



Web Site Development Part 1- Defining the Project:

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Developing a company web site is an important business decision.

At 360e, we've got the experience to make your web site really work for your business,

In this four-part Fact Sheet, our E-Business Advisers discuss how to make your web site work for your business:

1. Defining the project:

Everyone who is a key stakeholder (current and future) should be actually be involved in defining the project, agreeing on the overall levels of content and purpose of your Web site.

Ensuring all the key people / stakeholders are participating will help to retain their continued involvement and future ownership.

You need your web site to be an active part of your business, and you need your key people to make sure that they are involved in keeping it that way.

Involving stakeholders early is vital - they are more likely to engage if they are part of the planning, decision-making and development process.

Defining a new web site project or even re-development of an existing web site establishes a clear, well-documented idea of the strategy behind the project.

2. If you fail to plan.....you plan to fail!

First things First.....

- What is the purpose of your business? It is very important to achieve a firm understanding of this, before you try to build a new web site.

Getting this wrong can undermine the whole project – a bad or ineffective Web site can do more harm than having none at all!

- Determine who the internal stakeholders for the project will be - e.g. key staff and key teams.
- Wherever possible, do have informal discussions with key customers, business partners, whoever is likely to use the site.

3. Who to target and how to get them to do what you want them to do.....

The authors of this paper use a simple method of determining who the key visitor target group(s) for your web site are - and what **you** want them to do when they're on your website.

We call these **"M.I.Vs"** and **"M.I.As"**

M.I.V = Most Important Visitors. Who will be your key targets to visit your web site?

These could be your customers, business associates, suppliers, external organisations and partners – in fact anyone you have a business relationship with - or would like to!



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It's important that you think about where they are (do they speak English as their first language?), which gender they are, their age, how will they access your web site etc.

You need to focus the design and functionality at these people - so you need to think like they do!

Actually, you may well have more than one M.I.V.... so you need to define the above characteristics of each group.

M.I.A= Most Important Action. What do you **really** want them to do when they get to your site?

Often, our client's answer is "phone us" - but you need to think carefully about this.

If the (world wide) web site visitor is in Australia, with an eleven-hour time difference, this might not be very viable!

Perhaps specific contact via a form on your website may be more suitable.....

Another client dealt in a very high-tech plastics product.

They found their engineering staff were being constantly interrupted by prospective clients' questions about technical specifications.

Their M.I.V's for their new web site were hence "existing customers" - and the M.I.A was "answer the client's technical question".

Putting all the technical specification sheets for their product range on their web site as downloadable documents vastly improved their customer service, meant that engineers' time

wasn't wasted, and also meant that visitors also found out about other products too.

- Determine (for each of your M.I.Vs) what the M.I.As should be - they might be different!
- What is it you want each of the groups to do when they reach your new Web site? Do you want them to download information, purchase a product or service, make an enquiry, pass your Web site address to someone they know?
- What is it that will drive people to your site, and what is it that will keep people coming back?
- Keep asking yourself, "Does it add value to the user?" Try to look at it from your customer or business associates perspective.

What do they want to know? What do they need to do? What do you want them to know? What would make them stay on your Web site?

- Consider what it would be about your site that would make it worth visiting?

In addition, what is the most valuable content you will offer? What is your unique selling point (USP) or particular niche?

4. Other points:

- What are the short and long-term goals of the site?

Your short-term goals may be to attract new users with a well-designed and engaging Web site.

