Product Definition

The website for the Department of Communication is being redesigned from the ground up to provide a practical resource for internal and external users. The new site will be user-focused, with particular attention to streamlining everyday processes, such as completing forms, communicating with appropriate faculty and staff, and tracking completion of degree requirements. The website will also continue to serve as an information source and promotional vehicle for the Department.

The website should be practical and useful, yet easy-to-use and reflective of the personality and values of the Department.

Scope

This project encompasses all of the content, functionality, style and layout of the main website for the Department, in addition to the websites for the USP courses and student organizations. The primary focus will be on developing the main website, with secondary attention paid to updating or establishing the collateral websites. A follow-up project will focus specifically on developing a unique design for these other websites.

Purpose

The Department of Communication website will serve as a conduit of information, communication and interaction among constituents and members of the Department, including students, faculty, staff, alumni and the public.

Conditions of Use

Audience

Three primary audiences have been identified:

• Externals: no or low knowledge of the Department; not significantly involved with the Department; includes members of the general public and students and faculty of other institutions.
  o Age: 16+
  o Gender: mixed
  o Education: any level
  o Computer Knowledge: any level
  o Department Knowledge: minimal

• Familiars: moderate knowledge of the Department; moderate level of involvement via an established relationship to the Department; includes majors, minors, alumni, and students/faculty/staff of other units in the College.
Department of Communication Website, v 3.0

- Age: 18-50+
- Gender: ~60% female
- Education: at least some college
- Computer Knowledge: at least some
- Department Knowledge: moderate

• Internals: high knowledge of the Department; high level of involvement via employment by the Department; includes faculty and staff of the Department.
  - Age: 23-65
  - Gender: mixed
  - Education: college+
  - Computer Knowledge: at least some
  - Department Knowledge: high

Usage

<table>
<thead>
<tr>
<th>Externals</th>
<th>Familiars</th>
<th>Internals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location:</td>
<td>anywhere</td>
<td>home/lab</td>
</tr>
<tr>
<td>Type:</td>
<td>one-on-one</td>
<td>one-on-one</td>
</tr>
<tr>
<td>Frequency:</td>
<td>“once”</td>
<td>rarely→occasionally</td>
</tr>
</tbody>
</table>

Environment

- noise-level: mostly quiet
- lighting: mid-level
- general: unpredictable

Equipment

- platform: mostly Windows, some Macintosh
- screen size/resolution: 800x600 to 1024-x768
- processor speed: slow Pentium or better
- bandwidth: 28.8 dial-up to broadband
- browser: Netscape Navigator or MS Internet Explorer
- special needs: support for assistive devices for sight and manipulation

Goals

Message

The following messages will be directed to all users of the website:
- The Department is: professional, influential, distinguished, diverse, inviting, and supportive/nurturing;
• The website is: informative, easy to use, comprehensible, approachable, accessible, practical, and useful;
• Both the Department and the website are: fun, exciting, dynamic, and curiosity-sparking.

The following messages will be directed to external users of the website:
• The Department is comprised of a diverse and interesting group of students, faculty and staff;
• Members of the Department serve particular roles and have accomplished great things;
• Members of the Department may be contacted by telephone, email or in-person.

The following messages will be directed to familiar users of the website:
• The Department provides a supportive environment;
• Department information, resources and processes are easy to access.

The following messages will be directed to internal users of the website:
• The Department provides a professional work environment;
• Department information, resources and processes are easy to access.

Assumptions

The following assumptions and constraints have been identified:
• Audio content will not be provided at this time.
• Video content will not be provided at this time.
• Content must be universally accessible to those with special needs.
• Users arrive with at least some interest in the Department/website content.
• 800x600 pixels is the minimum screen resolution.

Objectives

The following objectives are to be achieved:
• To provide information to internal and external constituents.
• To promote the Department’s accomplishments and opportunities.
• To collect information from constituents and research subjects.
• To gain feedback from constituents and website users.
• To deliver business processes/services to constituents.