



IABC WEBSITE

Activity #1 Team Yavins

Dhruv, Krupal, Khelan



TABLE OF CONTENT



- Introduction
- Who?
- What?
- Why?
- Diagrams
- How?





INTRODUCTION

The goal of this project is to improve the efficiency of the IABC Regina by making a better website. 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.



WHO

- **Site Administrators** (Board Members)
- **IABC members** (Student, Mid-level and Senior level memberships)
- **Companies** (Organizations, companies providing jobs)



WHAT

- Better Navigation
- Simplicity (reduced clutter & duplication, not too technical)
- Easy Operations/Editing
- Aesthetics (clean design)
- Careers Page (post jobs & track users)
- Events Page (schedule, book & pay for events)
- Payments (job postings & events)
- User Feedback & Analytics
- Mobile Friendly



WHY

- Optimize Organizational Activity
- Efficiency
- Better Operability & Maintenance
- Reduce Turnover Shock
- Improve User Engagement

DIAGRAMS



Affinity Diagram

Brainstorming/Collecting Data
What do our clients want for the new website?



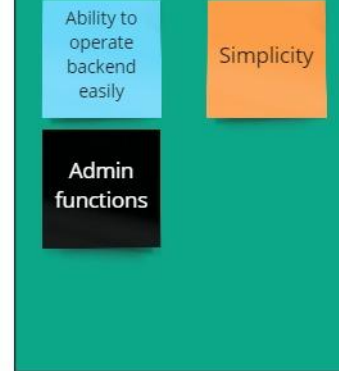
Aesthetics/Frontend



Features



Maintenance/Backend



Extras



Empathy map

Think and feel?

- Frustrated Payment processing.
- Efficiency to configure and customize pages & information
- Tracking user engagement information & Analytics information
- Expensive website hosting and managing
- Management of website without technical knowledge
- CMS that looks like word processor would be ideal
- Don't have user analytics
- Members express stress in terms of navigation
- Compare with international website with their features

Hear?

See?

Say and do?

Pain

- No technical support
- Spending too much time getting payments and editing content on website
- 2 way communication is lacking with the user and themselves

Gain

- Simple & Appealing website works on mobile and laptop
- Easily manageable website from a non technical perspective
- Well organized content made easy for user and the



USER STORY MAPPING

- **Today's Goal:** Complete a preliminary walk through of all the expected user interactions to ensure a thorough understanding of the problem domain

<https://landofoo.storiesonboard.com/m/yavins>

USER STORY MAPPING

Be redirected to
'iabc.com'



Users can see
common 'duplicate
info' right away



Click relevant link to
be redirected
elsewhere



Look For Jobs



Navigate easily to
well laid out, simple
Careers section



Search by career
stage



Select all relevant
postings and have
them emailed to
yourself



Post New Jobs



Navigate to Careers
section



Add new job listing
info



Tentatively publish
new listing



Get approval



Takes user to
relevant info page
on iabc.com

TODO

User enters desired
email address to
receive job listings

TODO

This interaction is
tracked (User
Analytics)

TODO

Must sign in with
approved account
type (employer) to
create new listing

TODO

Listing is only visible
to creator until
approved

TODO

Receive confirmation
email and shareable
link of listing

TODO

USER STORY MAPPING

Look For Events

View past and upcoming events schedule

Sign up for an event, reserving your spot

Pay for event

Post New Events

View event schedule to pick an opening

Create new event, fill out details

Tentatively reserve the date, pending approval

Get emailed confirmation of pending submission

Give Feedback

Give feedback related to careers

Give feedback related to events

Give other general feedback

Invite others to event

TODO

Enter CC details with 3rd party secure payment processor

TODO

Networking aspect - see who is going.

TODO

Get emailed receipt & entry ticket

TODO

This interaction is tracked (User Analytics)

TODO

This interaction is tracked (User Analytics)

TODO

Must sign in with approved account type (member) to be able to create new

TODO

Site Admin notified of new event request

TODO

Upon approval get email confirmation with shareable invite link

TODO

Admin chooses to approve/deny event

TODO

This interaction is tracked (User Analytics)

TODO

USER STORY MAPPING





HOW

- WordPress (paid features will be considered if needed)
- Apply software design process techniques



QUESTIONS

- In seeking different user engagement techniques, any suggestions/wants outside of a blog (who would moderate? Time consuming) and/or feedback areas?
- For content organization, sorting by career stage was mentioned. Further thoughts?
- Do you know which common duplicate topics users search the site for?
- Currently, when someone finds a job listing they are interested in... what happens next? Can user interact at all with listings through the site? Email to user?



QUESTIONS

- Should only site admins be able to post new content?
Or can any member/employer make new events/job listings? Authorized accounts could save time.
- For Accreditation info, what specifically do you want displayed? (IABC Intl. manages actual accreditation and payment thereof correct?)
- Is there a further list of 'nice to haves'?
- Any preference on site color scheme?
- Any areas of low or less importance? Everything not mentioned as important or?

THANK YOU

Dhruv, Krupal, Khelan