




ENSE 271

IABC Website Redesign

Activity 1



The Nabooians:
Karlee Fidek
Kristoffersen Garces
Kyle Jakob Labatete



Customers

Primary (Northstar) Customer:

- IABC Regina members: main users of the site

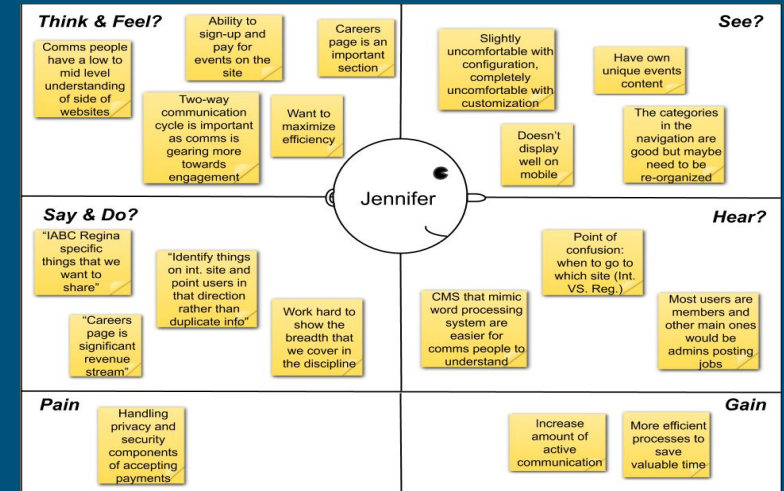
Carryover Customers:

- IABC Regina website administrators
- Users submitting career postings
- Users looking to join IABC membership

Concerns/Needs

- Analyzed your concerns and requirements based off information provided in your presentation
- Used an affinity diagram which categorizes and themes your ideas and thoughts
- Used empathy maps which outlines your thoughts, feelings, actions, and any feedback received

Back-end	Communication	Interface	Career Page	Events Page	Data
Analytic to see what is being engaged with the most	A way to engage with members	Website should be compatible for mobile devices	Career sections posting is high priority because it is the main source of income and high traffic area of the site	Ability to sign-up and pay for events on the site	Duplication of information
Currently no tech support	Active communication	Some level of re-organization navigation tips are probably the right, but could be re-organized differently	Posting job requires admin to manually edit all ad information the site after receiving a job and request	Unique events catalog	A way to link information to another website to avoid duplication of data
Submission form not in great process	Two-way engagement and communication cycle	Single or clearer and simple navigation	Make it easy for users to find what they are looking for. This is a high priority	Events and learning opportunities for Southern Saskatchewan	Information about IABC and its benefits
Backend important to be simple and easy as possible to navigate and manipulate	To learn, connect, and grow with others in the navigation profession	Site interface is fair game	Improve job posting using automated forms that only require admin approval	Events catered to all levels of members	Information and opportunities for members in all levels of their career
Backend that mimics a word processing system		No dropdown selection menus	Improve career page (it is Regina specific)		
			Better way to take payment for the job posting area rather than an email burst or form		



Proposed Improvements

Career Page:

- Automated form for requesting job posting that only requires admin approval
- Ability to pay for job posting using plug-in

Interface:

- Mobile & Desktop compatible
- Simplify navigation
- Appealing appearance
- Easy to find what you are looking for

Data/Information:

- Redirect to international site to reduce duplicate information

Back-end:

