



WEBSITE ENHANCEMENT PROPOSAL

Client: Inner Works Counselling Services

August 2024

AIM & BACKGROUND

Inner Works Counselling, led by Lita Oakes, offers specialized support for individuals dealing with sensitive issues such as post-separation, grief, and anxiety. To better connect with potential clients and reflect the high quality of care provided, this project aims to enhance the Inner Works Counselling website by making it more user-friendly, visually appealing, and professional.

The current website provides a basic overview of Lita's counselling services and allows for appointment bookings, but there is significant potential for improvement. Our goal is to redesign the website to make it more intuitive, engaging, and accessible across all devices, ensuring that clients have a seamless experience from their first visit to final navigation.

Project Objectives:

1. **Website Redesign:** The website will be completely revamped to create a visually appealing and user-friendly interface that effectively showcases Lita's counselling services. The redesign will focus on creating a welcoming and professional online presence.
2. **Introduction of New Features:** To enhance client interaction and engagement, we will introduce new functionalities. These include Resources (Blog) page to create articles with useful information, a "Get Free Wellbeing Tips" feature, encouraging visitors to leave their contacts in exchange for the wellbeing tips, a Contact form to get messages from the website visitors and a Chatbot designed to answer common questions and provide immediate support. Additionally, the email addresses left by visitors will be saved in AWeber service.

By improving the Inner Works Counselling website, this project aims to increase client engagement and satisfaction. The enhanced user experience will enable Lita to reach and support more clients, helping them navigate their challenges and achieve their personal goals.

DELIVERABLES OF THE PROJECT

Renovated Webpage:

- **Home Page:** A fully redesigned homepage offering an enhanced user experience that reflects the professionalism and warmth of Lita Oakes's counselling services.

New Features:

- **About Page:** A polished presentation of Lita Oakes, including her mission, vision, and a brief personal introduction to build trust and connection with potential clients.
- **Services Page:** Comprehensive descriptions and multimedia content that clearly outline each counselling service offered, helping clients make informed decisions.
- **Resources Page:** A dedicated space for articles, blogs, news, and other relevant content, allowing Lita to share valuable insights and engage with her audience.
- **Contact Page:** An easy-to-navigate contact page featuring essential information such as contact details, working hours, and an email form for direct inquiries.
- **Chat Functionality:** An integrated chatbot designed to handle Frequently Asked Questions (FAQs) and collect user contact information for follow-up, ensuring prompt and efficient client support.

- **Get Free Wellbeing Tips:** A 'Get Free Wellbeing Tips' feature encourages visitors to leave their name and email in exchange for wellbeing tips, which can be downloaded via a link sent to their email.
- **AWeber:** The email addresses provided by visitors will be sent to AWeber service.

Content Management System (CMS):

- **CMS Capabilities:** A user-friendly system that allows Lita to easily update, create, and delete content across the website, ensuring she can manage the site independently with minimal technical assistance.
- **Content Management:** The ability to manage and publish content such as articles, blogs, and news on the Resources Page, keeping the website fresh and informative.

Documentation and Training:

- **User Manual:** A detailed guide covering how to effectively use the website, including instructions on managing plugins and utilizing the CMS to its full potential.
- **Credentials:** Secure provision of all necessary credentials for accessing and managing the CMS, ensuring Lita has full control over her website.
- **Maintenance Information:** Clear guidelines and recommendations for keeping the website secure, updated, and running smoothly, helping to ensure long-term reliability and performance.

PROJECT PLAN

Task 1: Website Renovation and Maintenance of Current Integrations

The existing website, hosted on VentraIP and built with WordPress, will be enhanced to meet the new requirements gathered from our discussions. We will transform the current landing page into a more interactive and user-friendly experience by introducing additional pages, including a Home Page, About Page, Services Page, Resources Page, and Contacts Page. A search bar will also be added to improve navigation and user experience on the Resources page as well as a Share button for a resource. Throughout this process, we will provide prototypes for your review, allowing you to give feedback and approve the design before moving forward to the implementation stage.

We will ensure that the website is fully responsive across all devices and compatible with major browsers, providing a seamless user experience.

Security Features: We will implement security best practices, including regular updates, SSL encryption, and secure authentication methods to protect user data and maintain the integrity of the site.

