Project Questionnaire

The following questionnaire is designed to help define the overall goals of your web project, including messaging, functionality, content and look and feel. While all areas may not seem applicable to your situation, please try to answer as many questions, in as much detail, as possible. This information will be used to provide you with a rough plan for completing your project, including estimated costs and timelines.

I. Project Background and Goals

1. Please provide a brief overview of your organization, including primary products and/or services, target market and sales cycle.

    Providing instruction on web development techniques and best practices.

2. Who are your competitors? What do you like or dislike about their web sites?

    SFU, UBC, Langara…Regional colleges and beyond

    Dislike: The main websites for most colleges/universities are somewhat overwhelming: Too much information all at once (deep, nested navigations, trying to meet the needs of several different audiences at once).

    Like: When a website is published by a college for a particular course, it is clear what its purpose is. You can usually tell that it is geared for students who are not simply reading the website, but are also attending some classes.

3. How do you see your web strategy contributing to your overall business strategy?

    Provide information in an ordered, sensible format online. Ideally, a paperless comp 1950 would be nice.

4. What are the primary goals of this project (e.g., branding/identity reinforcement, brand awareness, improved access to information, direct sales, corporate communication, management of internal documents and/or content, etc.)?

    providing web development information, resources, exercises and examples to students of comp 1950

5. Are there any secondary objectives you hope to achieve?

    Inform students about the course curriculum, timetable, room information, grading, and bcit policies.

6. How will you measure success for this project?

   Students should be able to use the site as a study aid for comp1950 concepts. They should be able to complete the exercises described on the site. It would be nice to maximize the ease of use/convenience for students to find and engage in exercises and examples. Maybe there could be a way for students to see or download all exercises from one location instead of scattering them throughout each separate lecture page.

7. What is your long-term plan for your web site?

   Content will change over time as new technologies and techniques are adopted by the web development community. Course curriculum and potions of some lecture notes are updated regularly.

II. Audience, Action & Content

1. Who is your target audience? Is there more than one (e.g., clients, potential clients, investors, students, employees, etc.)? Describe in detail.

   A very specific audience: students who have already registered with BCIT for comp1950. They range in age from just out of high school to those nearing retirement.

   All users are expected to be competent with computing fundamentals, browsing the web, knowing how to download files from links, etc. As per course requirements, they are likely to have the latest or recent version of web browser, so newer techniques such as CSS3 will likely be enjoyed by all.

   Curriculum wise, different skill levels are common.

   Also, users will be fluent in English, but some will be more proficient than others. Efforts should be made to avoid excessively complicated figures of speech (things need to be explained in a simple fashion)

2. Do these different audiences have different needs? If so, what are they?

   No, all students have pretty much the same needs from the site: clearly described techniques, examples and exercises, and access to resources

3. What primary action(s) do you want visitors to take (i.e., what do you want them to be able to do?) from the main page of your site (e.g., browse, search, login, view news, send email, call, explore, etc.)?

   View the latest lecture notes. Access links to related online resources. Examine examples . Complete exercises. Access homework specifications.

4. What primary action(s), if any, do you want visitors to take before leaving your site (e.g., request more information, register, buy, etc.)?

   none

5. What key items do you wish to have available to visitors on every page of your site (e.g., extent of navigation, search function, subscription function, images, tagline, logo, etc)?

   lecture notes, exercises, examples and downloads should be available to all, but not all at once. Eg: If lecture 3 hasn't occurred yet, don't let users see the page. Students otherwise tend to look ahead and not focus on the current curriculum

6. Will this site use new content, existing content, or both?

   Existing content

7. What is the source of content and who is responsible for approval? Will new content be created in-house or by an outside provider?

   Content available on the bcitcomp.com server

8. How often will you add new content? Who will update the content?

   I will update content, frequency varies.

III. Messaging & Perception

1. What is the primary message you wish to convey to your audience(s) with your site?

   How to understand, write and use web development techniques

2. How are you different from your competitors?

   Several classes/courses are still releasing content via textbooks and hardcopy notes

3. Why would a client choose your organization over one of your competitors?

   BCIT provides quality education preparing students for the workforce

4. Use three to five adjectives to describe your organization (e.g., conservative, funky, casual, serious, experts, professional, etc.)

