Web Advisory Committee Report
June, 2020

The Web Advisory Committee recommends that the PPPA contract with Carnevale Designs to build a web site based on the content and specifications adopted by the Committee.

Learn more about it at the future home of the PPPA web site:
www.PerkinsPond.org

At the Fall 2019 PPPA Meeting, President Ellen Winkler announced formation of a "Website Advisory Committee" consisting of Margaret Marder (Chair), Sue McKee, Robert Evans, Steve Mietalski, Steve Priest, Robin Saunders, Anne VanTne. Its mission was: to develop a proposal for implementing an official PPPA web site with the intent that this proposal will be ready for membership approval at the Spring 2020 meeting.

In March 2020, Anne joined Margaret as Co-Chair.. The project was divided into two phases. Phase 1 is a simple web site that mainly provides information. Phase 2 will provide the more complex functions. The recommendation due for the Spring 2020 will only be for Phase 1.

The Web Advisory Committee did the difficult tasks of defining what we want:

- Content: The committee created a list of all possible topics. Over several iterations they clarified the site purpose and focused the list of content on a manageable set of topics. and created an initial draft of how they would be linked.

- Specifications: The committee agreed on some specifications. One of these requirements is to be easy for a nontechnical person to update. This is more challenging for the developer to design and build but will increase the usability and reduce cost in the long run.

- Technologies: The committee members explored alternative content management technologies such as Wordpress and site-building products like Wix and Squarespace .

We considered these alternative approaches to development:

- A simple web site could be created quickly by an individual at little cost. But most people who could do this already have demanding full-time jobs and other commitments or interests. A volunteer with limited knowledge may make expedient choices that will limit long-term usefulness. And a volunteer cannot be compelled to finish a project.

- W.e recommend a professional developer whose job includes staying current with this rapidly changing set of technologies Such a person has a versatile set of tools and experience to apply to meet our specific needs. This person would already have an established process for gathering input, prototyping and incorporating feedback.

The committee examined and compared four local web developers. One withdrew because he could not meet our specs. The remaining three all appear to be capable with differing services, styles and emphasis and widely varying prices.

Paul Carnevale of Carnevale Designs stands out as having both the needed skills and a reasonable price. The Web Committee likes Paul's development process of feedback iterations with the customer Paul is an experienced professional developer with technical depth and a focus on non-profit organizations. Paul's quote of $1200 is the lowest we received and a very good value.