

ISM Team 2 Project Proposal

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Problem

Carnegie Mellon has the best undergraduate information systems program in the country. However, our website is merely adequate; it does not reflect the caliber and prestige of our program. Furthermore, the clarity of communication and usability of the website are not ideal. Even students familiar with the site struggle to navigate to most relevant pages (i.e. requirements to graduate from the program). The site does not highlight information which would be relevant to many users. For instance, examples of student projects, which would interest prospective students, parents, employers, and alumni, are not prominently featured. The visual design, while also adequate, does not give any sense of the program as dynamic or cutting edge. Additionally, the site lacks several key features such as a calendar, mobile compatibility, or social networking capability.

Objectives and Goals

Our core objectives are improved usability, visual appeal, and more engagement with users through new features. First, we will improve the usability and visual appeal of the website. Usability testing will provide concrete metrics for the effectiveness of our changes. The information on the current website will be organized in a more useful and accessible way. Furthermore, we will add useful information that is not currently there, i.e. more project showcases, clearer curricula guidelines. We plan on implementing new features including an mobile compatibility, a database of alumni of the program, a public blog for IS-related discussions (including thoughts and the perspectives of currently enrolled IS students), and academic audit for current IS students. Through the project, team members will learn key aspects of web development and attain important technical skills necessary for effective web design.

Process

Our process is as follows: First, we will evaluate the current website for usability (usability testing) and quality of content. We also plan to compare the site with other information systems programs' websites. Next, we will reorganize and edit existing content and integrate new information and features onto the website, creating the HTML structure. After that, we will develop wire-frames. Lastly, we will implement the new design and features (coding).

Potential Benefits

There are a number of benefits that will be achieved with the implementation of our plans for the website. The benefit we are most concerned with, the one that means the most to us as members of the IS program here at CMU, is to better represent the current students and alumni of the program. The new site will better reflect the quality of our program, encourage networking among students and alumni, and increase the attractiveness of the program to prospective applicants by showing them the IS program as from the eyes of those with firsthand experience, i.e. current students and alumni.

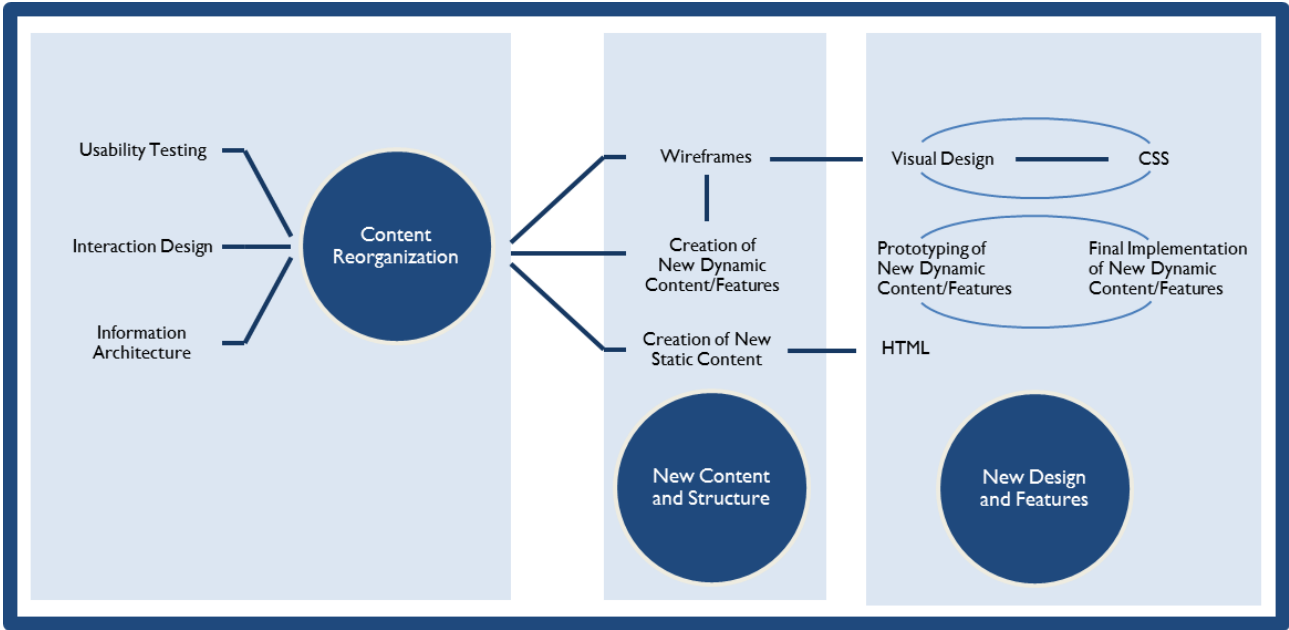
Risks

Depending on the technical difficulty to implement some of our desired new features, we may not be able to add them all. To manage this risk, we have prioritized the features, considering both the benefits of the feature and the difficulty of implementation. In order from highest to lowest priority, the features are mobile compatibility, social networking/ blog, and academic audit for current students.

Description of Deliverable

The deliverable will be a new and improved, up and running website for the Information Systems undergraduate program here at CMU. This website will have information that is readily accessible, mobile compatible, and incorporate stellar visual design. We will implement new features including: social networking capabilities for current students and alumni, a public blog, and academic audit for IS students. The new website will be one that the Information Systems department and the University at large, can be proud of, and one that will impress employers and prospective students.

Process



Calendar:

16	17	18	19	20	21	22
					Website Evaluation	Finalize Website Evaluation
23	24	25	26	27	28	29
Website Evaluation 12p ISM Meeting	Reorganization					
30	31	Nov 1	2	3	4	5
Reorganization 12p ISM Project Meeting		HTML	New Content	Wireframes		
6	7	8	9	10	11	12
HTML			New Dynamic Content			
New Content			Prototypes			
Wireframes			Visual Design			
13	14	15	16	17	18	19
New Dynamic Content						
Prototypes						
Visual Design						
20	21	22	23	24	25	26
New Dynamic Content						
Prototypes						
Visual Design						
Final Testing						