



IABC Website Design & Development

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Summarized project background & business need/opportunity

To create a website for IABC Regina, that is easy, simple and efficient for both the user and the employees of IABC Regina. The prime focus over here will be the aesthetics and front-end of the website. We will get the opportunity to create a more user friendly website that will easily guide users. They communicated that it is hard to administer and navigate. This document explains the planning phase of the project and our interpretation of the problem description thus far. In order to complete this project, we organize meetings, discuss ideas and document them to keep track of our progress.

Customer Insight

I. Northstar

Northstar customers are IABC Regina members (of all levels) and IABC Regina Board Members involved with Site Administration.

II. Carryover

The carryover customers are users who are looking to join the IABC Regina membership.

Project Assumptions

We will be using Wordpress and Wordpress' tools to create the website. Wordpress is a content management system which is open-source and free. We will be only working on the front-end and therefore Wordpress is our ideal choice. It will allow us to use templates and pre-built modules to configure and customize the website in a simple and easy to maintain layout, as per the client requirements.

Constraints

- Working virtually could be difficult for us, communication is less detailed and effective when it is online. Time zones could cause conflict, not all of us are in Saskatchewan. Team work will be less effective within the team. This could impact the efficiency of the

project and could cause delays. In-person communication and team work is always more efficient than working online, but being aware of this we will focus efforts on maintaining good communication throughout.

- Wordpress, we have a zero to beginner experience with Wordpress and it is a new tool for us. This means we will have to figure out some of the features of Wordpress that will help build the website that the client wants.
- It is possible that the features that the clients want could be a free extension/widget however there could also be paid solutions that we determine is the best fit. If it is not free then cost would be a constraint. The IABC Regina team has mentioned that they are seeking an economical solution with a possible budget to be kept strictly under \$10,000.
- Team Bonding: not all of us will know each other's skills and weaknesses related to this project. While some of our team members know each other personally and could know each other's weakness and skills. Not knowing each other's weakness and skills could impact efficiency in the project and delay a task if the task is assigned to members who are weak at that task. That being said, we expect that as we continue to work together we will slowly develop better team bonding and flow.

Affinity Diagram

[Link to Affinity Diagram](#)

Affinity Diagrams are about ideas, observation, and findings that solve a question/challenge. These ideas, observations, findings are written on a sticky note. The two surface steps of Affinity Diagram are :

1. Write Sticky notes with finding, observation, and ideas
2. Organizing the Sticky notes into groups



Empathy Map

[Link to Empathy Map](#)

The Empathy map gives us a refined idea of what users want for their project. In addition to that, we also capture what are the feelings of the users, what improvements or ideas they would like us to implement.

User Story Map

[Link to User Story Map](#)

