

Session 1 – Identify Content Needs

Summary

An organisation holds a large amount of information (usually in the form of documents) about the entities (staff, products, etc) and processes within the organisation. This resource has discussed categorising of information in to a logical structure to reflect the strategic intent or goals of the website.

Strategic Intent

The strategic intent of a website can be defined as the goals or purpose of the website. Identifying the strategic intent or purpose of the website is an activity that occurs in the requirements analysis phase of website development. In this phase it is common to interview the client and gather information to define a business opportunity and an understanding of how to exploit that opportunity.

Information Requirements

Once the strategic intent or goals of the website have been identified, it is possible to determine what information needs to be included in the website. For example if the website is a brochure site, the content is likely to include pictures and details about the products. If it is an e-commerce site, the content may include product information, plus a privacy policy and forms for capturing payment and delivery details.

Information Categorisation

During the requirements analysis phase, all documents relevant to the proposed system should be identified. The documents used within the organisation can provide some of the raw materials required for the proposed website. To help identify which documents contain useful information for inclusion in the website the documents should be analysed and categorised. In this section we look at two categorisation schemes - object categorisation and process categorisation.