

Realising a Web Site

Keep it simple



Core Business Principles

- **Not complicated, no black magic**
- **Business case**
- **Systematic application of proven business practices**
- **You know what works, just a different medium**
- **Web sites are a cross between a software application and a brochure**



Successful Web Sites

- **Understand end user requirements**
- **Well structured and designed**
- **Reflect proven business processes**
- **Not rushed into production**
- **Integrated into the business**
- **Good content**
- **Maintained, monitored and assessed**



Key Questions

- What is the purpose of the site?
- Who is the audience?
- What do the users want?
- Why is anyone going to use the site?
- What cost savings do you want?
- How would they use the site?
- What does this mean to me and my business?



Building a Web Site

- Business case
- Scope, budget, project plan
- White board sessions to define purpose and audience etc
- Mock-ups and audience research
- Ownership and business processes
- Content
- Information architecture



Building a Web Site (cont.)

- Prototype and user testing
- Specification
- Development
- Integration
- Testing
- Review (legal)
- Training, education, promotion
- Business integration
- Monitoring and maintenance


