

Web Development

The Turpentine project For the Coffs Coast Community College Web site

Versions

Version	Original	1	2	3	4	5	6
Date	25/8/10	15/9/10					

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Document Acceptance and Release Notice

This document is authorised for release once all signatures have been obtained.

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Coffs Coast Community College
Turpentine project

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Preamble

I am currently doing a course called Diploma in Information Technology (Web Development). This document represents the proposal information for my project which is to create a useful web site for the Coffs Coast Community College (CCCC). I will need to consult with management and staff from time to time so your cooperation is sought.

Project Summary

Business Overview

The Coffs Coast Community College (CCCC) is a not-for-profit community organisation and Registered Training Organisation (RTO) which has been operating in the Coffs Coast region since 1998. As an RTO they are able to offer Nationally Recognised Accredited Training which complies with Vocational Education Training & Accreditation (VETAB) guidelines and legislation.

They pride themselves on the quality of adult education and training courses which are delivered. The CCCC also provide a variety of leisure courses to meet the local community's needs. Their program is very broad, ranging from computer, business and vocational training to language, health and well-being, cooking and arts. They offer special courses for seniors as well as a flexible, accessible, customised training for employers and job seekers. Courses are offered in a variety of locations including Bellingen, Boambee, Coffs Harbour and north to Woolgoolga. English Language programs for people from Non-English speaking backgrounds (NESB) are also offered. These programs are among the largest in rural NSW. NESB programs are offered in Coffs Harbour and Woolgoolga.

Their professional, well qualified staff and contract tutors and trainers are all committed to providing the highest possible service and achieving quality educational outcomes for all clients.

CCCC is supported by a voluntary Committee of Management and a group of volunteers who also are dedicated to the goals of the College and the philosophy of lifelong learning. The College aims to offer classes that are relaxed, friendly, and affordable.

The College is supported by the Adult and Community Education Unit of the Community and Migrant Education Directorate of the NSW Government.

The basic principles are:

- The encouragement, participation and cooperation of the community in the ownership of all activities.
- The provision of relevant and satisfying learning experiences.
- The implementation and regular review of quality procedures in all areas of operation.
- The active participation by those who have had difficulty accessing learning experiences.
- The maintenance of a transparent and accountable organisational structure.

Staff numbers revolve around 35 to 40. Many paid staff also contribute voluntary time to the organisation

Project overview and background

A web site is a front window to an organisation and should reflect the organisation in a positive way. The CCCC does have a current web site but it is inefficient and unappealing. This project will present a new design incorporating a database which will allow users and staff to efficiently find and manage courses and information about the CCCC.

The purpose of this document is to detail the requirements to make the project a reality.

Project working title

The working title for the project is the Diploma Web Project (DWP). The project has been nicknamed as Turpentine. It is inspired by a large ominous and beautiful tree in the backyard of the project developer.

Objective(s)

The objective of the project Turpentine is to produce a web site that;

- Informs the readers of the rolls of the college
- Is visually pleasing and easily navigated
- Has efficient course listing for clients so they can;
 - See all course offered by the college
 - See courses happening in the short term
 - Efficiently find course content and browse appropriate courses
- Incorporates a course update procedure for college administration staff
- Incorporate aspects of the local community it represents

Potential Benefits

The use of the internet is increasing every day so an effective web presence will potentially bring more customers to an organisation. While having a web site is to be considered beneficial there is a danger that a poorly designed and maintained site may prove to be the opposite.

Benefits of Turpentine;

- A web site that shows professionalism
- A site that promotes the CCCC and the local community
- Increase the number of clients
- Attract a more diverse clientele
- Increase the competitiveness of the organisation
- Make course finding efficient
- Assist clients in choosing a course
- Allow college contact information to be found
- Provide links to other useful resources
- More efficient updating of course information
- Showcase the work of the web designer

Measurability

The organisation uses a course feedback form. This form should include options for comments about the web site and sections on 'how did you hear about us'. Increasing customer numbers and course enquiry feedback should also be noted. Web site statistics provided by the hosting or other sources incorporated into the site can also be a gauge of traffic via the web site.

Feasibility Statement and Recommendation

The project is feasible due to the nature of its development namely via this Diploma project. The estimated cost of the project would be around \$3000 to \$5000. This cost has been determined by research into web pricing via internet links and discussions. However due to

this project being a study by the developer the cooperation of the CCCC is appreciated and as such no fee is required.

To make Turpentine a reality it only needs a skilled web designer and use of a computer system with appropriate software. This is all available to the designer.

To implement Turpentine the current management will need to accept the concept and design. Talks with management have indicated that they are in favour of Turpentine. I have indicated to the management that regardless whether they adopt the site the project will be developed.

So Turpentine is utterly feasible due to the personal development of the designer and as such the project will proceed.

Business Assessment

Situation Assessment and Problem Statement

The current problem is a web site that is not reflective of the local community that the college supports and is inefficient in providing course and training information. Along with this inefficiency is an unappealing design which all leads to customer dissatisfaction.

