

Website Planning and Assessment

1 Who should be visiting the site, and in each case what do you expect they will want from the site? What do you want to convey to them? These are different questions, and the answers should encompass both the impressions you want them to get from the site, like that you are low-income led or open to new members or whatever is appropriate, as well as more concrete data you want them to have access to like the office phone number or specific press clippings. You should chart this out either on newsprint or a sheet of paper:

<u>user</u>	<u>might come to the site for</u>	<u>we want them to see</u>
prospective members	what we do	how to get involved
board members	meeting times	
leaders	sample text for letters	
funders	what we do	that we are an active organization

* Not every entry will have an entry in columns two and three, just make sure you are asking both questions about each user and charting out all of your answers. Keep in mind as well that these are suggestions. You may not care whether funders see that you are active or membership led. You need to identify *your* priorities. Some groups to consider include prospective members, media, members, funders, local allies, national allies, intermediaries, staff, board members, policy makers.

2 Look at your chart and rank your needs on a scale of 1-5. How important do you consider each of these elements? *5-not optional, 4-very important, 3-would like to have, 2-good idea, 1-only if it is very easy*

3 Are there requirements unique to your group? How important is it that low-bandwidth users be able to see it? Do you need the site to be accessible to people with impaired vision? Lay these needs out as requirements. Who needs to be able to access the site and what characterizes their use of the internet? Are they on dial up, vision impaired, etc. Rate any additional issues you come up with and consider these:

<u>issue</u>	<u>importance</u>
Site should be accessible to people with slow connections	
Visually impaired users need access to [all most some] content	
[all most some] content should be available in Spanish	

5-not optional, 4-very important, 3-would like to have, 2-good idea, 1-only if it is very easy

4 List out the information you want to present on the site. Who has that information? Who should be responsible for producing it or maintaining it? What of that information exists and what needs to be created or edited? If your site already exists, consider what is on the site now -- you ought to be able to mark a few things as “done” -- your goal is to assess the whole site and the whole of your needs, not just outstanding needs. For existing sites, is the information there already adequate? What does it need? Who should be finishing the text or providing it?

<u>information</u>	<u>who maintains this information?</u>	<u>status on the site</u>	<u>importance</u>