


Project Sign-off Sheet

Version Date: 12/11/2018

Project Name: SOBIE Website Redesign	
Project Goals: Redesign and Modernize SOBIE Website	
Project Manager: Taylor	Client: SOBIE, Mr. David Black
Start Date: 09/01/2018 Planned Completion Date: 12/11/2018 Actual Completion Date: 12/11/2018	Planned Budget: NONE Actual Budget: NONE
Project Deliverables: Redesign and Modernize SOBIE Website	
By signing this document, I acknowledge that I have delivered all the stated deliverables at the agreed to quality levels. Project Manager Signature: Taylor Hogan	By signing this document, I acknowledge that I have received all the stated deliverables at the agreed to quality levels. Client Signature: 
Date: 12/12/2018	Date: 12/11/18

Client Remarks:

We had a very good, productive first meeting in September. However, I did not interact with the design team until the end of the project cycle. In my view, the intermediate meetings could have addressed some of the design issues I listed below, some of which have been completed, while others remain. The site is not ready for public distribution, yet. But, I am confident in this team to make improvements, as I've suggested. Overall, I'm pleased with the progress and am delighted SOBIE will have a new look ready for the spring!

Thank you.

My Best,
David L. Black
Conference Chairman, SOBIE 2019

Below are some more suggestions:

1. Look at the centering of the Call-for-Papers. I think this should be the main focus of the homepage.
2. On the publications link, there is no contact information for Dr. Malone nor a link to the JOBIE website.
3. On the Contact Information, could you list my name and my school affiliation?
4. Under Faculty and Student Information, there is still too much emphasis on the student section. For example, if you look at the attached Call, you'll see that students are encouraged to submit their full paper to Dr. Barrett for consideration of our SOBIE awards.
5. The information at the bottom of the page (About Us, Latest News, and Contact Info) is still clunky: a). About us should be more obvious and at the front. b) There is no news for SOBIE. This should be removed. Besides, this is just a recompilation of the menu items from the top of the page. c) As I mentioned earlier, my name is not included on the contact information. Also, spell out Information.
6. On the hotel information, there is not a link for the Housing Request Form, which was provided by Sandestin to make it easier for our registrants to make their reservations. It is listed under Mail, which is not obvious. Make it easy to register!
7. The Guidelines for Proceedings are not listed on the website. This is important for professors.
8. On one of the links, there is a map of UNA. This is not necessary. I'd rather have a map of Sandestin, the map of the airport in Panama City, and a map of the Emerald Coast.
9. Under type of entry, this should be Type of Registration.
10. Rather than organization, this should read University, which is the primary focus of the conference.
11. It needs to be obvious this is an academic conference.
12. Even when you list the Call for Papers, the visual is lacking, compared to the attached Call. This needs to be more robust.
13. There is very little emphasis on the Sandestin Resort, which is a major draw for this conference. Their website, along with their local Tourism Office, has many photos of which to select.
14. There are no links to the resort or the tourism office, both of which have vital information to encourage people to come to the Emerald Coast, including a conference at the beach.
15. Also, in addition to the links mentioned above, notice the attachments are full of information, all important to our invitees and guests. For example, I've included deadlines and costs, both of which are difficult to locate on these working websites.
16. Ask yourself these questions: a) Would this website be inviting for you to attend? b) Are the decisions and manipulations within the website, obvious and easy? c) How do I even know what is SOBIE? d) Where is the appeal, the magic of a web-wizard? e) Why do you have a photograph of UNA's fountain when the conference is at the beach? f) Why does the content seem elongated (wrapped around text), rather than reading from left-to-right? g) What do you think when you see black as a background color, rather than the boldness of our brand, the beach, and the resort? h) Even on the scroll bar at the top of the page, why don't we see photos, and why does student information appear before faculty information? i) And finally, does this page have a lasting impact for a few years? (Titans build something that has a lasting impact.)
17. I still am not convinced about the black background at the top of the home page. This needs to grab one's attention, and I mean really GRAB!