

ENSE271- Activity 1

Team: Coruscantiens

Feras Daghmoush (3rd year SSE)
Ria chevli (3rd year SSE)
Zhuo Chen (4th year SSE)
Jacob Chapman (4th year SSE)

IABC Feedback and comments from 8/10 Feb

Zhuo Chen:

Link users accounts to social media like google or facebook etc.

Want to reduce the burden from the back-end(IABC regina), template would be a good idea to simplify the job posting process, companies enter the information from the front-end, IABC approve it from back-end.

Reduce duplicated information from Regina website and redirect customer to main website.

Feras Daghmoush :

There was a compliment from Trilby on our efforts as she thinks we have covered new and interesting points like seeing things from both IABC admins and users at the same time.

The points also cover not only what we think is important but what they already mentioned is desired such as job/career posting.

Ria Chevli:

Ideas that IABC appreciated from team:

- Bessins:
 - Ability to schedule
 - Redirect users to IABC international website to avoid repetition.
 - Dark theme/mode is a good idea to be considerate of all kinds of user
- Hothians:
 - Website should be low maintenance so that officials who are not technical expertise can still manage to update website easily
 - Build community goal -A forum or something that can help users connect with each other to get exposed to more content on this website and get better user experience
- Our own Team - Coruscantiens:

- Answer to our question: Approval of job postings from companies before available to apply -This was appreciated as they would like to govern the approval of job postings
- At the same time they want a template form that will reduce too much manual work and the template will make the posting companies to have all the mandatory rows filled up to avoid any missing information.
- Set dates to remove old information from years ago to keep it clean and avoid cluttered appearance.
- Answer to our question: It would be a good idea to push the Dare to Lead 2018 to the Events page as they confirmed it to be the same intention.

● Some team from 10th Feb: Trillby seemed to like the idea (that was not intended) that we could share link of this website to other social media like whatsapp, messenger etc. Though this was not the intention of the presenting team, but it does seem like a strategic way for a user who likes this website to share it with their colleagues.

- Some team from 8th Feb:
 - Working on signup/Email buttons would be one of the expectations that we mentioned in our storyBoarding, affinity diagram and empathy mapping.(ps: These Buttons do not work at the moment)
 - The teams appreciated the idea from some team on 8th feb that they like how the team put in efforts to display important ideas by highlighting (which we implemented in Empathy mapping- Red font, Purple stickies= user's perspective, Green stickies = IABC Regina official's perspective).

Jacob Chapman:

The 3 representatives joining us for this project, and as our clients / Northstar customers are Jenn Renz who is the current president, Joanne Kazlowski who is the past president, and Trilby Henderson who is the incoming president at IABC. IABC is an international member based organization that has a chapter in Regina. They also have a partnership with a larger organization, Canadian Public Relations (CPR) which is also a competitor to the IABC. At IABC Regina, there are 3 types of members: communication specialists, generalists and advisors (executive level). Media specialists deal with the public and advisors are the "higher-up" executives. IABC is a membership based organization. Their final goal is to promote the profession and provide opportunities for members to grow (offering best practices, continuing learning opportunities, developing leadership skills, accreditations and connecting with other communicators). IABC offers accreditation, and they also have a student based membership. Having a student based membership allows IABC to get the "edge" they need to further advance the organization, as well as younger students' career paths. There are 4 levels of memberships which are: Students, early level, mid level, and senior level memberships. One of the main reasons people get in touch with ABC is for the accreditations, because it is a very valuable resume building aggregate, both for professionals with little or a lot of experience, but they are managed by the international organization generating some confusion. They focus their marketing efforts on showing the breadth that they cover in the communication discipline differentiating from the competitors that have a narrower approach.

The IABC international website currently has courses, webinars, careers page, you can search for people, and it has “the hub”. IABC Regina, plans to differentiate their website by having their own careers page, as this will have a significant revenue stream. Also, the careers page does not allow users / members to post their job, it has to be sent to a website Admin which then gets inputted by them. Website admins at IABC will rarely have any technical background on how to configure the backend, which makes efforts more difficult to post ads / jobs. They also plan to have an events page, and with the pandemic, they want to have virtual events, which will provide a better opportunity to connect with people who live outside of Regina, i.e Southern Saskatchewan. Currently, they use EventBrite to host meetings. Lastly, they want to have functionality where they can manage privacy components, such as payment systems. They currently use EventBrite to manage their payments, but they want to be able to do that on their website, to alleviate the need for a third party tool. Our Norhtstar customers do not like the IABC Regina website currently, as it needs to be re-organized. They believe all the top level and 2nd level navigation topics are there, but they would like it to be structured so all members can find what they're looking for without any panic. In conclusion, the IABC wants the overall website to interact more with their memberships / members who can easily navigate the website at ease.

-