Current situation

- The college has an existing web site that is considered unappealing and inefficient
- Course updating is inefficient and manually done.
- Locating a course via the web site is awkward for it needs greater scope for searching courses by content, trainer, date, and category.

Proposed changes

- Increase the appeal by using local images
- Create a more professional page layout
- Allow a complete course guide to be downloaded as a pdf.
- Provide search facilities to find courses easily
- Provide links that enhance the sites character and community spirit
- Design efficiently to enhance SEO (Search engine optimisation)
- Write logical code so that basic editing is simplified
- Design pages with expandability in mind
- Provide basic CM (content management) to allow quick updating of the course database by appropriate staff.

Benefits of Turpentine;

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Options considered

Possible solutions to the problem are;

- Option 1- Do nothing
 - Continuing with same web site will not reflect well on the college.
- Option 2 – Outsource the web design to an existing web design company.
- Option 4 – Use IT existing contacts, trainers or staff to develop a new site.
- Option 4 - The preferred option –Have the Turpentine developer who is specialising in web design and who also runs a business in web design and maintenance use your organisation in this diploma project

Consultation

Consultation has been minimal at this stage. Merren Asquith the manager of the Coffs Coast Community College indicated support for a new web design and indicated yes go ahead verbally. A short meeting was had where the manager indicated some issues that would like to be solved with the web site. Further consultation will be needed.

Proposed Scope

Scope Statement

While there are no official time constraints on the project it would be appropriate to have a working site as quickly as possible. Considering the development will be done part time then this may take 6 to 12 months. In real terms the estimated time spent would be approximately 60 days. While having a project deadline may be a necessary evil it is not considered necessary in this case. This is a positive as projects that force a finish date can end up incomplete and lack quality.

It is considered that the consultation and time it takes to organise consultation as a weakness in the project.

Project procedure

- Approval to continue
- Establish hosting for test site
- Determine hosting requirements for actual site
- Consult
- Establish overall feel and design concept from site examples
- Establish project style guide
 - Colours
 - Graphics
- Determine other project graphics
- Prototype a page
- Have page design approved by management
- Design database using MySQL
- Create database tables
- Create PHP to control database
- Test
- Create CM for database
- Create new pages based on the design as determined
- Staff training
- Final approval
- Final testing – testing is continuous throughout development
- Implementation – Publish site

Stakeholders

Parties that will be affected by Turpentine are;

- The local community
- The clients of the CCCC
- The staff and contractors of the CCCC
- The board of directors of the CCCC

More specifically these people will be actively involved

- Merren Asquith – manager CCCC
- Bruce Jones – Web site developer

Assumptions

The main assumptions are:

- The project will be done as part of the diploma in IT web development
- The web developer has necessary skills to complete the project
- The web developer has the necessary resources such as;
 - Computer hardware
 - Test site
 - Development software
- Security
 - All information is shared only with appropriate persons
- The project or one very similar will be completed regardless of the organisation it addresses

Project Constraints

At this stage the only identified constraint is;

- Time

Other possible constraints that may become issues are;

- Approval
- Money
- Equipment failure
- Health
- Hosting type
- Environmental issues (acts of god)

Task List

Task List	Responsibility
Approval by stakeholder (<i>milestone</i>)	Bruce Jones (BJ)
Establish hosting for test site	BJ
Determine hosting requirements for actual site	BJ
Consult	BJ
Establish overall feel and design concept from other site examples	BJ
Establish project style guide. Determine styles and graphics use	BJ
Gain images for site	BJ
Determine & design other project graphics	BJ
Prototype a page	BJ
Have page design approved by management – may have to prototype a few times (<i>milestone</i>)	BJ & Merren Asquith
Design home page incorporating database requirements.	BJ
Design database using MySQL	BJ
Create database tables	BJ
Create PHP to control database	BJ
Test and approval of home page (<i>milestone</i>)	BJ & Merren Asquith
Create CM for database (<i>milestone</i>)	BJ
Create new pages based on the design as determined site	BJ
Test and approval	BJ & Merren Asquith
Staff training	BJ
Final approval (<i>milestone</i>)	Merren Asquith
Final testing – testing is continuous throughout development	BJ
Implementation – Publish	BJ
Invoice (<i>milestone</i>)	BJ

Implementation Strategy

Table 2

Element	Detail	Issues
Project Schedule	The project is expected commence on the 1/10/2010 and be completed by 30/12/2010	This would represent actual time spent. As stated previously there is no real time constraint on the project in the short term and the project is being worked on 'part time'
Budget Estimate	Estimate of the site is up to \$5000	How much will the organisation budget?
Other Resources	Other possible resources may be; Consultant More Time allocated	Although not envisaged there may be a need for an expert consultant.

Key Risks and Issues

These major risks or issues will be investigated further should the project proceed:

- Completion date
- Cost of project

Updates to Versions

Version 1

Changed header and footer

Re worded section "Feasibility Statement and Recommendation" to reflect no cost to the CCCC

Slight word change in table 2 – removed CCCC and inserted organisation

End of document