EM757 Group Project #1 Website Proposal

Instructions:

#1 Interview with at least one key stakeholder

#2 Conduct background research

#2 Review at least two competitor sites

#3 Write a brief proposal for your website project

Proposal components:

1. Introduction: Present the situation
   What is the mission of the group/organization? How will the website support that mission?
2. The purpose and scope of the website
   What is the goal of your website? What do you want people to learn, believe, or do after interacting with your website? How will your website distinguish itself from others that have a similar purpose? (Identify at least two competitor sites.)
3. Target audience
   Who will use your website? What do you know about the audience (e.g., demographics, user behaviors, etc.)?

Format:

1. Follow APA style throughout the report.

- Font: Times New Roman
- Double-space
- Indent the first line of every paragraph 0.5 inch

2. Use headings to introduce sections and sub-sections.

3. Save the file as a WORD document.

4. The proposal should be about 2-3 pages in length.

5. Acknowledge/cite AI tool usage if there is any.

Assignment submission:

- Name your file as "(LastName1_LastName2_LastName3)_Web proposal."
  - e.g., Lokmanoglu_Huang_Wang_Web proposal
- *Submit your assignment on Blackboard on 10/7/2024 by 11:59 pm.*

Grading Rubric:

Total: 20 Points

1. **Interview with Key Stakeholder (4 points)**

- 4 points: Thorough and insightful interview with detailed notes reflecting the key stakeholder's perspectives and needs.

- 3 points: Adequate interview with useful information but lacks depth or critical insights.
- 2 points: Basic interview with minimal useful information and limited understanding of stakeholder needs.
- 1 point: Poorly conducted interview with little to no useful information.
- 0 points: No interview conducted.

2. **Conduct Background Research (4 points)**

- 4 points: Comprehensive background research with well-documented sources and relevant information.
- 3 points: Sufficient background research with some documentation and relevant information.
- 2 points: Limited background research with minimal documentation and relevant information.
- 1 point: Poorly conducted background research with little to no useful information.
- 0 points: No background research conducted.

3. **Review of Competitor Sites (4 points)**

- 4 points: Detailed and insightful review of at least two competitor sites, clearly identifying strengths and weaknesses.
- 3 points: Adequate review of at least two competitor sites, identifying some strengths and weaknesses.
- 2 points: Basic review of at least two competitor sites with minimal analysis.
- 1 point: Poorly conducted review with little to no useful information.
- 0 points: No review of competitor sites conducted.

4. **Proposal Writing (8 points)**
   a. **Introduction (2 points)**

- 2 points: Clear and compelling presentation of the situation, mission of the group/organization, and how the website will support that mission.
- 1 point: Adequate presentation of the situation with some details on the mission and website support.
- 0 points: Poorly presented introduction with little to no relevant information.

   b. **Purpose and Scope (3 points)**

- 3 points: Well-defined goal of the website, clear objectives, and distinctiveness from competitors.
- 2 points: Sufficiently defined goal, objectives, and some distinctiveness from competitors.

- 1 point: Basic goal and objectives with minimal distinctiveness from competitors.
- 0 points: Poorly defined purpose and scope.

c. **Target Audience (3 points)**

- 3 points: Detailed description of the target audience, including demographics and user behaviors.
- 2 points: Adequate description of the target audience with some relevant details.
- 1 point: Basic description of the target audience with minimal relevant details.
- 0 points: Poorly described target audience.

5. **Format and Style (4 points)**

- 4 points: Perfect adherence to APA style, proper use of headings, correct file format, and within the required length.
- 3 points: Minor errors in APA style or formatting but overall well-presented and within the required length.
- 2 points: Several errors in APA style or formatting, but still within the required length.
- 1 point: Major errors in APA style or formatting, or not within the required length.
- 0 points: Significant issues with format and style, or incorrect file format.