Needs Assessment

My friend Janine has requested a website for National Novel Writing Month (NaNoWriMo) that will provide a trimmed down, more accessible and easier to navigate version of the organization's current website. NaNoWriMo is an annual, Internet-based creative writing project that takes place during the month of November. NaNoWriMo challenges participants to write 50,000 words (the minimum number of words for a novel) from November 1 until the deadline at 11:59PM on November 30. The goal of NaNoWriMo is to get people writing and keep them motivated throughout the process. The current website is very haphazardly structured and while there are many useful resources on the site it's extremely difficult to figure out where to find anything, which makes the site very unappealing and unwelcoming to people trying to learn more about the program.

Janine's primary goal with the new website is to completely restructure the way information about NaNoWriMo is presented in a much more accessible "Field Guide" version of the site, one that removes all of the extraneous information and presents the more important information in a well-organized, appealing, and easy to digest format. She especially wants to emphasize the site as a place to find information about the project itself and how to get involved, as well as providing writers with easy access to a compilation of general writing resources. Given the non-profit nature of NaNoWriMo, we agreed that providing information about how to donate, and the incentives for doing so, was also an important element for the new site to include. To accomplish these goals, the four primary sections of the site will be broken down into:

* history and purpose of NaNoWriMo, which will cover the how, why, when, and who of NaNoWriMo's inception
* programs, events and community involvement, as there are events throughout the year and community is a major focus of the entire project
* writer's resources, for information about writing development guides, lectures, and one on one help
* Sponsors and Donations, to spotlight corporate incentives and the non-profit nature of the project.

This website's biggest challenges will be the number of web pages involved as well as my wonderful friend Janine's tendency towards waxing effusive on any given subject she's passionate about. It isn't too difficult to keep her focused however. I also predict most of the pages will have extremely similar, if not exactly the same, stylesheets, and that a majority of the content can be pulled directly from the current site, which makes the scope of the site much more manageable.