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.
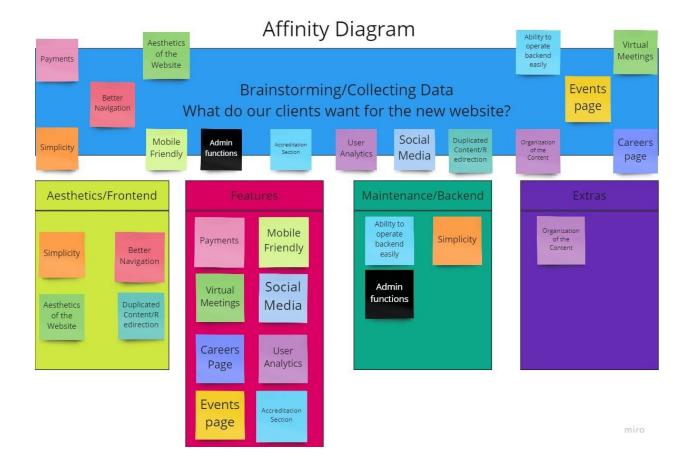
- Wordpress, we have a zero to beginner experience with Wordpress and it is a new tool for us. This means we will have to figure out some of the features of Wordpress that will help build the website that the client wants.
- It is possible that the features that the clients want could be a free extension/widget 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.

Empathy map

Think and feel?

- Frustrated Payment processing.
- Efficiency to configure and customize pages & information
- Tracking user engagement information & Analytics information

Hear?

- Don't have user analytics
- Members express stress in terms of navigation

See?

- Compare with international website with their features
- Expensive website hosting and managing

- Management of website without technical knowledge
- CMS that looks like word processor would be ideal

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
- Career posting management from a different website is stressful

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 developer to navigate through

User Story Map

Link to User Story Map

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

⌄ Cards ⌄

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

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

Network, Socialize, Engage

Interact on blog section