**Client Brief for Developing New NJIT Website**

New Jersey Institute of technology has more than 130 years of history. it offers wild verity of programs that target undergraduate, graduate and professional students. NJIT website has been, also, a target for donors as a portal to get reliable information about the university. NJIT has to serve as a starting point to for all categories of the institution audience whither new costumer of returning costumers. The website design has to satisfy the basic requirements of the web design, such as usability and visibility and the best practices of the information architecture.

The new design of the NJIT website will be based on the Customer-Centric website design to make sure that our new design have easy navigation for visitors; the information architecture is aligned with the institute structure; provide the shortest path to access any information; provide easiest language on the pages by avoiding the use of the jargons; design a cross-browser website; design a cross- platforms website; providing the best color consistency and combination(1).

Audience and goals are the Two main bases that we relay on to redesign the NJIT website.

1. **Audience:**

NJIT has two main categories of audiences, new and returning:

1. **New Visitors: can be broken down to three categories:** 
   1. *Prospective Students*: Who are students to visit the website seeking information about admission and then to begin the admission process.
   2. *Prospective Faculties:* Who are faculties to visit the website seeking more information about the opportunities to work in NJIT, and welling to start the process to submit their files.
   3. *Prospective Donors:* Who are persons to visit the website seeking more information about the university and its accomplishments. This visitor is willing to donate to the institution and welling to begin the process to submit his donation ( this visitor don't have time to navigate around).
2. **Returning Visitors: Can be broken down to three categories:** 
   1. *Current Student:* Student who are currently studying at NJIT.
   2. *Current Faculties:* Faculties who are currently teaching at NJIT.
   3. *Current Donors:* who made the at least one donation to the NJIT.

Target audience can be ranked as :

1. Prospective students
2. Prospective Donors
3. Current Donors
4. Current Students
5. Prospective Faculties
6. Current Faculties
7. **Goals:**

Redesigning the NJIT website has to be aligned with most current strategic plan by reflecting the mission, vision and core values.

The NJIT Strategic Plan 2010-2015(2) stated that the mission is to the pursuit of excellence in education, researches, service, and economic development. The core values are excellence, integrity, civility, social responsibility, diversity and communication.

Sources:

(1) Schneider, Gary P. Electronic Commerce. Boston, Ma: Course Technology, 2009. Print. Page 156

(2) NJIT Strategic Plan 2010-2015 : http://www.njit.edu/president/docs/2012/2012-07-09-njit-strategic-plan.pdf