

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?

It is to promote and advertise that AceEdu@Singapore is an established learning centre meant for children from 18 mths to 12 yrs in singapore.

Why will your visitors need this web site?

They would want to know more about this website and see the programmes available that are beneficial for their children. This is to ensure that their children are learning in a suitable stress-free environment.

Describe what your web site will do or be:

Firstly, the website will show our history and past achievements. Next, it will also show how we provide a suitable learning environment for the children of different age groups. Lastly it will show all the programmes available for children ranging from 18 mths and 12 yrs.

setting goals

Do different people in your organization have different goals?

Marketing says: *We have to work out a strategy in order to promote the learning centre to parents.*

IT says: *To improve the learning environment by adding the usage of computers in their education process.*

Human resources says: *We have to get well-experienced tutors to teach and guide the children.*

The CEO says: *We have to meet our yearly quota and try out methods to increase our profits.*

_____ says: _____

_____ says: _____

Write a mission statement for your site:

http://www.aceedu.com.sg/_____ (Site name) is a established learning centre (noun describing site), offering mentorship and guidance (type of service) to young learning (adjective describing audience) individuals (noun describing audience) who want _____ ("need" or "want") to learn _____ (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?

- Promote and advertise about our services.*
- Attract parents who want to enroll their children.*
- Establish a trust between us and our clients.*
- _____
- _____