Request for Website Development Project

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| **Date of Request** |  |
| **Requested By** |  |
| **Project Name** |  |
| **Summary of Project** |  |

# Departmental Information

1. As a first step, please identify all the team members from your department we wish to involve in the website project.

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| **Role** | **Team Member** |
| **Departmental Lead**  Marketing Service’s main contact for the duration of the project. This person will need to coordinate the internal department efforts. |  |
| **Website Owner**  This person has the ultimate sign-off and must approve the website progress at different stages. |  |
| **Department Stakeholders**  These are people that will need to provide input during the process. |  |
| **Additional**  Do you have other resources in your department than can help out with this project? (webmaster, designer, writer, etc.) |  |

1. What is the role of your department at the College? What services do you offer?

# Strategic Focus

1. An effective website has a reason for being. The strategic objectives of your department shape and inform all information your group produces. The same principle applies to Websites. Please list the strategic objectives of your department or unit below (eg. “Recruit new international students” or “Improve rate of student retention”):

# Website Objectives & Metrics

1. Translate the above strategic objectives (only the ones for which the website has a role to play) into online goals for your website, and define measures of success for each. Before you have a successful website, you must define what you are hoping to achieve and what ‘success’ means. See the example below.

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| **Strategic Goal** | **Online Goal** | **Measurement** |
| Case response time and satisfaction  by department. | Lead visitors to the right place for help. | Fewer redirects of inquiries.  More informed inquiries. |
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# Audience Profile

Inspiration stems from a real understanding of the lives and feelings of your users. What are the demographic and personality characteristics of your audience?

1. Develop a quick profile for all primary and secondary audiences, but keep it as focused as possible. Keeping your site goals in mind, think about the following (see example below):

* Types of visitors you might already have or hope to attract
* The hierarchy of priority of your users based on your department’s mandate
* What your visitors are looking for on your site (i.e., information, application, etc.)
* What you may want from your visitors (i.e., application, inquiry, newsletter signup, etc.)

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| **Audience** | **Priority** | **Their Needs** | **Desired Actions** |
| Prospective Students | 1 |  |  |
| Current students | 2 |  |  |

# Desired Tone & Messaging:

1. What values and feelings do you want the messaging and content on your website to convey?
2. For each audience, identify the key messages that you want to communicate with them.

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| **Audience** | **Messages** |
| Prospective Students |  |
| Current Students |  |

# Current Site & Materials:

1. What is the address of your current website?
2. What is currently working well for your users on your current site? Why?
3. What is not currently working well for your users? Why?
4. What kinds of web and marketing materials does your department currently have?

# Leading Benchmarks:

Updating your site is the perfect time to take a look at what your competitors at other institutions are doing. Researching the websites of similar organizations is a smart way to see new ideas already in action. Rather than judge the site’s design, the purpose is to find new approaches to content, navigation, applications, documents or tools.

1. You will be provided with a separate template to guide this process, but start now by listing some of your main competitors and whether or not you think their site represents best practices.

# Timeline & Budget:

1. What is the proposed start date for this project?
2. What is the proposed date for this website to go live?
3. Do you have any financial resources allotted for the development of the site (these may be required for photography, copywriting services, etc.)?