Case Study

Build a Web Site, Part 1

For this class you will be completing a case study that requires you to build a Web site. Each week the case study assignment will build on the previous assignments. The purpose of this case study is to allow you to put to practical use all the theories, concepts and skills you will learn in this class. I hope you have some fun with this. Try to be creative and don’t let the assignment intimidate you. As always, if you have questions along the way, don’t hesitate to ask!

Objectives section
At the end of this lab you should have written a proposal for a Web site that includes at a minimum:

?? Definition of a Web site to build for the class (site contents can be real or imagined)
?? Definition of the site generation
?? Definition of the site model
?? Description of who will be on the Web development team (role/name)
?? Identify the Web site stakeholders

Components Section
The components needed for this lab are:

?? A PC connected to the internet

Key Point
Each Web site's strategy must be tailored to the needs of the individual organization and it's customers.

Lab Length: 2 Hours
Lab

1. First you need to determine what kind of content you want your Web site to have. You need to decide what the purpose of the site is (informational, entertaining, etc.). You should decide what area of interest to focus on like animals, current events, aerospace industry, european vacations, retail, etc. Try to brainstorm as many defining factors of the contents of the site and make an outline. Then write a brief synopsis of your Web site:

2. Next you need to decide what generation of Web site best fits the site contents and the development team’s ability. An informational site could fulfill it’s purpose being as simple as a first generation site, or as complex as a third generation site. Look at factors like who’s my audience, what is the simplest way to communicate the information effectively, what are my team’s capabilities, what are our resources, etc.

3. Now you should decide the site’s model. Is it a Web specific, online store, or Web enabled site. Look at things like is the site designed to help an existing organization, or is it something exclusive to the Web.

4. Next you should define the members and roles of your development team. Make sure you have all the resources you need to complete the project. First decide what needs to be done by defining all the roles that need to be fulfilled. Then match people to those roles according to strengths and weaknesses.

5. Lastly, you need to define the Web site stakeholders. Who are your system owners, users, designers and builders.

6. Now write a formal proposal that contains all the information in the above steps.

7. Email your document for Case Study 1 to jrobinson@westnetinc.com.