

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 let parents be informed of our enriching activities and programmes for their children, so that they can consider sending their children to our education centre. We also need a website to reach more people and inform them of our existence and services.

It also makes everyone's life easier as they need not come down personally to seek for information.

Why will your visitors need this web site?

They will need this website to get information regarding the education centre, such as the programmes available and if it is suitable for their child. They also need the website to save their time. as with the website, the information they need is easily available.

Describe what your web site will do or be:

My website will inform parents about my client's tuition centre and provide them with the information they need in the easiest way. My website will provide absolute convenience as they need not go down to the tuition centre personally, instead all they need is to visit our website.

setting goals

Do different people in your organization have different goals?

Marketing says: Make the courses as interesting as possible so that more people will pay us for our services.

IT says: Make the website as high tech as possible that people will be impressed with our IT.

Human resources says: Make sure the parents are well informed so that they will not anyhow enrol their children

The CEO says: MAKE IT WONDERFUL! PERFECT! LOVELY! EXCELLENT! MAKE IT THE BEST! MAKE IT MAKE MONEY!

Designer says: Make it pretty and user friendly!

Staffs says: Make the public proud of us that and respect us!

Write a mission statement for your site:

ACE EDU.com (Site name) is a conveyer (noun describing site), offering information (type of service) to caring and worried (adjective describing audience) parents & guardians (noun describing audience) who want (need or want) to enrol their child for enrichment lessons.

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 ensure users get the information they need.
2. To deliver the information as clear as possible.
3. To reach out to as many people as possible.
4. To attract as many enrolments as possible.
5. To earn as much money as possible