TASK SHEET, ASSIGNMENT TWO (WEBSITE PLAN)

Assignment Brief

The second assignment is for the most part, a plan for a website. It is basically a business plan with some technical aspects that detail how a website can benefit a specific business and how the website will look, feel, and run. However it requires you to impart some of your new found knowledge on how business is changing in the face of an increasingly connected digital environment (you know the sort of stuff we have been talking about in lectures) early on in the form of a mini literature review (see 'specifics' section for more information on this requirement). You are trying to sell someone on the idea of having a website created for their business where you are the website creator and administrator. Think of the plan as a 'pitch' to a potential client, showing off your knowledge of their core business and the business's specific goals, describing how websites and linked social media can increase market share in our today's business environments and most further, providing evidence of your prowess in website development, administration, and using social media marketing techniques. It is a pitch that promotes the purchase or development of a website and linked social media (designed and administered by you) that can greatly assist a business achieve specific goals, increase market share, and increase their profit margins.

Due Date

Friday Week 7 - 12th September 2014 - 5.00pm.

Weighting

35%.

Submission Process

Submit an electronic copy (PDF is best) of your assignment to Turnitin (the submission point will be provided on our *Learning @ Griffith Course Site* in the *Assessment Section* under *Assignment Two – The Website Plan*. You will be given the opportunity to submit a draft to Turnitin prior to the due date and the teaching team will provide more details regarding this process during lectures and tutorials.

Word Length

The website plan needs to be approximately, but not exceeding 3000 words.

Referencing Style

The referencing style will be APA.

Getting Started

You need an idea (a business concept you going to create a website for). You should have already sorted this out in your first Assignment (The Expression of Interest), however, you can alter your idea based on feedback from that particular assignment if you like. Your idea should have relevance to your degree major (i.e. hotel, event, tourism, sports management) but you are free to choose a business concept that you have a passion for if you like (just to keep things interesting). *If you have no idea, you have no starting point.* You need a name for your idea or business as this allows you to generate a domain name and subsequent website address (for example; www.yourbusinessnamehere.com) for your third assignment (The Website Project). If you are struggling to come up with a name for your idea or business concept, do not worry too much. It is only really relevant when you start to create your website, however, it would be nice to have in your website plan and would help you come up with a title for your report too.

The Specifics

Introduction (text, 2 marks, 100 words)

To start your report or website plan, write a short introduction describing what the report will focus on. 'Lead' the reader into the report. Keep it engaging, concise, and clear. This section is at most two to three sentences.

Technology and Business (text with references, 20 marks, 1000 words)

Take this opportunity to impart some of your new found knowledge on how business is changing in the face of an increasingly connected digital environment (you know the sort of stuff we have been talking about in lectures). Always provide evidence to back up your statements if you make any broad, sweeping comments on this sort of stuff (i.e. tourism, sports industries, leisure industries, business marketing trends, or any comments on why the Internet, websites, social media, and a focus on portable computing devices are now essential business tools). You must provide evidence to back up anything you write that would most likely have some previous information available and also when you are using someone else's ideas, speech, or published work. Use journal articles, newspaper articles, text books, website articles to back your comments up. This is a major section (the largest section) of this assignment – it is essentially a mini literature review where you take a stand and make a number of points that support your proposal. So put some effort in here.

The Business (text, 5 marks, 200 words)

You need to write about the business, concept, or idea. Detail what it is the business actually does (what product or service does it provide). Detail what makes the business special, what makes it stand out from its competitors (its value proposition and why it is unique). Also detail the location of the business if it does in fact have a physical location. Provide as much information you think is required in order to get the business idea across.

Goals (dot points, 4 business and 4 online, 8 marks, 160 words)

Business Goals: We want you to give us four business goals. Be specific here. Your goals should be specific, realistic, measureable, and have a due date. For example:

- *Increase the business's weekly profit from $1500 to $2000 over a 6-month period (the 6-month period to start from June 30th 2013 and will end on December 30th 2013).*

Ultimately you are trying to define what your business is trying to achieve (in terms of market share, profits, public exposure, positive public perception, number of members, booking rates, occupancy rates etc).