- Simple and easy to use, update, and manage
- Analytics for user engagement

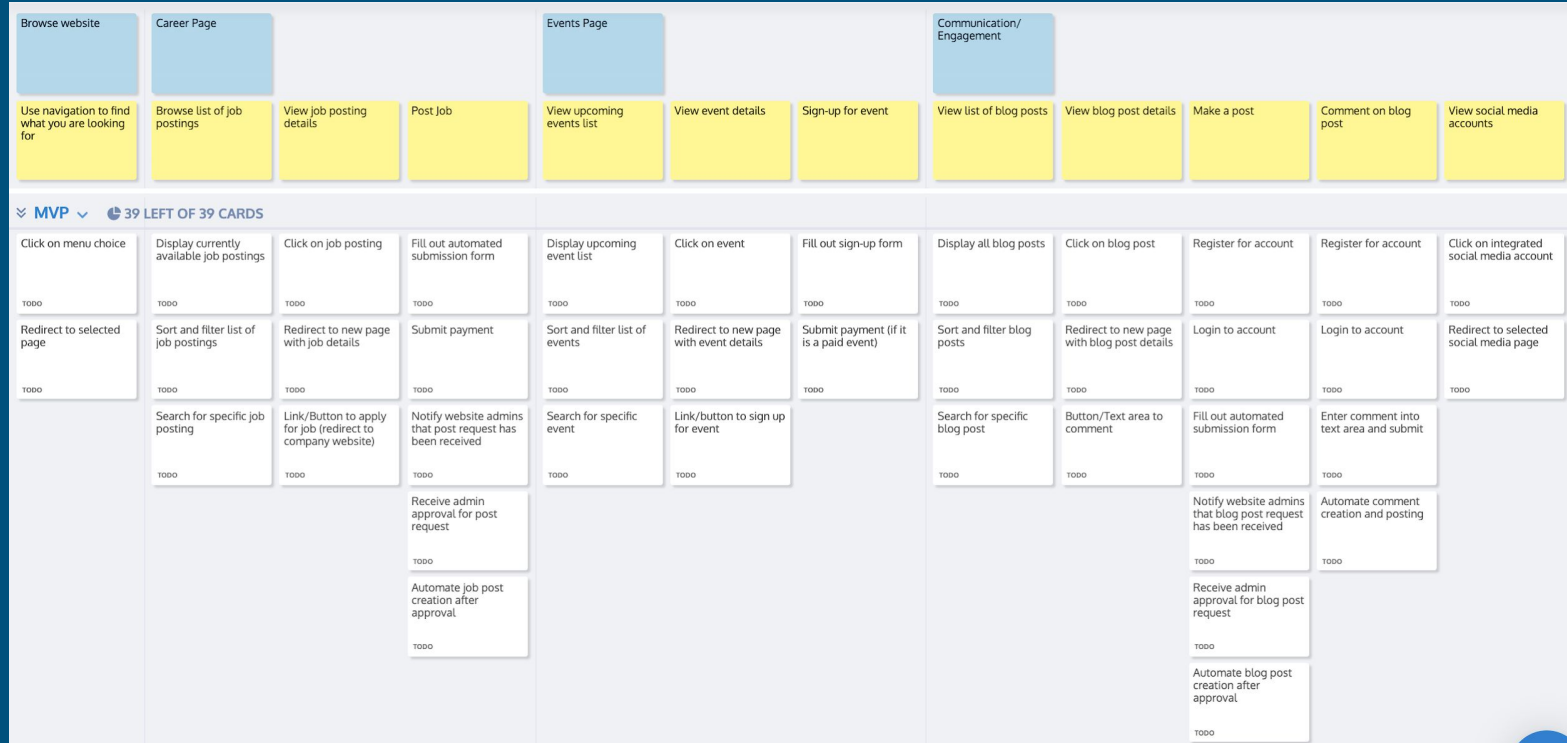
Events Page:

- Ability to sign-up and pay for events (possibly use plug-in instead of eventbrite)
- Simplify/automate posting, editing, and deleting events

Communication:

- Blog for member engagement
- Social media integration

Use Cases / Design Approach



Use Cases / De

Career Page

Browse list of job postings

View job posting details

Post Job

LEFT OF 39 CARDS

Display currently available job postings

Click on job posting

Fill out automated submission form

TODO

TODO

TODO

Sort and filter list of job postings

Redirect to new page with job details

Submit payment

TODO

TODO

TODO

Search for specific job posting

Link/Button to apply for job (redirect to company website)

