive Navigation

Logical structure and clear menus, allowing users to find information quickly and effortlessly.

Accessibility Standards

Adherence to WCAG guidelines, including features like alternative text for images and keyboard navigation.

The Project Roadmap: Our Step-by-Step Development Process

Phase 1: Discovery & Planning

Requirements gathering, site mapping, and technology stack selection. Est: 2 weeks.

Phase 2: Design & Content Creation

Wireframing, mock-ups, content writing, and media collection. Est: 4 weeks.

Phase 3: Development & Integration

Coding, database setup, and integration of third-party services. Est: 6 weeks.

Phase 4: Testing & Launch

User acceptance testing, bug fixing, and official website launch. Est: 3 weeks.

Phase 5: Post-Launch Support

Ongoing maintenance, security updates, and performance monitoring. Est: Ongoing.

Roles & Responsibilities: How We'll Collaborate to Succeed

Project Lead	Oversees overall project, budget, and timeline.
Content Team	Develops and curates all website text, images, and videos.
Design Team	Creates wireframes, mock-ups, and user interface elements.
Development Team	Builds website functionality, backend, and integrations.
Testing Team	Conducts quality assurance, bug reporting, and user testing.

Next Steps: Bringing Our Digital Vision to Life

1

Approve Project Plan

Review and finalise the detailed project proposal and roadmap.

2

Assemble Project Teams

Formulate dedicated teams for content, design, and development.

3

Kick-off Meeting

Initiate the project with a comprehensive team meeting to align goals.

4

Begin Phase 1: Discovery

Start gathering requirements and planning the site structure.

We are excited to embark on this journey to create a powerful new digital platform for Digital Literacy and Business Skills Gumel. Your support and collaboration are vital to our success.