Fall 2003   Dr. Ching

CALIFORNIA STATE UNIVERSITY, SACRAMENTO
College of Business Administration

MIS 182 - Topics in MIS

Assignment 2 - Web Site Plan

Points: 30   Due: Tuesday, October 28

Given your vision statement and strategic plan (and recommended modifications), assemble a web site plan that will include a site map, a (web page) template that will be used for all web pages and the home page of your site.

Items to be aware of:

- Your site should be consistent with your vision statement and strategic plan. Remember, the web site is supposed to support your company's business model (i.e., e-business model), not detract from it. Diagram the plan with a hierarchy chart or other diagraming method to show the relationships (i.e., links) among and organization of the pages. *Does your site plan support your business? Does your site conform to the three-click rule?*
- Be sure your template design incorporates the guidelines discussed in class and your textbook, and conforms to basic ADA requirements (see link in week06.ppt class notes). You may create your template in Power Point or a web page software package (think of it as a *prototype* that will be subject to <u>change</u>). *Will customers feel comfortable visiting your web site? Will they come back (i.e., how sticky is your site)?*

Note. Due to time restrictions, the entire site may not be implemented. Thus, your site plan may be made up of several pages. (In reality, your plan would be shipped off-shore and programmed; the returned code would be ready for you to upload.)

Tangibles

Submit printouts of your site plan (diagram), web page template and home page with a copy of your H1 homework.