


Planning for a Web site Project

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Overview


- Before You Begin
- Project Planning
- Development Process
- Project Management Best Practices
- Web Site Development Resources

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Before You Begin



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Before You Begin

Business Analysis

1. Write a short statement describing your business.
 - What does your organization do?
 - Who are your employees?
 - Who are your customers?
 - What products or services do you offer?
 - What are your organization's core competencies?

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Before You Begin

Gathering Information

2. Define your business goals
 - What would you like to accomplish?
 - How will creating a Web site support your mission?
 - What problems or issues would you like to fix?

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Before You Begin

Gathering Information

3. How will you measure success?
 - What added value will the new Web site bring to your business?
 - ◆ Increase in traffic and sales
 - ◆ Reduction in customer calls
 - ◆ Streamlined navigation, information is easier to find, design is user friendly

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Project Planning

Budget - How much will you spend?

- What is the most you can spend?
- Include ongoing maintenance and support costs
- Include hardware and software costs
- Include training costs
- Research analysis
 - ◆ Budget for similar projects
 - ◆ Quotes from contractors

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Project Planning

Project Resources

1. Who is involved in the project?
 - Key stakeholders
 - Internal and external organizations and departments
 - Internal staff

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Project Planning

Project Resources

2. Who is on the project team and what is their role?
 - List everyone on the project team
 - Describe their role and how they will contribute to the project
 - Designate a primary project contact and project manager

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Project Planning

Functional Requirements

1. What does the Web site need to do?
 - Are you selling goods and services?
 - Are you gathering and distributing information?
 - How will the Web site support your customers?
 - How will you maintain your site?
 - ◆ Content Management System

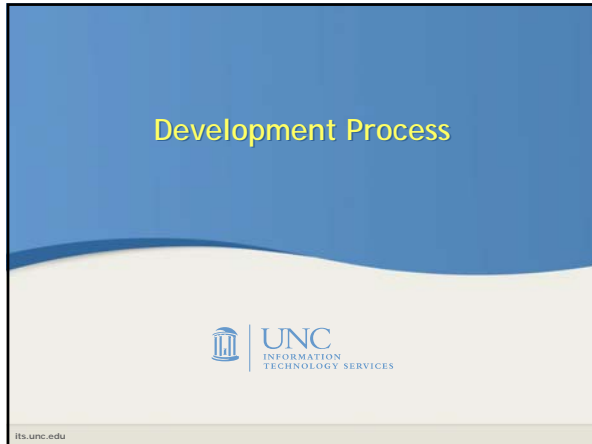
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Project Planning



Technical Requirements

1. What are your system requirements?
 - What is the server's operating system?
2. What will your Web site be hosted?
 - ITS or on site?
3. What special technologies are needed?
 - Content Management System, User survey tool, Online Registration, E-commerce, Events Calendar, Adobe Flash, etc...

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Web Development Lifecycle

<http://its.unc.edu/divisions/communications/web-services/process/>

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- ## Project Management Best Practices
1. Know your business goals and know your audience
 2. Stay on time and on budget
 3. Avoid scope creep
 4. Understand your market
 5. Don't let technology drive your project
 6. Establish a marketing and communications strategy
 7. Establish project team and roles
 8. Create a project plan
 9. Create a project schedule
 10. Maintain good documentation, use productivity tools
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- ## Web Site Development Resources
- ### ITS Web Services
- [Getting Started Guide](#)
 - [Client Questionnaire](#)
 - [Accessibility Guidelines](#)
 - [FAQ](#)
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External Online Resources

- [Adobe Website Production Management Techniques](#)
- [Web Style Guide](#)
- [ACM's Special Interest Group on Computer-Human Interaction](#)
- [The Easy Site Guide](#)
- [Process/Project WWP - webWAVE Development Process](#)

Books

- [Web ReDesign: Workflow that Works by Kelly Goto](#)
- [Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition by Steve Krug](#)
- [Communicating Design: Developing Web Site Documentation for Design and Planning by Dan Brown](#)
- [Web Style Guide: Basic Design Principles for Creating Web Sites, Second Edition by Patrick J. Lynch, Sarah Horton](#)