

# what will you do with your web site?

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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?**

My organisation need a web site because the latest updates about tuition and programmes are spread faster to the clients than newspapers, flyers and magazines. If there are future events or programmes, they are posted a month earlier to give the clients time to consider sending their children to the events or programmes.

### **Why will your visitors need this web site?**

To attract clients/ customers by promoting programmes and tuitions for children through this website. The clients find it easier to check it than newspapers, flyers, magazines. More importantly, the clients have to visit this website again to see the latest updates if they are still interested.

### **Describe what your web site will do or be:**

The past students' achievements will be showcased on this website as well as their testimonials about their achievements. If the clients are interested in my programmes and tuitions, they can easily contact this website and locate the tuition centre for more details.

## setting goals

### **Do different people in your organization have different goals?**

Marketing says:

How do they make the programmes very exciting and attractive for the children?

IT says:

How can they design this website to be good useful and user-friendly for the clients?

Human resources says:

With the organisation's budget limit, how much can they spend on the programmes?

The CEO says:

To target the growing number of enrollments in programmes and tuition centre.

Tutors says: Making the lessons fun for the weaker students and help them to improve their studies.

### **Write a mission statement for your site:**

www.aceedu.com.sg (Site name) is a established Learning Centre (noun describing site), offering tuitions and programmes (type of service) to attract the clients (adjective describing audience) (noun describing audience) who want their children ("need" or "want") to do well in their studies (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 attract more clients -> increasing no of enrollments
2. to organise more programmes offered
3. to keep the latest daily updates-> more visitors
4. To showcase the achievements rewarded by MOE
5. give the web designers a chance to improve this site