

Ense 271 - Activity 4 Hothians

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Business Need/Opportunity

The key requirements of the new website are:

- The website must be streamlined and easy to use for inexperienced administrators
- The Careers and Events pages are the Most important parts of the Website
- Simple management and must be easy to edit pages with new information, especially for the career and events pages
- The website must have a simple navigation interface for both desktop and mobile users

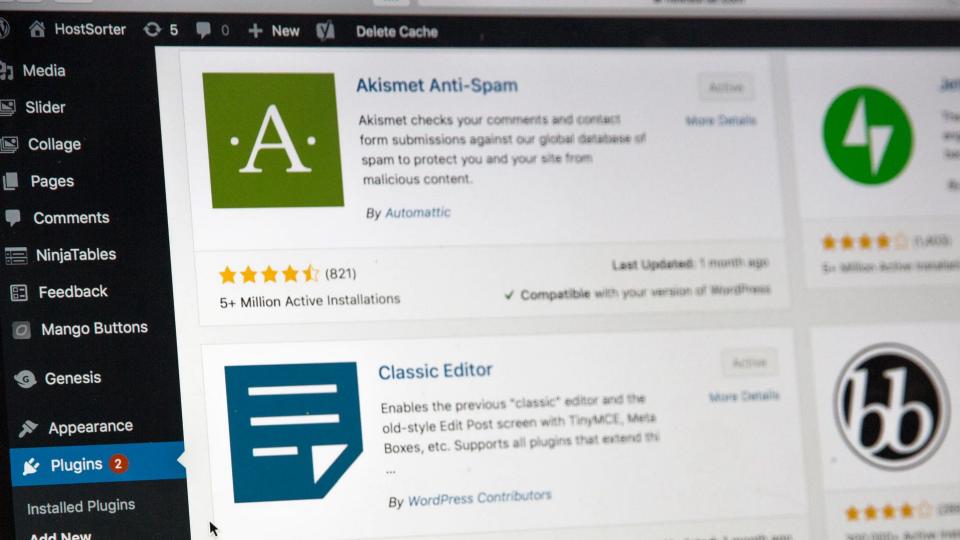
Northstar and Carry over Customers

Northstar customers:

• These are people who are interested in the benefits of being an IABC member and are looking to become a part of the organization

Carryover Customers:

• These are people who are members of the IABC, using the perks such as the job board, these can be volunteers maintaining the website. In general, these are the people already participating in the IABC



Q/A