

## Project Outline ENSE 271

### International Association of Business Communicators Regina Chapter

#### Website Redesign

#### Project Team Members

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#### Project Background

The Regina chapter of the International Association of Business Communicators (IABC Regina) is committed to serving its members in their Communications career. It does this by effectively connecting members with opportunities to learn and grow. Be it through networking events, seminars or anything in that ballpark, there are many ways members are given access to means of excelling at their career. IABC Regina facilitates the advertising of communicator jobs. Both these tasks are in large part handled by their chapter website. The website in its current state is considered unsatisfactory from a user and administrative perspective.

To begin:

- The website's navigation is messy.
- It is not as stylized as IABC Regina would like.
- Website administration is also still needlessly complicated, and not designed in a way for non-tech oriented people to effectively use.
- The website doesn't take online payments, forcing IABC executive members to engage with the companies advertising transactions manually.
- It is a pain to use on mobile devices
- Finally, the website is built upon Adobe's Business Catalyst, which is being shut down.

There is a great desire for the website to be refactored and improved.

## Business Opportunity

The IABC Regina chapter's website is in need of improvement. The ability for IABC Regina to communicate with its users is limited by a website which does not meet their wants or needs. A redesign of their front-end and back-end interfaces, would certainly improve the ability for all IABC Regina members to gain access to the opportunities IABC Regina offers.

A redesign's main goals would be to fix the pain points IABC's executive team has. Fix the navigation and make it pretty and functional, on both desktop and mobile. Simplify the website as much as possible, including automated administration wherever desired.

The mission statement of IABC Regina is

“Our mission is to connect our members through learning, networking and mentoring opportunities, and to promote business communications standards.”

Anything from the website that actively hinders that mission statement should be removed or improved. Allowing IABC Regina to help others, and themselves, flourish.

## Customers

A north star customer is a project target customer. It helps to focus and guide the project, allowing everyone to understand which customer's needs should carry the most value, and hopefully achieving the most desired outcome.

Carryover customers are those customers which benefit in the wake of the north star. The benefits to the north star will sometimes be of value to those who don't fit the north star mold so clearly. Sometimes the same information/actions can be of value for different groups, for different or the same reasons, and describing the carryover customer helps us to reconcile with how design ripples through different user groups.

### North star customer

#### IABC Regina Members

As previously mentioned, IABC Regina's mission statement is dedicated to their member's pursuits. That is why the website should be designed with IABC Regina members as its North star customer. IABC members should feel satisfied on their visit to the website. The resources and information should mostly be seen as useful to members.

## Carryover customers

### Non-IABC Regina Communicators

Communicators that aren't currently a part of the IABC Regina chapter should be able to glean useful information as to what separates this organization from others. They can do this by viewing what resources are available to IABC Regina members, and then they can make a judgement call as to whether the organization would be useful to them.

### Non-IABC Non-Communicators

The average person would be this type of customer. They most likely have a limited idea of what a communicator does, or what it means as a profession. The website could be a resource for those unsure, and help them paint a picture of what it means to be a communicator. This highlighting as a career could work as an introduction, and maybe allow the customer to view a communicator job as something they might want to do.

### Company Advertisers

As a source of income for IABC Regina it is important to think about how a design affects companies who wish to advertise. Some companies may also be unsure of how a communicator in their business could benefit them. So, seeing the resources and topics which are offered to IABC members, they might decide they could use someone with the talents that are being described by the website, and use the website to fill that gap.

## Project Assumptions

- Website will be developed using WordPress
- WordPress will be sufficient for customer needs
- Regular meetings with IABC Regina will occur
- All project members will remain enrolled in ENSE 271
- Dr. Maciag will help to guide exploration in user design

## Project Constraints

- Only 3 developers will build website
- There will be regular milestones that this project has to meet (Project Activity #1, #2...)
- There is a limited budget
- All development must be done over the internet
- All communication must be done over the internet
- Must maintain the standards that IABC dictates.
- Total project completion must be done on April 16