IABC Checkpoint Meeting

Team Corellians
Anupras Burokas, Matthew Landry, Rishabh Prasad

Identifying Concerns

- The website currently lacks simplicity and visual appeal
- There is an overwhelming amount of information which is difficult to grasp
- Navigating to the desired information is cumbersome and lacks efficiency
- There is a lack of connection between the community and IABC Regina through the current design
- The website in its current state is difficult to maintain and update as requirements change

Opportunity for Change

- Streamline Navigation while also improving usability and functionality

- Facilitate easier maintenance and continuous updates of the website

- Condense information and components so it is easier to absorb and navigate the website

- Create a better link between the Regina chapter page and the International page so there is less duplication of information.

Additional Benefits of Redesign

- Integrate functionality for payment processing internally to make it easier for the customers
- Implement a system to increase community engagement with the addition of an interactive blog or a social media component

Customers

- Our understanding is that the primary customer of the website is either a member or an individual who is looking to become a member of IABC.
- Their main goals are:
  - Becoming certified
  - Maintain their certification through continuing education
  - Take advantage of the career board and events
  - Maintain membership for additional benefits
- Other carryover customers that visit this website include:
  - Companies looking to hire accredited members
  - IABC Regina staff maintaining the website

Focus of the New Design

- Based on our experience and understanding of the website we have identified five areas of improvement

Visual Appearance

Navigation

Information Handling

Migration and Incremental Development

User Experience Improvements

Questions for You

- Are there any specific recommendations made by your customers who actively use the current website?
- What are the most important things on the front page? What would you like to be the focus?
- Will the database containing user information be reset? Or is it expected that this will be integrated with the new design?
- Who is the Job board directed towards? Do you have to be a member or can anyone apply?
- Who will be maintaining this website?