   Professional, enthusiastic, helpful

5. Use three to five adjectives to describe how visitors should perceive your web site.

   Useful, educational, challenging, visually appealing, easy to use

6. How will the web site support or renew existing branding and/or marketing strategies?

   It must include links to all officially related sources: BCIT.ca, my.bcit.ca, and the COMP1950 course description on BCIT.ca. It does not need to use any of BCIT's branding however. The BCIT logo and related properties should not be used on this site

IV. Technical & Functional Specifications

1. What is your target platform and browser? Will the site need to be accessible on wireless/handheld and other internet devices?

   All operating systems (windows/mac/linux) all browsers (ie, firefox, safari, chrome, opera). Desktop and laptop devices primarily. Most users will need to use tools like text editors, ftp etc, so they are not as likely to be using mobile devices, or tablets.

2. Will the site require database functionality? Do you currently have a database that needs to be adapted for, or incorporated into your web site? Please describe in detail, including specific hardware and software.

   No database needed

3. Are there specific additional technologies you wish to include (e.g., streaming media, Flash, etc.)?

   No. my niece tells me flash is old fashioned.

4. Will the site require secure transaction capabilities? Please describe in detail.

   no

5. Will the site require content management capabilities? Please describe in detail.

   no

6. What other functional requirements do you believe to be necessary?

   It might be nice to someday feature written quizzes online, but it's not a requirement at present. I would however like to see what an example online version of the written quiz page might look like. This way students could go to the class website, fill in a form, and submit quiz answers to the instructor. Eventually this would include some sort of 'timer' that blocks submission of the form after countdown completes, but I don't need to see this functionality yet. Please design what he quiz form might look like though!

   I would consider someday protecting these pages from users who are not registered with COMP1950. If there was a javascript or server side script way to make the user provide the correct student number and password before accessing the page, that would be neat. Not really required at this stage.

7. How will the site be hosted? Please describe in detail.

   Hosted at bcitcomp.com

V. Administration

1. Who are the decision makers for this project? Who has final approval? Please provide names, titles, email addresses and phone numbers where applicable.

    Jeff Parker
    jeffrey_parker@bcit.ca

2. What are your schedule requirements? What is the target launch date?

    See course website for due date

3. Are there extraordinary factors surrounding the desired deadline?

    Limited time frame

4. Has any work been done towards designing/redesigning your web site? Are there any style, or corporate design guidelines that must be adhered to?

    no

5. Will anyone else be contracting? Who will be responsible for what?

    Several other teams will be submitting alternative site redesign proposals.

VI. Examples

This part of the questionnaire is very important. For each of the categories below, list two or three sites, and briefly explain what you like (or dislike) about them.

1. Functionality (i.e., what do they do for you?):

   Google – still the best search engine
   CBC & BBC – useful, relevant content, wide range of topics and information and media

2. Similar brand (i.e., new, established, etc.):

   Several colleges have published course content online.

3. Design (i.e., colours, look-and-feel, user interface, layout, etc.):

   Most of the color schemes demonstrated here are appealing:
   http://www.onextrapixel.com/2013/10/25/40-stunning-website-designs-with-great-color-schemes/

4. Competitors' sites:

   ??? they can be difficult to find, as most are not published with the purpose of search engine optimization.

5. Favorite sites (for whatever reasons):

http://slashdot.org/ (functional) I'm a bit of a nerd I guess, but there's always one or two posts that interest me

http://www.totalfilm.com/ (functional) sometimes I learn about a neat movie I wouldn't otherwise have heard of. The more obscure movie reviews are often worthy, but I ignore the excessive 'top-50' themed articles.

http://www.smashingmagazine.com/ (functional) often thought provoking, new ideas and techniques are always welcome

http://www.csszengarden.com/ (style) impressive layout designs sometimes inspire