Notify website admins that post request has been received

TODO

TODO

TODO

Receive admin approval for post request

TODO

Automate job post creation after approval

TODO

Browse website

Career Page

Use navigation to find what you are looking for

Browse list of job postings

View job posting details

Post Job

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Click on menu choice

Display currently available job postings

Click on job posting

Fill out automated submission form

TODO

TODO

TODO

TODO

Redirect to selected page

Sort and filter list of job postings

Redirect to new page with job details

Submit payment

TODO

TODO

TODO

TODO

Search for specific job posting

Link/Button to apply for job (redirect to company website)

Notify website admins that post request has been received

TODO

TODO

TODO

Receive admin approval for post request

TODO

Automate job post creation after approval

TODO

View blog post details

Make a post

Comment on blog post

View social media accounts

Click on blog post

Register for account

Register for account

Click on integrated social media account

TODO

TODO

TODO

TODO

Redirect to new page with blog post details

Login to account

Login to account

Redirect to selected social media page

TODO

TODO

TODO

TODO

Fill out automated submission form

Enter comment into text area and submit

TODO

TODO

TODO

TODO

Notify website admins that blog post request has been received

Automate comment creation and posting

TODO

TODO

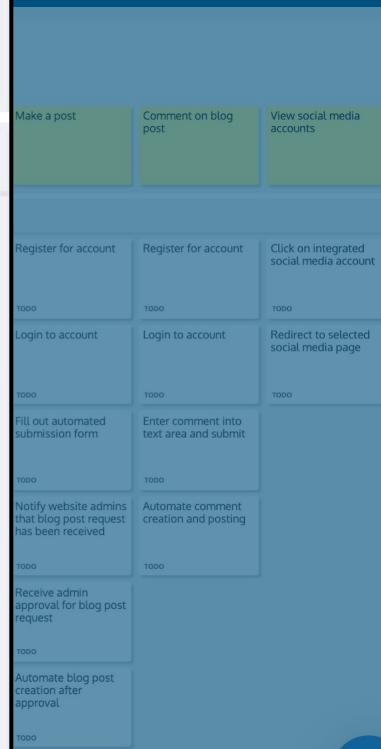
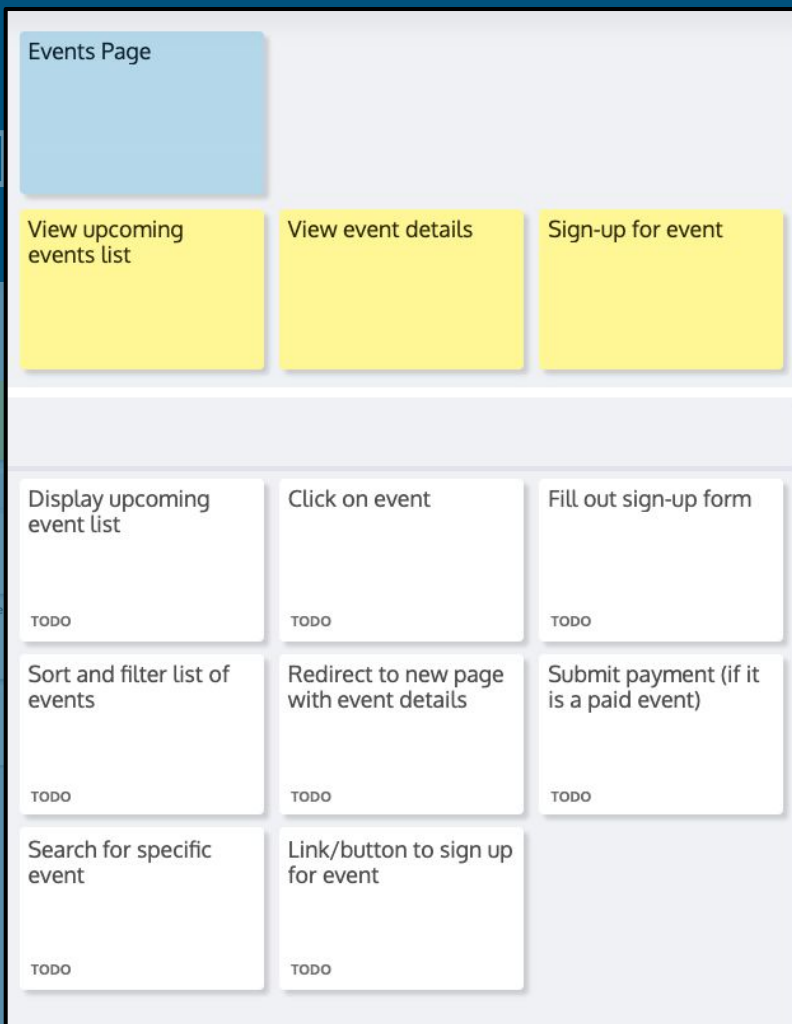
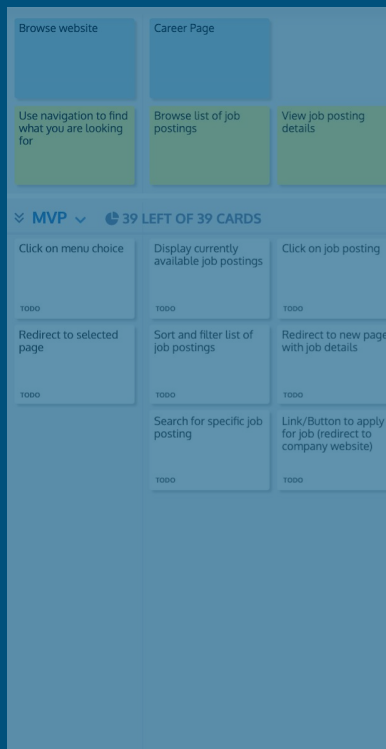
Receive admin approval for blog post request

