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After reviewing comparable websites, we’ve determined that the most common business processes are contacts, and news. These two functionalities are present in every website so from this information we can conclude that they’re a part of the industry standard.

After the benchmarking process, we were surprised to find that a few websites did not include the business process of an about section or even a benefits page. These two business processes were implemented 7 out of the 10 websites analyzed.

The least common business processes were that of a calendar and a subscriber/sign up page. These business processes were instituted in less than half of the websites analyzed so we can conclude they may not be critical to the business needs of Kentucky HPBA.

For all the websites that we’ve chosen to benchmark, they’ve a comparable mission to our client which is that they are all non-profits, and conceptually require the same business processes. However, our benchmarking process revealed that many websites did not contain all business processes. The following websites are what we consider to be best practice: toba.org; nationalhbpa.com; and hbpa.on.ca.

These websites have the most common business practices that we’ve analyzed and they also implement them in a user-friendly way; making it easily, and readily accessible. These characteristics are included in the criteria for our standard of having “best practice”, and that without these qualities, these websites would not be in our best practice category.

Another important aspect of best practice in supporting the business processes is having the business processes maintained and up-to-date. The three websites in our best practice category all have updated information, news, contact, and events. Having these business processes is critical, but having these business processes up-to-date is imperative to the success of the process because having obsolete information, news, contact, and events would defeat the purpose of the process in totality.

The majority of well developed horse club websites include a member login/sign up on the opening page. This will immediately notify the user of an available membership or allow them to sign in to gain access to member content such as medical forms, claims documentation, license applications, the HBPA newsletter, and more. Along with the Login button at the top of the site, this should be accompanied by a ‘Donate’ button. Including it in a highly visible area is something to be seriously considered. Surprisingly, only a few horse clubs we researched included a donate option, but it is clear to the client that the simplicity of this option is important. This provides users to easily donate, which could increase efficiency and total donations. It also allows for simple and reliable record keeping for the HBPA. Many websites use a multi-platform home page to include things like: events, news, Join Here!, and social media platforms. A home page for the KHBPA, similar to this strategy, will solve their problem of drawing interest to the website and simplify the layout for the unfamiliar web user. TOBA.org provides a very useful example, as they group all of their most important information within three panes on the home page to capture the users initial attention.

Many state HBPA websites include a ‘History’ section within the site. As the Kentucky HBPA is one of the oldest, it would provide value to the users to understand that. It also might interest the client to include a ‘Meet our Horsemen/Horses’ page. The client could accept and review horseman submissions about their training, care, and horses to post to the site. This portion could be used to connect potential horse owners to a qualified trainer or a particular horse. This process would connect the horsemen community and show transparency within the local industry, something the client seeks to do.