

Web Site Development

AN INTRODUCTION

Grouping Site Content

Edu-Read Inc., the global children's publishing and media company, has a corporate mission supported through all of its divisions of instilling the love of reading and learning for lifelong pleasure in all children and teenagers. Recognizing that literacy is the cornerstone of a child's intellectual, personal and cultural growth, Edu-Read, for more than 82 years, has created quality products and services that educate, entertain and motivate children and are designed to help enlarge their understanding of the world around them.

Edu-Read has accepted your proposal to develop a new website for them that deals exclusively with the classic horror authors Edgar Allan Poe, Bram Stoker and Mary Shelley. You and your partner have been working along-side the manager of web properties for Edu-Read, Theo Raven. Through meetings with Theo and other employees of Edu-Read you have created and agreed upon the following goals.

GOALS

1. The classic horror author's website will provide biographical information on Poe, Shelley and Stoker with the potential of adding more authors after launch.
2. The information on the site must be interactive to some degree in order to engage the users of the site.
3. The site must allow users to add their own horror stories and provide some form of encouragement to do so.
4. A separate 'teachers only' section will have teaching resources available for teachers wishing to use content from the site.

TARGET AUDIENCE

1. Student between the ages of 12 and 16 years of age
2. Teachers
3. Parents

SITE CONTENT

You are now at the site content stage. Brainstorm and create a list of all potential content items you think you will need to include to satisfy the goals and appeal to the target audience. Be as specific as possible as to the content items. Make sure you consider any functional requirements that the site may have and suggest a plan to implement any identified functionality.

Think of this as your shopping list of ingredients to make the site.