

# what will you do with your web site?

Although web sites can grow very complex, they begin with a few simple questions: What do you need from the site? What do your users need? Everything else flows from there.

## determining direction

### Why does your organization need a web site?

For fast and easy ordering. The menu is up on the web it also cut down the money spent on leaflet. Notifying customers the prices, food available to order and contacts.

### Why will your visitors need this web site?

Checking prices n menu is just a click away with the internet. Ordering is fast and contacts for more information on the services provided is easily found on the web

### Describe what your web site will do or be:

Cut down on work load n labour and it will be a website for all to order from.

## setting goals

### Do different people in your organization have different goals?

Marketing says: How can we sell the service fast ?

IT says: How can the website be better that each time a customer uses it, they be back the next time to order?

Human resources says: How many worker do we need to do the job?

The CEO says: How will it benefit the company?

Designer says: What Designs to keep they wan to come again?

Content expert says: It is reliable?

### Write a mission statement for your site:

<http://www.kckfood.com.sg/delivery.htm> (*Site name*) is a Food website (*noun describing site*), offering Food services (*type of service*) to Awesome (*adjective describing audience*) Organiser (*noun describing audience*) who needs (*"need" or "want"*) to Catering services (*need filled by site*).

Unlike competing sites, which (*short description of competition, highlighting its inadequacies*), (*site name*) will (*verb-based purpose, distinguishing site from its competition*).

### What are your goals for this site?

1. Take Orders
2. An online Menu for every one
3. More customers
4. \_\_\_\_\_
5. \_\_\_\_\_