

## **WELLINGTON ICT (WICT) WEBRIDER PROGRAMME CONSULTANT MANUAL**

This manual outlines the WICT Webrider project management process. The project process created for Webrider is highly-empowered and collaborative. Volunteers (consultants) are chosen not only on the basis of their technical competence, but also their ability to be truly *consultative* in their relationships with our clients. A strong degree of delegation and professional trust is invested in our consultants. Therefore consultants are expected to be:

- highly self-motivated
- deadline driven
- team players
- focused on excellence: both in quality of product output and commitment to a highly professional and communicative client relationship management process

These are the skills employers are looking for; not just technical competence, but proven ability to manage both the client communication and client expectation experience effectively. These sought-after, highly attractive employment skills can only ever be learned 'on the job'. With the Webrider programme, you have the opportunity to be 'consultants' in the truest sense of the word. We position you as technical experts and expect you to wholeheartedly become involved in the client relationship management experience, as professionals in your field. The projects you will be involved in are of critical importance to the non-profit organisations and community groups we count as clients. In return for your dedication, application and ability to excel in client projects, you will receive:

- Outstanding employment references from WICT and our client organisations
- A constantly up-to-date ultra-competitive CV
- Transformative confidence that can only come by completing real-world client-focused projects effectively (many times surprising yourself in the process!)
- The unique satisfaction of providing meaningful solutions to organisations and groups working for the better of the people of Wellington

Please take some time to read through the general project process, the different projects undertaken and their respective workflows, consultant roles and responsibilities and best practices.

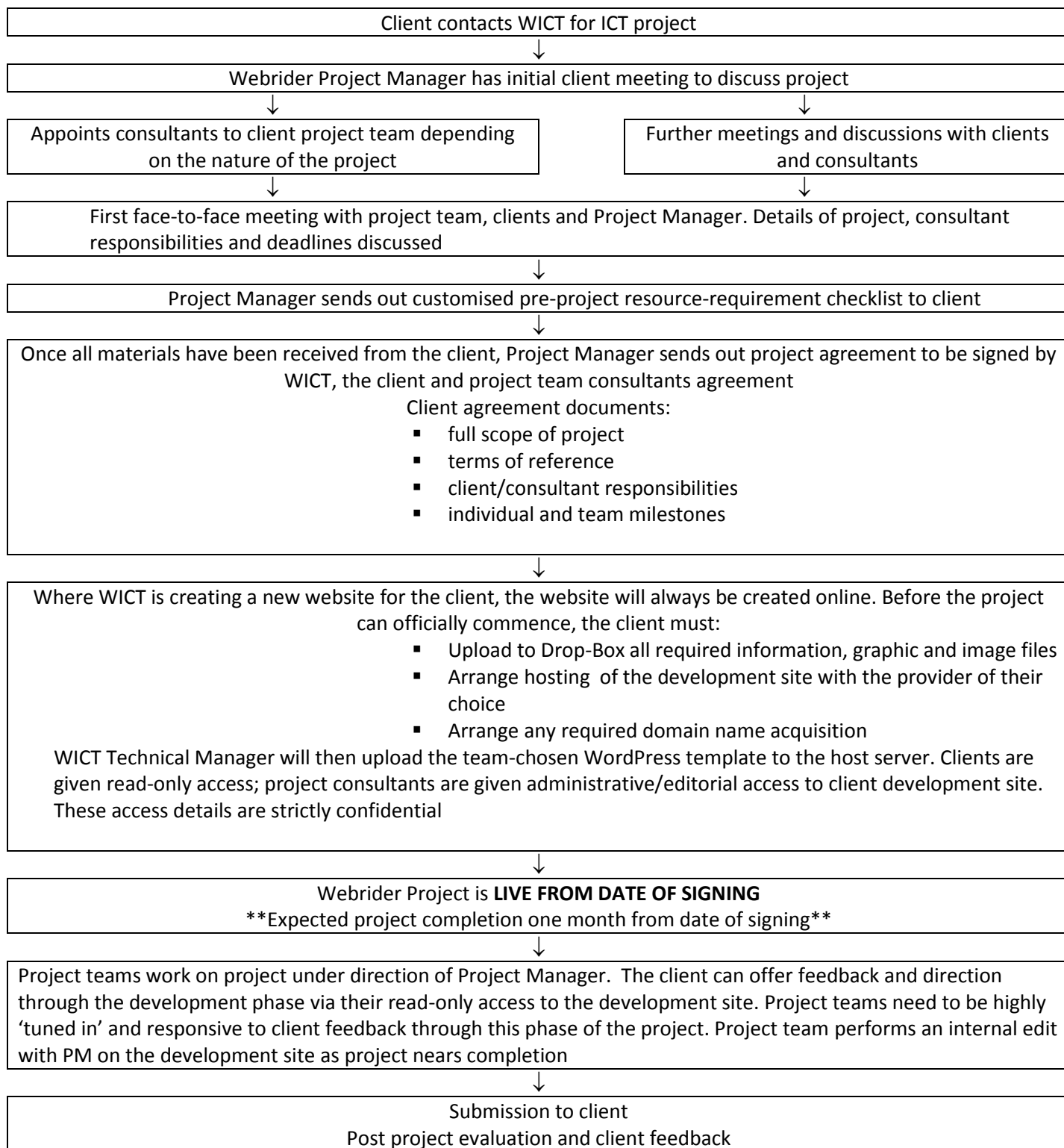
*- Justin Meade – Marketing & Promotions Advisor/Webrider Project Manager, WICT*

## WEBRIDER PROJECT PROCESS AT A GLANCE

Webrider projects are carried out in two phases: Phase 1: Project design and delivery and Phase 2: Post-project client coaching and mentoring.

