

CREATING A website plan.

close co-ordination with individuals and teams is essential for developing a website. A carefully outlined plan to communicate the development of the site can make the process much more efficient.

Before creating a website plan, you need to understand a typical web development project cycle.

The primary step is to create and document an initial website plan. Next you need to manage the site after it has been developed.

The process of creating and documenting a website plan involves obtaining stakeholders viewpoints to convey the appropriate web message. Using Presentations, both technical as well as non technical, issues should be covered when communicating the plan.

Finally, the site is to be developed and then published.

- * A site plan needs to discuss the purpose and intended audience for the web site. This acts as a reminder to those people involved in the project about the objectives of the site and directs them towards achieving it.

The site plan is also referred to as a site diagram or storyboard.

- * A storyboard must feature a rough outline of the required web pages. The outline should discuss the default page, or the home page, different site sections, and details about the technology required.

Site sections can include products, sales, International and contacts, while search capability can be a technology requirement.

- * A website should have a well defined central theme to reach its target audience.

This should then be supported by clear explanations and related services. After deciding upon the message, you need to consider the manner in which the message should be effectively presented.

- * To determine your audience, you can gather input from various parties, such as Customer Representatives, suppliers and Shareholders.

During customer meetings, customer representative can share information that appeals to customers, such as product value and cost. After the survey, you can design the web pages to clearly convey the message.

- * To cope with the sales demand as a result of the web effort, suppliers need to be apprized of the plan in advance.

The inability to deliver the message conveyed on the web can damage the campaign's reputation.

The capability of a web site to communicate with the public makes such business considerations vital to the overall success of the site.

- * When creating a web site, stakeholders can play an important role in its development. Stakeholders are relevant organization employees or contributors, who can provide input on the overall site development.

They can help determine the purpose of the site, the design, required services, funds, and timelines required for development.

* When displaying information on the site, the design elements can play as an important role as the information itself. The design can influence whether a user will remain or return to the site. To ensure this, a final design validation is necessary. Ideally, the design validation should take place regularly during development.

* When validating design issues, you need to keep certain considerations in mind.

These are organizational design standards, ethnic diversity of the audience, language choice, color schemes, and appealing messages.

* **Organizational design standards**

Using organizational design standards in site development ensures that rules and advice from the various departments are adhered to.

These standards support decisions concerning the organization's branding and marketing objectives.

* **Ethnic diversity**

To address the ethnic diversity of the target audience, you may need to tailor messages according to prevalent cultures and ethnicities. Demographic issues, such as choice of language, should be carefully considered.

Sites need to be created in multiple languages to accommodate an international audience, or when a government stipulation says so.

- * Different cultures have different preferences for color combinations.

Incorporating colour preferences and sensitivities in the web site design can enliven a user's web experience.

Similarly, Web messages may need alteration based on different cultural sensitivities. Cultural sensitivities need to be taken into consideration, so that the message delivered is as clear and appealing as possible.

- * To make the site visits appealing to the users, different design concepts can be considered. These are font types, images and color choices.

Each page should have a coherent message. Irrelevant information that distracts users from the theme of the page should be eliminated or placed in a relevant page.

- * When specifying fonts for the site, make sure that fonts that browsers can easily render are used.

Proper font sizes have to be selected to avoid difficulty in reading.

The chosen images should contribute to the page's theme, or navigability.

Color combinations need to be carefully selected to make the text readable.

- * After obtaining all the essential input, a storyboard is created. Using this, the website can be developed. A site map should be included to help visitors find resources on the site easily.