

what will you do with your web site?

Although web sites can grow very complex, they begin with a few simple questions: What do you need from the site? What do your users need? Everything else flows from there.

determining direction

Why does your organization need a web site?

To promote, advertise and share information about what the organization does and provides for customers willing to take the time to read through.

The website also acts as a connection to the population without the need to spend huge amounts of money for print or local TV/radio advertising.

The website also offers a much larger space for all the needed information which will cost a lot more if printed and with links, allows specific information to be viewed by customers at a time

rather than have the information all jumbled and cramped up in a single page or two in a magazine or newspaper advertisement.

Why will your visitors need this web site?

Visitors will need the web site for information on the courses given, lessons being held, how lessons are taught within the centre, where the teachers come from etc.

The website also provides the location via digital online maps.

Also the website is easily accessible, just by the click of the button on the computer, rather than having to search through newspapers and magazines for the advertisement itself.

Describe what your web site will do or be:

The site will act somewhat like a two-way communication system between customers and the organization, providing needed information whenever needed to the customers while allowing customers to approach us as well or we get their questions promptly via phone or fax and can easily get back to them as quickly as possible as well. Also it will act as a platform to update customers of any upcoming events or new programmes being held in the coming months.

And maybe an online live chat will be added so as to allow for immediate question and answer, therefore removing the need to wait for an answer.

setting goals

Do different people in your organization have different goals?

Marketing says: We have to be able to attract people immediately from their first views of the site.

IT says: A working email or live chat function on the site could help in bringing in more customers.

Human resources says: We need good teachers and manpower to achieve our goal.

The CEO says: Everyone has a part to play in bringing in more customers, which includes myself and how I guide you all.

The Web Designer says: either we maintain this site or improve as we go.

The Content Expert says: is this all the information we need or is there more?

Write a mission statement for your site:

Ace Education (<http://www.aceedu.com.sg/>) (Site name) is a website (noun describing site), offering tuition, pre-school education and general skills (type of service) to eager (adjective describing audience) youths (noun describing audience) who want (need or want) to learn or equip themselves with better skills which will help them in the future. (need filled by site).

Unlike competing sites, which (short description of competition, highlighting its inadequacies), (site name) will (verb-based purpose, distinguishing site from its competition).

What are your goals for this site?

1. Attract married couples to enroll their children.
2. Provide basic information on all activities and programmes.
3. Allow customers to see the standards of the organization.
4. Allow for customers to easily find us or contact us.
5. Effective advertising.