

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?

promote the learning centre and inform the visitors the information on what the centre provides, and also to let parents know that their child can enjoy while learning at the same time

Why will your visitors need this web site?

they will need the information on what programmes the centre provides and the contents of the programmes

the location and what the child will achieve after attending the programmes

Describe what your web site will do or be:

it will be interactive and users will find it interesting to use

it will provide the contents of the programmes listed and the things they could achieve.

setting goals

Do different people in your organization have different goals?

Marketing says: to encourage family of any income to join

IT says: website must to interesting and interactive and able to attract target audience

Human resources says: able to work and provide friendly services

The CEO says: able to establish the centre and make sure it goes well and no complains from customers

_____ says: _____

_____ says: _____

Write a mission statement for your site:

www.ACEedu.com.sg _____ (Site name) is a _____ educating _____ (noun describing site), offering _____ enrichment programmes _____ (type of service) to _____ parents _____ (adjective describing audience) _____ (noun describing audience) who _____ want _____ ("need" or "want") to _____ educate their child _____ (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. to provide the information needed
2. users able to use the site efficiently
3. contents for programs provided
4. provide contacts and location
5. able to make money