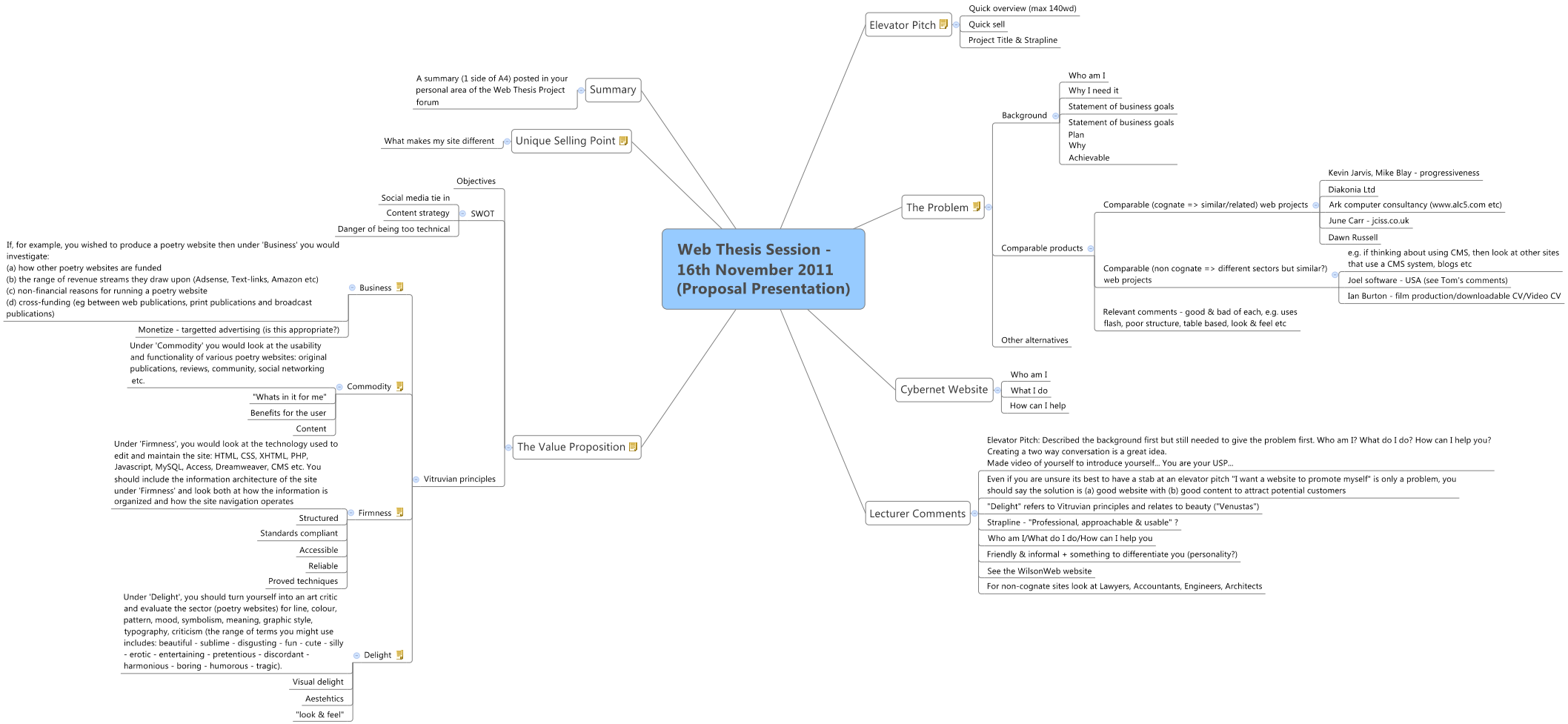
Notes


Web Thesis Session - 16th November 2011 (Proposal Presentation)
Elevator Pitch
Quick overview (max 140wd)
Quick sell
Project Title & Strapline
The Problem
Background
Who am I
Why I need it
Statement of business goals
Statement of business goals
Plan
Why
Achievable
Comparable products
Comparable (cognate => similar/related) web projects
Kevin Jarvis, Mike Blay - progressiveness
Diakonia Ltd
Ark computer consultancy (www.alc5.com etc)
June Carr - jciss.co.uk
Dawn Russell
Comparable (non cognate => different sectors but similar?) web projects
e.g. if thinking about using CMS, then look at other sites that use a CMS system, blogs etc
Joel software - USA (see Tom's comments)
Ian Burton - film production/downloadable CV/Video CV
Relevant comments - good & bad of each, e.g. uses flash, poor structure, table based, look & feel etc
Other alternatives
Cybernet Website
Who am I
What I do
How can I help
Lecturer Comments
Elevator Pitch: Described the background first but still needed to give the problem first. Who am I? What do I do? How can I help you?
Creating a two way conversation is a great idea.
Made video of yourself to introduce yourself... You are your USP...
Even if you are unsure its best to have a stab at an elevator pitch "I want a website to promote myself" is only a problem, you should say the solution is (a) good website with (b) good content to attract potential customers
"Delight" refers to Vitruvian principles and relates to beauty ("Venustas")
Strapline - "Professional, approachable & usable" ?
Who am I/What do I do/How can I help you
Friendly & informal + something to differentiate you (personality?)
See the WilsonWeb website
For non-cognate sites look at Lawyers, Accountants, Engineers, Architects
Summary
A summary (1 side of A4) posted in your personal area of the Web Thesis Project forum
Unique Selling Point
What makes my site different
The Value Proposition
Objectives
SWOT
Social media tie in
Content strategy
Danger of being too technical
Vitruvian principles
Business
If, for example, you wished to produce a poetry website then under 'Business' you would investigate:
(a) how other poetry websites are funded
(b) the range of revenue streams they draw upon (Adsense, Text-links, Amazon etc)
(c) non-financial reasons for running a poetry website
(d) cross-funding (eg between web publications, print publications and broadcast publications)
Monetize - targetted advertising (is this appropriate?)
Commodity
Under 'Commodity' you would look at the usability and functionality of various poetry websites: original publications, reviews, community, social networking etc.
"Whats in it for me"
Benefits for the user
Content
Firmness
Under 'Firmness', you would look at the technology used to edit and maintain the site: HTML, CSS, XHTML, PHP, Javascript, MySQL, Access, Dreamweaver, CMS etc. You should include the information architecture of the site under 'Firmness' and look both at how the information is organized and how the site navigation operates
Structured
Standards compliant
Accessible
Reliable
Proved techniques
Delight
Under 'Delight', you should turn yourself into an art critic and evaluate the sector (poetry websites) for line, colour, pattern, mood, symbolism, meaning, graphic style, typography, criticism (the range of terms you might use includes: beautiful - sublime - disgusting - fun - cute - silly - erotic - entertaining - pretentious - discordant - harmonious - boring - humorous - tragic).
Visual delight
Aestehtics
"look & feel"