Ense 271: Activity 1

Dagobahs

Project team members:
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Project background:
        The IABC Regina board members are unhappy with the design and functionality of their website. They feel it has become messy/ineffective because of its poor maintenance and feature creep.

Business need/opportunity:
        IABC Regina chapter will benefit from an updated website in a few impactful ways. First they will potentially attract more new members, they are communication professionals and their current site makes for poor communication. It is difficult to take communicators who can't communicate effectively seriously. Second, by having a more professional appearance and larger audience, they could attract more job posters and increase that stream of revenue.

Northstar & carryover customers:
        Northstar customer- IABC Regina Members
        Carryover customer- The Public, Job posters, potential new members, Job seekers

Project assumptions (e.g. WordPress):
        Our application will implement WordPress as a content management system
        Our team will use Adobe XD as a prototyping tool.

Project constraints (beyond time - we're all busy - what are the "real" constraints here folks):
        -Limited Experience using wordpress/Limited experience in web design
        -Limited budget (<$10k)
        -Limited data on user behaviour

Summarized customer notes from February 8/10 customer check-ins (2-page maximum):
        Want a blog implemented quite badly, but know it is a secondary priority.
        We might not be able to have the membership linked to user account
        We know very well what they are concerned with on their website, and what is important to them in a future website.
        Only admins and admin authorized users can make posts to the blog. All other users will only have the ability to comment on blogs.
        Feed should not be restricted by the login/Signup. It should be open to all.
        They do have Social media accounts but not much active:
        Want connection to users to be all in one place, keep it on the website.

Membership + payments are through the national organization, this includes IABC membership information.

High emphasis on two way communication with users(blogging, social media, etc.)

Want admin blog privileges.

Accounts while not needed could add to the user experience.

Third party login mechanisms could help decrease spam and fake accounts.

Possibility of using accounts to sign up for paid events? (I think bad idea, will get fewer people to sign up so less $$$ coming in)

Third party payment authorization might be an avenue worth exploring.

Keep website accessible for non account holders, make accounts only use to enhance user experience via blogging, notifications, and credential storage.

Notify the admins about the new blog/comment or new issue through emails or any other means.