Online Goals: We want you to give us four online goals. Your online goals should detail how your website (and the associated online social media) will assist your business achieve its overall business goals. Your website may aim to share information, promote your brand, focus on rapid communication of specific information, foster collaboration, generate a sense of community, and provide easily accessible ways to purchase your product or service online, etc. For example:

- *Increase the number of unique visitors to our company's website to 25 per day by December 2013.* Another could be, *Increase the volume of purchases occurring online to 25% by December 2013.*

Competitor Website Analysis *(table, 3 competitor sites, 10 marks, table no bigger than one page)*

Analyse your competitor's websites (not the business themselves, but their actual websites). Find websites that are promoting similar business ideas or concepts and describe what you think is good and what is bad about these websites. Talk about things like colour schemes, ease of access to information and user tasks, website layouts, the amount of white space, the amount of clutter, anything you think is worth mentioning). You need to describe which of the ideas associated with these particular websites you will take on board and utilise in your own website (the good) and which parts will you leave out (the bad). You then need to state your reasoning behind these decisions. Example below (Table 1).

Table 1. An example of the table requirements for the 'Competitor Website Analysis' section of this assignment

Company Website	Strengths	Weaknesses
Website One		
Website Two		
Website Three		

Target Audience Analysis *(text with references, 10 marks, 500 words)*

Describe (in detail) your company's target audience, clientele, or targeted clientele you are trying to capture. Be specific. Talk ages, socioeconomic status, demographic location, amount of disposable income, mobile phone preferences, Internet usage preferences, anything you already know or can find out about your target audience. The more you know about your target audience, the better you can tailor your products and services and furthermore, the better you can tailor your mix of traditional and online marketing techniques.

Page Breakdown *(dot points, details focus and function, for up to 10 web pages, 5 marks, 300 words)*

Detail on the type of information you will be placing on the website, the functions the site will perform, and any tasks people can undertake on specific pages. For example, *Tickets Page – displays and describes differing levels of festival tickets – provides buy now options allowing customers to complete ticket purchase online.* There is a fair amount of flexibility here so talk to your tutor to see if what you have in mind will work. This section not only shows that you have an emphasis on attention to detail but if you put in some effort here, you can just copy and paste the content into your actual website when you create it in the next assignment. For example (and this is just an example, you can detail up to 10 website pages in this fashion):

Home

- Company logo
- Company tagline
- Large scale slideshow running featured blog posts and images
- Opportunity for users to 'click' on featured stories and be redirected to specific stories or announcements
- Image links promoting and redirecting users to all social media networks
- Image based buttons redirecting users to online shop, bookings page.

About

- Welcome statement
- Company mission statement, tagline, or ultimate focus embedded as quote within main text
- Cool, relevant, high resolution image embedded to the left of the text (i.e. image wrap)
- Links to online shop, blog, and contact page

Contact

- Google based interactive location map embedded into top of page
- Contact information (phone, email, location)
- Customer inquiry form
- Image links promoting and redirecting users to all social media networks

Template *(figure, 10 marks, not included in word count)*

Show the reader how the website will look and feel and how certain website aspects will be included. This is where you will display your website template(s) and how will they will look and be constructed). You will need to provide a template for the home page layout (usually the most interesting component of a site). You can do this anyway you like (by using word document boxes, images, and if you have got your website to a certain point by this stage, a screen capture of your actual website pages). *Note: You also need to provide specific details about the design of the website template (i.e. template width in pixels, banner logo width and height in pixels, image width and height in pixels, font type, font size, the colour scheme you plan to use etc).* These specifics assist the reader in gaining a full understanding about the website you are pitching them. You may also like to add images in the template that will help create a good display of the overall theme for the website. Remember, the more detail, the better. A pitch of this sort should provide the reader with a good understanding of how the website will look so spend some time on this section. This is a chance for you to get creative and show the reader how cool this website of yours in going to look. Some

