

Project: Website Development for Small Business

I. Use Cases:

Case A. *Psychology website (migration from existing site). Key feature: Electronic forms.*

Case B. *Design Merch website (set up from scratch). Key feature: Payment system for selling designs online.*

II. An executive summary:

Some clients, particularly small businesses, do not have the need or desire to hire a team of developers to create and maintain intricate technological systems for them. Rather, these clients require initial consultation to set up a new website or transfer an existing one, but desire to accomplish this on a small budget, while maintaining as much self-sufficiency as possible.

Based on this need, the project will aim to allow a non-programmer to be involved in the process of creating and/or maintaining the website for their company.

III. Project objectives:

The project will create a maintainable website:

1. For a person who does not know how to program.
2. That requires a low cost option.
3. Will not need to hire a developer for ongoing maintenance and can manage the site themselves.

IV. Needs statement:

This will allow the business owner to focus on the business itself rather than worrying about maintenance of the website and driving customers through a website that is difficult to maintain. It will prevent spending excessive amounts of money on a developer to create and maintain the website, or utilize an expensive program that manages website content.

The business does need a website for credibility, information distribution, customer retention, and electronic documents. However, these are small businesses that do not have a large budget to allocate to something like a

website that does not need to be tech-focused. A functional and beautiful website can be created and maintained by a non-programmer for a low cost.

V. Project scope:

The scope of the project includes assessing the needs and wants of the business to determine the best platform to host and create the website on. It will then require thorough research to stay within the parameters defined by the needs and budget of the business.

VI. Requirements:

Specific to each use case; this can mean anything from a new domain and payment processing system to document signing programs.

VII. Key stakeholders:

The stakeholders are the business owners, managing partners, and investors.

VIII. Schedule, timeline, and milestone deadlines:

The first step is to assess the needs of the business and understand the core functions of the business, as well as determining budget. This should take no more than a few days, and can be slightly altered on an ongoing basis as the consultant and business owner decide on the best course of action.

The second step is to do research to figure out the best platform to meet the aforementioned needs. This should take anywhere from a few days to a week, depending on project size and needs.

After reviewing findings with the stakeholders, construction of the website can begin. Based on the outcome of the research, either the consultant/developer can create/sign up for the hosting platform and create an initial site, or the business owner can do that themselves with guidance from the developer. This should take a few days to week, depending on scope and project and unforeseen challenges.

Unforeseen challenges that could arise are unexpected costs with the hosting platforms such as needing more memory, space, or storage than initially planned

for, as well as potential tech challenges that come with dealing with software programs, including system compatibility.

The business owner may decide on a more complicated template which can sometimes drive up the price, and the skills and length of time needed to set up the site are variable.

IX. Cost-benefit analysis:

The main costs are:

Consulting/development fee

Hosting services

Domain costs

Extras:

Add-ons such as credit card processors, CRMs.

X. Benefits:

Easy set-up and maintenance.

Minimal long-term costs.

Minimal upfront costs compared to personalized tech-focused business sites.

Simple customer interface.