



## Client Services

Serving The UNCW Community



### STUDENT WEB DEVELOPMENT TEAM

#### Project Needs Assessment

*For project:* Department of Health and Applied Human Services

*Current URL:* <http://www.uncw.edu/hahs>

*Primary contacts:* Patrick Gunn (620-0733), Amy Burkammer (x4268)

## Introduction

The Department of Health and Applied Human Sciences (HAHS) in the College of Arts and Sciences would like to redesign its current Web site for the purpose of visual appeal and ease of use. Senior Web Developer Patrick Gunn will serve as Graphic Designer and User Interface Designer for this project; Michel Fougères will be the project manager. The clients Amy Burkhammer and Dr. Terry Kinney, will provide guidance, page content, site navigation architecture, and help to coordinate communication within the department.

## Overview

### Audience

The audience for the department Web site is composed of prospective Students, current HAHS students seeking a major and/or concentration, alumni, potential HAHS donors or supporters, and other campus departments. (The client hopes to educate other departmental faculty and staff about HAHS course content, for the opportunity of future collaboration between departments.)

### Homepage

The new HAHS Web site must comply with the new Minimum Requirements for UNCW Web pages (<http://www.uncw.edu/admin/style.html>), recently approved by the Web Coordination Committee, including ADA compliance and proper UNCW Web logo use.

The homepage will be designed with marketability in mind. The audience members mentioned above are the key users of the Web site and therefore efforts will be made to assure that their visit to the HAHS Web site is pleasant enough to keep them there, bring them back for future visits, and recommend it to others. The homepage will contain numerous graphics which will aid in the visual appeal of the Web site.

Updated current news and events will be present on the Web site to keep visitors aware of the successes of the HAHS department. This information will also be available within the links accompanying the homepage. Links from the homepage will be in the form of drop-down menus.

The UNCW Sailing Team currently is "housed" within the HAHS Department. Therefore current Sailing Team news and events will be available on the HAHS homepage. If applicable, a link to the Sailing Team's Web site will also be housed within the HAHS homepage.

## Navigation

The site navigation system will use the hierarchical “drop-down” menu system that stretches across horizontally and also includes ADA-compliant code for visitors using screen readers or browsers that are not JavaScript enabled, including handheld devices.

The site will employ a style sheet for consistent typeface, headers, and subheadings. “Writing for the Web” techniques will be promoted, which include narrow column widths, short paragraphs, and short sentences.

The client has proposed the following navigational outline:

- I. Academics
  - a. B.A. in Athletic Training
  - b. B.A. in Physical Education and Health – Teacher Certification Concentration
  - c. B.A. in Physical Education and Health – Exercise Science Concentration
  - d. B.A. in Physical Education and Health – Health Education Concentration
  - e. B.A. in Parks and Recreation Management
  - f. B.A. in Therapeutic Recreation
  - g. Minor in Community Health
  - h. Minor in Parks and Recreation Management
- II. About Us
  - a. Message from the Chair
  - b. Department Info
  - c. Coordinators
  - d. Faculty and Staff
- III. Information for Current Students
  - a. Internships
  - b. Major’s Clubs
  - c. Graduation
- IV. Prospective Students (Why HAHS?)
  - a. What’s Happening/Research Areas
  - b. Jobs
  - c. Downloadable Brochures

**Senior Web Developer, Patrick Gunn, recommends that an additional section be developed with the following information:**

- V. **Alumni and Giving**
  - a. **Alumni News and Events**
  - b. **Alumni Visitors**
  - c. **Current Alumni Roles**
  - d. **Donating to HAHS**
  - e. **UNCW Alumni Association**

## ‘Look and Feel’

The new site will have a look-and-feel that fits with the new College of Arts & Sciences content management project. The pages will thereby resemble other recently-redesigned departments within the College and help to build consistency across the College’s overall Web presence. All pages of the new site will include the UNCW logo in the top left corner, as specified in the Minimum Requirements, with a masthead suitable for the purpose of the HAHS Web site.

All pages will have a footer at the bottom to indicate who maintains the site along with an e-mail link to this person, as specified in the Minimum Requirements. The e-mail link will spell out the e-mail address of the maintainer so that visitors can print it out or copy-and-paste the link into their Web-based e-mail account.

The HAHS site will serve as the primary tool for displaying and promoting the HAHS department. Therefore the look and feel must meet that need. In general, the look and feel of the site should be professional, yet intriguing to persons interested in HAHS focus areas.

The client has expressed the desire to include as many graphics as possible throughout the site, while not losing the desired appeal and still meeting format requirements. The client has identified particular images that they would like to use throughout the site. The Senior Web Developer will work with the project manager to locate and implement the chosen photo materials. *The client will make efforts to choose photos and text that reflect UNCW’s efforts towards student, faculty and staff diversity when populating pages with content.*

## Special Features

The site will be tested for effectiveness in an effort to meet the needs of clients with dial-up connections. Tests will be based on the load speed of images and navigation.

The client has expressed the interest of the capability to thumbnail certain graphics for design purposes and to serve as visual links to content. Efforts by the Senior Web Developer will be made to offer this option.

Brochures will also be made available for viewing and printing in Portable Document Format (PDF).

The option of streaming video will be made available for use throughout the site. The client has expressed this option as a value-added means of recruiting students to the HAHS programs.

## Maintenance

Ease of maintenance is important for the homepage and all other pages within the site because HAHS staff will be responsible for maintaining the site content once the project is completed. The site will be created using Macromedia *Dreamweaver* software templates. Macromedia *Contribute* software will be used for maintenance. One copy of *Contribute* software will then be provided by the College of Arts & Sciences and Division of Information Technology Systems Client Services in order to maintain the template-based pages.

The designated HAHS content manager can then take a Contribute workshop through Client Services (schedule available online at <http://www.uncw.edu/itsd/client/schedule.html>) and/or a customized training session by M. Fougères.

## Timeline (Tentative)

The design of the Web site will have five phases (approximate dates below):

### 1. *Preproduction – complete*

- Client Services conducts the Needs Assessment
- Client Services and client identify navigation system

### 2. *Alpha Release – through February 25*

- Client Services creates an initial design layout
- Client Services gets client feedback on this design
- Client Services incorporates feedback
- Client Services gets approval on final design from the client

### 3. *Beta Release – through March 6*

- Client Services and Senior Web Developer P. Gunn create a template-based HTML framework based off the approved design
- Client Services gets final feedback from the client
- P. Gunn makes final adjustments to the design

### 4. *Release Candidacy – through March 15*

- The client populates page content, with the help of Senior Web Developer if needed

### 5. *Launch – March 20*

- UNCW Webmaster makes site live
- Client Services conducts an evaluation

Project status can be tracked online at <http://www.uncw.edu/admin/projects.html>.

## Payment

Client Services will manage and pay the Senior Web Developer at an hourly rate based on rates outlined online at <http://www.uncw.edu/admin/swdt.html>.