

Website proposal

title page

contents page

to who it may concern (change to organisation manager)

Introduction to chosen organisation - include what this document sets out to do

we are a librasry consisting of 10 staff blah blah blah

what we have, what we dont have

justify why web presance is required

advantages (bullet points)

disadvantages(bullet points)

financial

human resources

consider adding add for renvenu streams

web analylitics can be used to ensure that website is being used meeting users

tag cloud

remember to include recommendations which need to be clear and concise

project manager, information architect, quality assurance team, content team,
graphic design team, technical team

the need for the website

provide information on fees, library cards and replacements , borrowing and
returning books, contact information, how to join, opening times, users and
comment and post book reviews (make a community)

links to external sites

reach users all over the world

people can find information out from home / internet connection / on the
go 24/7

marketing - potential revenue source (advertising)

its purpose

search engine optimisation

inform users as to books that are available

keep library in touch with public answer queries

advertise itself

social media

make sure website has concurrency, accuracy, objectivity coverage authority

probable users and their needs

target demographic

members of public, (know about availability of books before going to library)

groups or societies (e.g schools wanting to know about book readings)

general technical functions (navigation, structure features e.g. picture gallery, comments function social media integration)

Legal?

data protection (MEMBER REGISTRATIONS) home address telephone number, forename surname DOB

location maps info

survey (how was your library experience)

use website as a tool to gather user feedback as to library improvements

waver in about us

users need to agree to it when they sign up

liability

copyright

creative commons (if we use images stock images, make sure who they are copyrighted to and credit them)

resources (human - who will maintain content. fiscal - staff time, training software licences , money)

who will create , update content, who will evaluate, who will have authority who will moderate, ensure that info is accurate and up to date. add material, response to comments

set our own budget

decide our own resources

tech savvy member of staff (develop in working hours)

new ideas be translated

who has say over final version

seperate role for editor?

who will document

i would recomend a 1 day training program aimed to help staff member familiarize themselves to content maintainance

bibliography

Include a similar example of an existing project.

400 words a section

include website documentation

site map

navigation diagram

accessibility rules to be used

information arcitecture blueprints

loading times

hyperlinks

general site availability

evaluation critera for site, page 14 of book

and 20

adding value to the sute through peer review , revision, editing, proofing,

publication = making available

APENDIX

site navigation (broad and shallow, narrow and deep)

pick one, and justify why

if search tool, what pages will it on

usability

breadcrumbs

responsive web design (web node supports responsive web)

make logo home button

accessability

user profile (persona)

international students (sites contains maps)

definition of students

age between 18 - 25 heavy web user good grasp on web concepts, frequent social media user

mature

skills aquired at an older age

communities, schools, societies

book reading groups

since anyone can be in a community the site needs to be aimed at all ages groups and abilities

evaluation criteria

since using twitter feed, posts need to be acceptable and suitable content for the site

backups and archiving (webnode server handles)

Other examples

include links to external of other sites

QUESTIONS

Do we have to specify that were using webnode in the document

is library a good idea for proposal

what is an executive summary