Assessment 1 – Scenario

Client

You have been approached by the SWAROW wildlife group to help re-design their website.

They have had a small informational website for a number of years but are beginning to outgrow it and would like to be able to maintain content themselves.

Typically they would like to be able to share information about -

- Who they are
- What they are doing
- Membership
- Success stories and so on.

You are dealing with a small committee of four people.

It is a little unclear at the moment about the budget for the new website but the committee seem positive.

While the members have a fairly low level of experience with websites they do feel they can provide a lot of content in the form of minutes, records and various photos of animals and members.

Content

After meeting with the client the following information was considered necessary in the new web site –

- General information
    - Welcome to SWAROW
    - Image or slideshow of animals
    - Links to social media
    - Information about the organisation and history
    - Contact Details
    - Sign up for our newsletter
    - Membership Form
    - Advocacy/Campaigns
    - Corporate Support
    - Factsheets
    - Supporters/Partners
- Emergency advice
    - Wet, wild weather impacts on seabirds
    - Bushfires and wildlife
    - Ringtail Possums
    - Feathertail Gliders
    - Flying Fox Season

- Education
  - Kid's Pages
  - Teaching Resources
  - Community Visits
- News
  - Bandicoot stuck in drain
  - Barn Owl goes back to the wild
  - Carpet Python hitches a ride
  - Endangered Joey cut off by floods
  - Flooding impacts on wildlife
  - Blue tongue rescue
- Members Area
  - Member forms
  - Training courses for members
  - Animal Rescue information for
    - Macropods
    - Possums
    - Gliders
    - Reptiles – Non venomous
    - Reptiles Venomous
    - Other Marsupials
    - Land birds
    - Sea Birds
    - Turtles

Site map

You may decide how to structure the above content in the web site. There is no set number of pages.

Each bullet point represents information that must be included. When you build this site you may choose whether to present each area of information as a separate page or group similar information together in some way.

Design

The visual design for the site will be determined by the template you use. Choose a free template that suits the scenario. You will also need to source your own royalty free images that suit the look and feel of the site.

Target audience

Members of the organisation and individuals interested in animal welfare or perhaps faced with an animal in need of help. It is also hoped the site will be used by primary school groups.

Plugins

The client has specifically asked for an image gallery or slideshow on the front page. They would also like a social media plugin connecting the site to platforms such as Facebook, Twitter or YouTube.