Ideation Report – Organization Website

ICON organization Website

1. Introduction

- A brief introduction to your website idea. State the goals of the project.

- The values / benefits (tangible and intangible) this application can bring to a company/organization/end-user.

The goal of this website is simple. It is a simple website for the organization I spent years during undergraduate studies, a group of young people from all over the world trying to do their best while having fun. International Consulting Network (ICON) is a student-led non-profit consultancy that engages real-world clients by providing professional consulting services.

This organization currently lacks a modern and up-to-date website to showcase their past works, their most attractive features, etc. As a long-term member and alumni, I intend to build a new website/new landing page for the organization, in order for ICON to attract students, universities and clients alike.

2. Expected List of Features

- A brief list of features that you expect your website to support.

- Brief justifications for including these features.

The official website (landing page) should have a brief explanation of what the organization is, include some of the most attractive features, and a call-to-action section. The landing page shall have a natural and logical flow, with smooth navigation across the page.

These features will enable the smooth viewing and navigation of page content for users of all type: student, faculty, clients, etc. The page will need to be relevant to viewers of all type.

3. Market Survey

- Do a survey of the Web to find about five web sites that might have similar ideas as yours.

- Briefly compare the features of these applications with your application idea.

- ❖ Illinois Business Consulting – Homepage:
    - o https://giesbusiness.illinois.edu/experience/experiential-learning/illinois-business-consulting
    - o 'Competitor of ICON, will be studied extensively.
- ❖ OTCR Consulting – Homepage:

- - http://www.otcr.illinois.edu/
  - 'Competitor of ICON, will be studied extensively.
- ❖ EY Advisory - Homepage
  - https://www.ey.com/en_us/advisory
  - Professional consulting service provider. Will be used as benchmark.
- ❖ BCG – Homepage
  - https://www.bcg.com/
  - Professional consulting service provider. Will be used as benchmark.
- ❖ Management Consulted - Homepage
  - https://managementconsulted.com/
  - Provides similar service to ICON, or, what ICON should aim to become.

4. References

- Give references to any material / websites / books etc. relevant to your application idea
- Give the links to the websites relevant to your idea, that you listed in the section above.

Will be added when more becomes available, or as project progress.