examples below that might help you get moving in the right direction here (Figure 1 and 2). However, there are multiple ways to go about this so feel free to go your own way here (do something special that pitches the look and feel of your planned website in your own way).
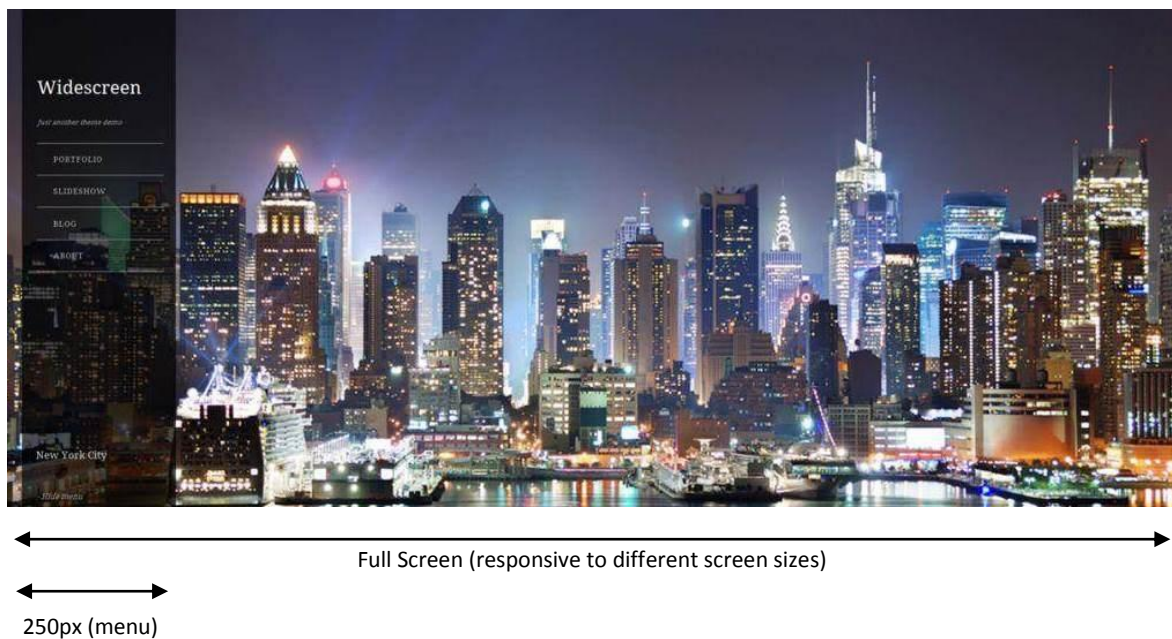

Full Screen (responsive to different screen sizes)

250px (menu)

Figure 1. Example 1 of the figure requirements for the 'Template' section of this assignment.

Full Screen (responsive to different screen sizes

Main Container (960px), Slideshow (960px x 450px), Menu (960px x 90px)

Blog Post (320px x 250px)

Featured Announcement Heading and Blurb (415px x 300px)

Figure 2. Example 2 of the figure requirements for the 'Template' section of this assignment.