Here's a snapshot of how a typical Webrider project gets carried out from start to finish.

### PHASE 1



## **PHASE 2**

The Project manager appoints consultants (often independent of the actual project itself) to train clients in maintaining and managing their improved website on their own. Consultant trainers will train clients in in-person training sessions in the basics of using the WordPress dashboard. The project manager will provide the client with online video and documented training resources for best practice use of the WordPress dashboard.

### **TYPES OF WEBRIDER PROJECTS AND WORKFLOW**

Projects will go LIVE or project teams will start work on a project once everybody agrees on the terms of reference, necessary client resources have been supplied and the client agreement is signed. The most common client requests are explained below.

Please note that this is a general guide to the types of projects that we encounter, and the standard procedures we have come up with to tackle them in a logical and fuss-free manner. Always read this along with the consultant roles and responsibilities (see next section in Consultant Manual) and the client agreement to understand the full scope of the project.

#### **New site builds**

In this case, the client usually has no web presence or has an ineffective, outdated website. WICT assembles a team of consultants consisting of a web designer, graphic designer and a content writer to help execute this project.

In the case of creating a website to replace the existing client website, it is imperative that the new development site in no way interferes with the existing client site. To ensure this, we need to make a backup of the original site, and create a sub-directory for the creation of the new site. This is a task the WICT Technical Manager will perform at our end on a case-by-case basis, but it's important that our web design consultants understand this process.

#### **Content management of existing client websites**

In this case, we are not designing a website from scratch. We are recreating the website content (copy) to fit best practice web content writing for pre-defined target audiences. This may or may not include the content writer re-conceptualising and re-creating the information architecture/navigation system for more effective content layout. In many of these cases, the client website will not have a WordPress-based content management system. Once the new content has been completed, WICT will either:

- Appoint a Webrider web designer to migrate the content to the client's existing website
- Handover the new content to the client where they will arrange for the migration of the content independent of WICT

These projects can also include a range of graphic design services provided by a Webrider graphic design consultant.

#### **Other customised ICT-based interventions**

The Project Manager will review client-requested ICT project requests on a case-by-case basis. These interventions will be highly customised projects and will be assigned to consultants with particular competencies/experience in the interventions required.

## **TEAM STRUCTURE AND RESPONSIBILITIES**

The Project Manager decides each Webrider project team structure depending on the scope and dynamic variables of each project. A project team will nearly always have a content writer/manager. A web designer and/or a graphic designer are brought in as per the demands of the project.

### **I. CONTENT WRITER/MANAGER**

Responsibilities include:

- Writing any and all web content as directed by the Project Agreement
- Getting final content draft peer edited by Project Manager or appointed content writer
- Managing information architecture, site navigation, menu and layout (placement of photos, graphics, web content) in consultation with other team members
- If the content writer/manager is confident using the WordPress CMS, they will apply the approved and final web content to the template and the development site directly. If not, it is handed over to the Web Designer to be applied.
- Ensuring that all explicit client content management requirements have been fulfilled as the client has requested and the Project Manager approved. This includes requirements expressed in the original project agreement, as well as requirements that come to light through the life of the project.
- POST PROJECT 1: Coaching client in content writing best practice so that they are able to manage their website on their own (if required)
- POST PROJECT 2: Specially appointed WordPress dashboard consultant coaches are appointed to mentor clients if WICT created a new WordPress website as part of the projects brief.

### **II. GRAPHIC DESIGNER**

Responsibilities include:

- Designing graphics, logos and web headers as required by project
- Manipulating graphics/images for slideshows
- Creating a colour theme for the template consistent with client's logo/brand
- Creating page headers and custom menus
- Ensuring that all explicit client graphic design requirements have been fulfilled as the client has requested and the Project Manager approved. This includes requirements expressed in the original project agreement, as well as requirements that come to light through the life of the project.

### **III. WEB DESIGNER**

Responsibilities include:

- Applying graphics, logo and theme to pre-designed WordPress templates. Coding is permitted only in areas of the template the client will not need to later access/modify as part of their general content management maintenance activities.
- Applying approved and final web content to the client website
- Ensuring website is completely functional and adding technical expertise and finesse to the site as required
- Testing for compatibility with multiple general use browsers
- Ensuring that all explicit client web design requirements have been fulfilled as the client has requested and the Project Manager approved. This includes requirements expressed in the original project agreement, as well as requirements that come to light through the life of the project.

Important:

- Must insert '*Website designed and developed by Wellington ICT*' into the footer of each website

## **WORKING ARRANGEMENTS**

- Each member contributes to the project remotely from wherever they have Internet connection
- All resources for the project will be uploaded to a client Drop-Box folder created by the Project Manager
- Each consultant manages the client communication process effectively to meet their milestone deadlines as per the project agreement.

## **5 RULES FOR EFFECTIVE AND EFFICIENT WEBRIDER PROJECT TEAMS**

1. It is very important and crucial for consultants on a project team to attend an initial meeting with the client and Project Manager.
2. All client communication will be via email unless stated otherwise
  - Always CC the Project Manager
  - When in doubt or if you encounter any problems, contact the Project Manager
3. During the course of working on your part of the project, you might have a good idea to improve the client website.

Please run all new significant project ideas by the Project Manager before suggesting to client.

4. It is each person's responsibility to be a consultant on their area of expertise (web design/graphic design/content writing) on the project. Consultants should manage their deadlines and milestones effectively to reach project completion goals.
5. Experience has shown us that there can be a great flurry of client-driven requests and changes the closer the project comes to completion. Attention to detail, managing changeable client requests and strong monitoring of the communication process is vital to the success of the project. This is the reason we typically provide team consultants with just one project at a time.

If a deadline/milestone date is not achievable, it is very important to tell the Project Manager about this.

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