

Requirements based on project scope and initial client meeting

Identity & Online Presence

- Structure: iConsultancy is part of the iSchool's master's programs, supporting ~200 projects annually. It consists of:
 - Main unit
 - **Clients (current focus)**
 - Instructional unit
- Mission statement (work in progress): "The iConsultancy is a platform that provides innovative, collaborative, experiential education for students, client organizations, and the INFO college, through faculty-supported, client-based projects that tackle real-world information challenges to enable: [the next generation of info professionals] [to build systems and services] [that work for the people they're meant to serve] [for good] [user-centered] [people-centered]"
- iConsultancy should have an independent identity but maintain UMD's branding style.
- The website should emphasize partnerships and long-term connections, onboarding processes, and user-centered design.
- The platform supports students, client organizations, and faculty through experiential, real-world projects.

User Experience & Design Preferences

- Different user groups (partners, students, faculty) should have tailored interactions.
- Future chatbot integration for client interactions.
- Preferred reference: [Innovate UMD](#).
- Accessibility considerations: screen reader toggle, multilingual support, and engaging visuals.
- Key pages:
 - Contact
 - Home
 - Sponsorship Terms
 - Testimonials / Previous Work
 - Student Program Overview

Website Content & Features

- The current website is too academic; it should cater more to businesses.
- Essential content: Sponsorship terms, contact info, testimonials, student project page, NDA details, project timeline.

Project Logistics & Expectations

- Success is defined by a more accessible, business-friendly platform.
- Involvement: Justin + Director of iConsultancy, with weekly or biweekly check-ins.
- Preferred meeting times: Tues/Wed between 9-5 or Thurs (Zoom @ 3 PM).
- Follow-up: Confirm if the director is available for in-person Thursday meetings.

Client Requirements & Proposed Strategies

- Distinct yet UMD-aligned Identity
 - Requirement: Maintain UMD branding (colors, logos, tone) while establishing an independent presence.
 - Strategy: Align the website's design with UMD while developing a distinct tone through content and visuals.
- Clear, User-Friendly Website Navigation
 - Requirement: Improve site structure to cater to businesses, students, and faculty. Define how each user group interacts with the site.
 - Strategy: Structure the website based on user personas (clients, students, faculty) and use clear calls to action for different user groups.
- Client Onboarding Process
 - Requirement: Provide a streamlined process for potential partners to connect and collaborate.
 - Strategy: Develop a step-by-step onboarding process with clear instructions and automated assistance (chatbot).
- Partnership & Long-Term Engagement Focus
 - Requirement: Emphasize fostering lasting relationships with organizations.
 - Strategy: Highlight success stories and testimonials, and provide a sponsorship terms page for clarity on expectations.
- Better Content Organization
 - Requirement: Present information in a business-friendly manner, not just academic. Ensure clear explanations of sponsorship terms, project expectations, and student involvement.
 - Strategy: Rewrite information to appeal to business partners and organize content for easy navigation.
- Enhanced Accessibility & Engagement
 - Requirement: Implement screen reader toggle and multilingual support. Use more engaging visuals and content presentation.

- Strategy: Implement a toggle for screen readers, use engaging, high-quality images, interactive content, and support multilingual access.
- Dedicated Client Interaction Features
 - Requirement: Leave room for a chatbot to assist companies and guide them through the onboarding process.
 - Strategy: Leave a dedicated space on each page for easy access for a potential chatbot feature.
- Highlight Student Work & Program Details (Possibility)
 - Requirement: Create a student-focused page showcasing work and program information.
 - Strategy: Develop a dedicated page featuring student contributions and program details.
- Defined Page Structure
 - Requirement: Include key sections such as:
 - Home
 - Contact
 - Sponsorship Terms
 - Testimonials & Past Projects
 - Student Program Overview
 - Strategy: Ensure a structured layout with prioritized sections, incorporating interactive and user-friendly elements.
- Consistent Communication & Check-ins
- Requirement: Weekly/biweekly meetings with key stakeholders. Preferred meeting times: Tues/Wed (in-person) or Thurs (Zoom @ 3 PM).
- Strategy: Schedule regular meetings for progress updates and feedback, confirming availability for in-person and Zoom meetings.