

MEMORANDUM

TO: Amy Hirayabashi

CC: Dr. Carlos Evia

FROM: Devon Johnson

DATE: 9 February 2014

SUBJECT: SOP proposal for Webmaster binder

Introduction

Chi Delta Alpha's (non-Greek service sorority) continued maintenance of an organizational website requires the oversight of an elected Webmaster. In order for the Webmaster to successfully carry out her responsibilities, she inherits a manual housed in a 3-ring binder; however, this manual lacks important information on how to use Virginia Tech Web Hosting. Via this memo, I propose creation of a short binder addendum titled "How to use Virginia Tech Web Hosting," which will contain helpful information for future Webmasters, regardless of the design/format of the website.

Description

Although a manual already exists for the position of Webmaster, it doesn't contain detailed descriptions of the tasks Webmasters must perform regarding the Virginia Tech Web Hosting system (e.g. logging in, adding PIDs to the secure-log in page, and adding web administrators). These tasks are particularly confusing and deserve additional explanation. Regardless of the current website design and Webmaster, these hosting-specific tasks will not change and it is important to include them in the Webmaster manual binder.

I will create a small addendum manual that describes the Virginia Tech Web Hosting system and the tasks Webmasters will need to carry out via this system. This manual section can be added behind existing manual material in the Webmaster three-ring binder.

In addition to the written-description of tasks, I will also record screen-capture videos of each task, which future Webmasters can store and pass along to new Webmasters.

Audience

The audience for this binder section is all future Webmasters and girls assigned to the Archival Committee.

The demographics of Chi Delta Alpha (XDA) Webmasters have varied in previous years, from girls with no website experience (like Silvia Davis) to girls with extensive website experience (like Allison Nguyen). The website itself has undergone multiple redesigns as XDA's needs, as well as web design trends, have varied. Future audiences for this manual section will likely be working with very different websites and will require unforeseen

supplemental material, which will be generated by future Webmasters. However, all Webmasters will need to know how to use the Virginia Tech Web Hosting system.

Attached to this memo are personas for two sample Webmasters. Taylor has very little website experience, while Allison has a computer science minor and has designed websites in the past. Both Taylor and Allison will need to complete each of the following tasks: log in to the website, add PIDs to the secure log-in page, and add a new administrator. Although Allison has some web design experience, neither girl is familiar with the Virginia Tech Web Hosting system. Allison will likely consult this part of the manual only to get an idea of each task; she will be performing complex website updates and these tasks will be minor parts of her job. Taylor will approach this process with trepidation and will not change many things on the website; she will likely follow the instructions detailed in this proposed section of the manual closely. Allison might understand technical jargon, but Taylor will not.

I will need to make sure the manual and associated videos are simple and slow enough for Taylor to follow along, but not so simple and basic that Allison will lose interest. I will also need to avoid the use of jargon which Taylor might not understand.

A secondary audience for this manual section is the Archival Committee. The Archival Committee periodically reviews position “binders” to document the historical responsibilities and nuances of each position. This committee is interested in documenting unaltered materials, so I will not make special accommodations for them, aside from providing the Archival Committee with copies of all deliverables.

Deliverables

The deliverable is a 5-6 page manual addendum that describes how to perform necessary tasks specific to the Virginia Tech Web Hosting system. I will provide a hard copy of this manual addendum for inclusion in the Webmaster binder, as well as an electronic copy.

I will also include a video tutorial for each necessary task (e.g. log-in, add PID’s to secure log-in page, and add new web administrator), which will be stored in an electronic format by future Webmasters. Each tutorial will be between one and five minutes long.

Receivables

I will need to receive a copy of the current Webmaster manual and all previous manual/binder material.

I will also need to speak with Allison Nguyen (the Webmaster who preceded me) and Taylor McCain (the current Webmaster) to get feedback on the manual materials.

Style Guidelines

XDA does not have an official style guide. I will work from the Virginia Tech style guide. The proposed document will resemble the design (font, spacing, format) of the current manual and will contain a cover page and table of contents that explains the content of the addendum.