TODO

TODO

Automate blog post creation after approval

TODO



Use Cases /

Communication/
Engagement

View list of blog posts

View blog post details

Make a post

Comment on blog
post

View social media
accounts

Display all blog posts

TODO

Click on blog post

TODO

Register for account

TODO

Register for account

TODO

Click on integrated
social media account

TODO

Sort and filter blog
posts

TODO

Redirect to new page
with blog post details

TODO

Login to account

TODO

Login to account

TODO

Redirect to selected
social media page

TODO

Search for specific
blog post

TODO

Button/Text area to
comment

TODO

Fill out automated
submission form

TODO

Enter comment into
text area and submit

TODO

Notify website admins
that blog post request
has been received

TODO

Receive admin
approval for blog post
request

TODO

Automate blog post
creation after
approval

TODO

Browse website

Career Page

Use navigation to find
what you are looking
for

Browse list of job
postings

View job post
details

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Click on menu choice

Redirect to selected
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Display currently
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Sort and filter list of
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Click on job p

Redirect to ne
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Search for specific job
posting

Link/Button t
for job (redir
company web

Use Cases / Design Approach

- These have no tasks because they are features that will be automatically implement as part of the redesign
- These are not tasks/features that the user completes

Interface

Mobile and desktop compatibility

Simple navigation

Appealing appearance

Data/Information

Redirect to international site for duplicate data

Back-end

Simple

Easy to use, update, and manage

Analytics - Dashboard and Reports

Questions

- Are you wanting to replace eventbrite with plug-in on your own site for event payments?
- Do you want to require registering/logging into an account for event sign up?
Do they have to be IABC members to signup?
- Do you want comments to be approved before they are post on blog posts?
Or just allow for monitoring and deleting?