

# **IABC Website Redesign - The Nabooians**

## **Project Team Members:**

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## **Project Background & Business Need/Opportunity:**

The IABC Regina chapter is an organization that strives to provide opportunities for its members to learn, grow, and connect with other communication professionals. Therefore, it is crucial for the IABC Regina chapter to have an accessible and appealing website that IABC members can use with ease. The IABC Regina chapter board members addressed concerns about the current limitations and problems being experienced with their website.

These concerns include but are not limited to:

- the confusion caused by multiple locations and layers of navigation
- the confusion caused by duplicated information on the Regina chapter and international websites
- the lack of two-way communication and membership engagement
- the inability to accept payments for job posting through the website
- the amount of time and effort required to manage the website

The proposed improvements to address these concerns include but are not limited to:

- introducing a more simple and clean navigation structure
- directing users to the international website to reduce duplication
- introducing features such as a blog to increase engagement and communication
- introducing payment functionality to the website
- introducing a more simple back-end

A website redesign, both front-end and back-end, would improve IABC Regina members' experiences when using the website and increase the amount of connection and learning opportunities. A negative experience when using the IABC Regina chapter website may result in users no longer visiting or engaging with the website, deeming any amount (even minimal amounts) of effort put forth by the website administrators a waste of time. Therefore, it is important that IABC Regina members' experiences are a main consideration during the redesign process.

## **Northstar Customers:**

- IABC Regina members
  - IABC Regina members are the main users of IABC Regina's website
  - A main reason fueling the IABC Regina chapter's desire to redesign their website is the confusing navigation and duplicate information which impedes IABC Regina members ability to find things easily

## **Carryover Customers:**

- IABC Regina website administrators
- Members from other IABC chapters
- Users submitting career postings
- Users looking to join IABC membership
- Users interested in learning more about IABC

## **Project Assumptions:**

- The website will be created and developed using WordPress and necessary plug-ins
- A high-fidelity prototype will be created using Adobe XD
- All aspects of the current website design are allowed to be modified and improved
- Account registration and login is only required if user is posting a blog post or commenting

## **Project Constraints:**

- Budget
  - Four-figure budget
  - The cost should be kept as low as possible
  - Free functionality and plugins should be used instead of ones with fees when possible
- Mobile & Desktop Compatibility
- Remote Working Conditions
  - Inability to meet in-person to discuss project tasks in depth
  - Possibility of miscommunication caused by lack of in-person discussions
- Scheduling & Time
  - Limited availability for group meetings due to different class schedules
  - 2-month project deadline
- Security and Privacy
  - Must be able to ensure security and privacy when implementing payment and account features