The deliverable manual will be printed and hole-punched for insertion into the Webmaster binder.

Outline

The manual addendum will contain a cover page and a table of contents, and it will include the following subdivisions:

- Introduction: A “welcome to Virginia Tech Web Hosting” section laying out the Webmaster’s basic role and responsibilities regarding Virginia Tech Web Hosting.
- Logging in: A description of the log-in process.
- Adding PID’s to the secure log-in page: A description of the easiest way to add new sister PID’s to the secure log-in page.
- Adding new administrators: A description of how to add new web administrators.
- Tutorials: A description of the video tutorials for above tasks and information on where to access the videos.

The tutorials will be recorded with the Quicktime “screen recording” feature and will feature audio narration as I complete each task.

Tools

I will need a computer equipped with:

- Quicktime (for recording screen-capture videos)
- Google chrome (for accessing the hosting system/website)
- A word processor (for generating manual deliverables)

I will also need administrative access to XDA’s Virginia Tech Web Hosting system (which I already have).

Schedule

This project will be completed by February 18, 2014 and will proceed as follows:

- February 10-11: Review receivables
- February 12-15: Outline manual sections
- February 13-18: Finalize manual sections and record screen-capture videos of each task.

Cost

This project has no cost; the completion of manual materials is part of my responsibility as former XDA webmaster.

Contract Term

This contract term extends from date of proposal acceptance to February 18, 2014 (or whenever the manual and tutorials are delivered).

Attachments

- Persona One: Taylor
- Person Two: Allison

PERSONA ONE: TAYLOR



Personal Background

Taylor is a Spanish and international studies double major. She currently lives in Blacksburg VA and attends Virginia Tech, but she is originally from Virginia Beach. She loves the beach and misses it when she's in Blacksburg. Her favorite service projects are Special Olympics and the humane society. She is 19 and will graduate in the spring of 2016. Taylor has not taken any communication/English/computer classes and she is mostly interested in being Webmaster because she wants a leadership board position (and because you don't really have to do anything as Webmaster). Taylor spends a lot of time on the internet but doesn't know anything about HTML.

User Goals

Taylor needs to learn basic Webmaster skills; she needs to know how to change the sister profiles for exec and leadership board and she needs to know how to update all the sister profiles. She will also need to know how to add new sister profiles to the roster and how to add people to the secure log-in section.

Taylor also needs to know things about being Webmaster in XDA, like a timeline of her duties and her responsibilities as a member of leadership board.

Computer Skills

Medium-high/fluent. Taylor can use word processors and internet browsers.

Internet Use

High/fluent. Taylor uses the internet mostly for social media and for homework. She also enjoys BuzzFeed (especially articles about dogs/cats).

Mobile

High/fluent. Taylor uses her iPhone every day to check email, social media, and news.

Social Networking

Facebook, Twitter.

Television/Video Games

Taylor loves Disney movies and television comedy sitcoms. She does not play video games.

PERSONA TWO: ALLISON



Personal Background

Allison is a BIT major with a minor in computer science. She is fluent in English and Korean. Allison currently lives in Blacksburg VA, but she is from NOVA and grew up spending summers in Korea every few years. She wants to be a business person one day and hopes to travel internationally. She is 21 and will graduate in the spring of 2015. Allison began designing websites in high school and loves doing design things for her BIT major, when she has the opportunity. She has been waiting to be webmaster since she first joined XDA and knows a lot about websites and computer science. She is currently experimenting with the paleo diet (which is difficult because she loves ABP sandwiches).

User Goals

Allison wants to completely redesign the website, so information about how to use the website in its current state is useless to her. She does need some information about how to maintain a website within the context of XDA.

Computer Skills

High/fluent. Allison knows HTML and Java and has designed websites in the past.

Internet Use

High/fluent. Allison uses the internet for homework and social networking.

Mobile

High/fluent. Allison has an iPhone, which she uses for email and social networking and for many different apps.

Social Networking

Facebook/Twitter/Google Plus/Linkedin.

Television/Video Games

Allison watches a lot of reality television. She particularly enjoys competition-style shows. Allison does not play video games.