



ENSE271- Activity 1

Team: Coruscantiens

Project team members

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Summarized project background & business need/opportunity

IABC is an organization that acts as business communicators and helps business/individual leaders to learn, network and grow by promoting it ethically. Business communicators who help other businesses by giving guidance and mentoring, it is key for them to make their website look accessible and pleasing to users. Improvement of UX (User experience) by increasing interaction of users and IABC will be a good idea. Offering communication between the two in the form of a user feedback section will be a benefit to the IABC organization. We as developers would like to keep into consideration the likes/dislikes of the IABC board of directives about their website and try to create an MVP (Mean viable product) simultaneously providing ease of use to the users. IABC is looking forward to serving a user in a way that they think people need. The people as users need an easy way to tunnel through their website and get adequate information and satisfactory experience.

Northstar & carryover customers

IABC Regina will be our northstar customer for whom we are re-designing their website. Making changes in their functionality, layout and navigation system. They are the main users who will use this re-designed website.



The companies associated with it , or IABC globally will be our carryover customers. Also, The users of this website who seek out to IABC Regina's website will be our carry over customers as they will be affected by what we design for the website of IABC Regina. Also, the companies who post jobs will also be our carryover customers.

Project assumptions

Use of Adobe XD, WordPress, Local by FlyWheel, Github (public repository) will be our tools to developing the MVP.

Project constraints

In terms of engagement, having virtual meetings are little dull than what an in person meeting could help.

Limited access to meetings with IABC board.

Maybe budget may also be a constraint as Ms Joanne said that we are limited to a certain budget.

Access to IABC database can/cannot be a constraint in a case where we are trying to focus on the signup page to take payments.