Task 2: Introduction of "Get Free Wellbeing Tips" and AWeber Features

A key feature of your counselling website will be the ability to offer free wellbeing tips in exchange for visitors' contacts. This feature is designed not only to improve lives but also to foster engagement, potentially leading to future counselling service selections. The collected emails from the "Get Free Wellbeing Tips" and the contact form on Contacts page will be sent to AWeber service, providing a centralized platform for storing emails and facilitating future marketing campaigns to broaden your reach.

Security Features: To safeguard user data, we will use secure forms with SSL encryption and ensure that all collected data is stored securely, in compliance with privacy regulations.

Task 3: Implementation of Chatbot Functionality

To improve client support on the counselling website, we will introduce a chatbot powered by the Tidio WordPress plugin. This chatbot will handle common inquiries efficiently through real-time, personalized responses using predefined scripts and natural language processing. Tailored to the specific needs of your counselling services, the chatbot will enhance client interactions by providing consistent, timely, and accurate support, while forwarding complex queries to Lita's email. This automation will contribute to a more positive experience for your clients, ensuring they receive the support they need promptly.

Security Features: We will ensure that the chatbot is securely integrated with your website, following best practices to protect against data breaches and unauthorized access to client information.

Task 4: Enabling Content Management System (CMS)

Upon completing the previous tasks, we will fully deploy the new features within WordPress. This task includes rigorous testing of the CMS to ensure it allows you to easily customize and maintain the website content, manage the Resources page, and properly handle the newly installed plugins and existing integrations (like the booking system). We will ensure that the CMS is user-friendly, enabling you to independently update and manage the site's content. Additionally, we will confirm that the website remains responsive and compatible across all devices and browsers.

Security Features: We will maintain regular security updates for WordPress and all plugins, implement user role management to control access levels, and provide detailed instructions on maintaining security post-deployment.

Instruction: The task will conclude with final testing and QA, preparation of user manuals, and delivery of post-deployment support, including training and troubleshooting.

APPROVED PROTOTYPE

<https://www.figma.com/design/8t7VTfEfvaZTtBG3n6PYBS/innerworkscounselling.com.au>

DELIVERABLE GANTT CHART

<https://github.com/CITS5206-Group5/Project/blob/main/Deliverable%201/Gantt%20Version%202.png>

APPENDIX (ONLY FOR THE LECTURER)

Team Members:

Leader: Luna Zhang

Team Members: Raul Poma Astete, Tong Lan, Lucy Chen, Kazi Imran, Konstantin Tagintsev.

Project Gantt Chart

https://github.com/CITS5206-Group5/Project/blob/main/Deliverable%201/project_gantt_chart.png

Project Management Chart

Available in GitHub Project (<https://github.com/users/CITS5206-Group5/projects/1>)

Team Members Task Assignment

We are distributing the tasks about the web development, project management, and the roles inside the project accordingly to:

Client Liaison Person:

- Konstantin Tagintsev (24090236)

Development Team and Documentation:

- **Tong Lan (24056082):** Task 1 Lead, Design and Implementation
- **Kazi Imran (23846485):** Task 1 Lead, Design and Implementation
- **Luna Zhang (23807749):** Task 3 Lead, Wellbeing Tips Integration
- **Raul Poma Astete (23958495):** Task 4 Lead & Task 2
- **Konstantin Tagintsev (24090236):** Project Manager, Coordination, and Client Communication
- **Lucy Chen (21978612):** Task 2 & 4, Implement Chat functionality.

Implementation Tasks

<https://github.com/CITS5206-Group5/Project/blob/main/Implementation/Implementation%20tasks.md>

Approximate Time Cost

This project will take approximately 780 hours of web developers and project managers. The breakdown is as follows:

1. Requirement Gathering and Planning: 60 hours
2. Design and Prototyping: 100 hours
3. Development: 400 hours
4. Testing: 80 hours
5. Client Meetings and Reviews: 40 hours
6. Documentation and Training: 60 hours
7. Project Management: 40 hours

Key Deliverable Timeline

Deliverable 1:

- Development: Weeks 2-4 (29 July - 18 August)
- Submission: Week 5 (19 August - 25 August)

Deliverable 2:

- Development: Weeks 6-8 (26 August - 15 September)
- Submission: Week 9 (16 September - 22 September)

Deliverable 3:

- Development: Weeks 10-12 (23 September - 13 October)
- Submission: Week 13 (14 October - 20 October)

Project Artefacts

<https://github.com/CITS5206-Group5/Project>