Site Map *(figure, 5 marks, not included in word count)*

Detail exactly how the different sections of your website will be organised and how the page hierarchy will be constructed. Best way to do this is with a storyboard or sitemap (an image, text-based, or box-based description of how the pages will link together and how the menu system will provide users access to every page). Try not to use more than three levels your website. *Clean, simple websites that are easy to navigate are the most successful.* Example below (Figure 3).
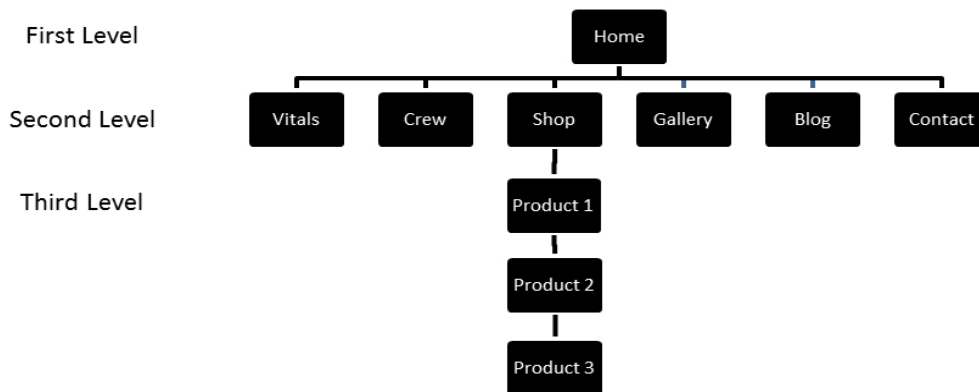

Figure 3. An example of the figure requirements for the 'Site Map' section of this assignment

Behind The Scenes *(table, including up to 10 tasks, 10 marks, 60 words)*

This section is where you will detail the stuff that goes on behind the scenes of your online marketing channels. Think website, social media maintenance, and online shop processes. *For example, how often the website will be updated, who deals with emailed comments and how often this will occur, who deals with the purchasing orders and how often is this dealt with, who deals with the day to day maintenance of the website, how often will new content or promotions be uploaded to the site, how often will you link new information on your website to your social media pages, who monitors the online chatter of all your social media pages, how do you respond to comments and inquiries, will client's / fan's comments be moderated in some way.* There are three main components to this section: *maintenance task, personnel, and frequency (see Table 2).*

Table 2. An example of the table requirements for the 'Competitor Website Analysis' section of this assignment

Maintenance Task	Personnel	Frequency
Featured Announcements	Owner / Web Administrator	Once per week
Product Updates	Owner / Web Administrator	As required
Online Shop Tracking	Sales Staff/ Web Administrator	Daily (9am-5pm)
Order Responses	Sales Staff/ Automatic	24/7 (automatic email system)
Product Deliveries	Sales Staff	Daily (9am-5pm)
Customer enquiries	Company Secretary	Daily (9am-5pm)
Social Media Monitoring	Sales Staff/ Web Administrator	Daily (9am-11pm)

Marketing *(text with references, 10 marks, 500 words)*

Detail how you will direct people (potential clients) to your website. *A website is useless if no-one knows it is there.* Will you use a *targeted social media campaign* (utilising social platforms such as Face book, Twitter, LinkedIn, Flickr, Vimeo, You Tube etc) or will you use more *traditional marketing techniques* (newspaper advertisements, pamphlets, stickers, t-shirts, street advertising, sports advertising etc). If you plan on using both, what sort of mix will you use and why. Provide some evidence on why you would do any of these things (i.e. link it into you target audience information, your use environment information, and your underlying business and website goals). Something to think about for this section, would you consider *search engine optimisation* (working on ways to increase your business's visibility on the first page of different search engines) a marketing technique? If you would, how do you plan on achieving this. There are three main areas to focus on here – *traditional advertising, social media, and search engine optimisation*).

Conclusion *(text, 2 marks, 100 words)*

Finish your report up with a conclusion. Always finish your assignments with a conclusion. Remember, this is a business pitch so in a few sentences make a very strong argument as to why this website will achieve the goals it has set out to deal with and why a business should hire you to create and administer this particular website. This is your last chance to sell your idea so make it a powerful final statement here.

References *(reference list, 3 marks, not included in word count)*

Last page is always a reference page. Don't forget it as it is easy marks and shows the markers that you have a good understanding and respect for copyright and creative commons issues.