



CLASP Website Redesign
Client Deliverables
Spring 2007

CLIENT SURVEY

Who are you?

Shauna Vey, CLASP Council President
Alan Winson, CLASP Council Vice President

Business or organization name and location:
CUNY League of Active Speech Professors

Your email address:
CLASP@att.net
svey@citytech.cuny.edu
awinson@jjay.cuny.edu

Business phone including area code or country code:
718-260-5946 Vey
212-237-8358 Winson

Tell us about yourself

Briefly describe your organization. Who are you, what do you do, why does it matter?
We are a professional organization of CUNY faculty who teach oral communication.
Across CUNY, our discipline is housed in departments of many different names.
There is little consensus on aims or standards. CLASP aims to end the isolation and marginalization of speech faculty through active pedagogical exchange. By sharing problems, solutions, and ideas, we hope to improve student communication outcomes across CUNY.

If you have an existing site, what is its web address?
<http://web.jjay.cuny.edu/~clasp/>
and a site on Blackboard

Describe the concept, product, or service this site is intended to provide or promote.
We want a web site that our members can use to access Communication discipline resources; to connect to other resources on the web; to post announcements about upcoming CLASP events and other Communication oriented activities in the state and nation; to establish a jobs opportunities resource; an updatable photo album of our colloquium and seminars; an about us page and contact info; an online (php) registration and information page on the CLASP Colloquium and seminars.

What primary purpose of this site?
Currently, publicity and registration for events.
Our goal is to add to this: a source for teaching resources; information about our organization.

List two or three primary competitive sites and include their web addresses. Please comment on the strengths and weaknesses of your competitors' sites.

Will have to research this more fully.

The website of the National Communication Association (NCA) <http://www.natcom.org/nca/Template2.asp?sid=9> seems okay in layout, but I generally get lost.

The site of the Eastern Communication Assn. <http://www.ecasite.org/> seems cramped and difficult to read.

Who on your end will guide this project to completion? Who will be responsible for maintaining the site after launch?

Alan Winson, VP & chair of Technology Committee

Tell us about your audience

To the best of your ability, describe the primary and secondary users of your site.

Primary users are CUNY faculty:

- » looking for details about/registering for events
- » CLASP council members checking calendar, minutes of meetings, etc.
- » adjuncts looking for teaching ideas
- » someone looking for part-time or full-time employment

Secondary user might be an administrator, chair, or someone outside the university wanting to know more about speech at CUNY.

What primary action should a primary user take when visiting your site? (Examples include: becoming a member, subscribing to a newsletter, reading editorial content.)

1. Learn about organization / register for event.
2. Find teaching resources.
3. Find committee/council member affiliated with user concern.

What user needs will your site fulfill?

same as above?

About the brand

Describe in as few sentences or words as possible the feelings you wish your site to evoke, and the brand attributes you want it to convey. (Sample feelings might include: warmth, friendliness, reassurance, comfort, or excitement. Sample brand attributes might include caring, honesty, humor, professionalism, intelligence, technological savvy, sophistication, reliability, and trustworthiness.)

Our organization should appear organized, intelligent, practical, useful, imaginative.
Friendly - approachable

Using adjectives and short phrases, describe the site's desired look and feel. ("Easy to look at, edgy, classic, up-to-date, crisp, modern, traditional, understated," etc.)

It should NOT be edgy. It should be completely un-intimidating, un-cluttered, clear,

simple, professional but not cold,. welcoming. Easy to use.

Features and scope

Does your plan include media-intensive components, such as streaming video or mulitmedia?

no

In number of pages, what is the approximate estimated size of your site? (Twelve carefully designed portfolio pages? Thousands of dynamic pages delivered by a content management system?)

on the small end but no way to estimate because I don't understand how its measured.

AW here – The size will probably be a bit larger than what we have now. Many of the features we want are already on the online website or the BB site.

Will this project include an e-commerce component such as an online store, online registration, etc.?

yes

Have you already created the site's content? If not, how soon do you anticipate having it ready?

About 2/3s exists. The rest will be a work in progress.

Time and money

If you're working within a time frame, or have been given a mandatory launch date, list it here. If the project will launch in phases, list proposed milestones and dates.

April 23 .

June 1.

Please tell us your budget for this project.

\$800

NOTE: Some organizations prefer not to disclose their budget in an initial contact, but if you are willing to tell us your budget, it will help us craft an appropriate proposal.

Front-end (design) technology

To deliver the best experience to the most users and to build pages that will last, we use modern standards-based methods. As a result, our sites may not look exactly the same in an old, non-compliant browser like Netscape 4 as they do in newer browsers.

Describe your technological requirements, if any.

AW here – I sense that the professors who will be accessing the site will be doing so from their office computers which should be pretty up-to-date.

I am not knowledgeable enough to answer this.

CREATIVE BRIEF

Project Summary

CLASP is a professional organization of CUNY faculty who teach oral communication. They want a website that members can use to access communication discipline resources; to connect to other resources on the web; to post announcements about upcoming CLASP events and other communication oriented activities in the state and nation. to establish a jobs opportunities resource; an updatable photo album of our colloquium and seminars; an about us page and contact info; an online (php) registration and information page on the CLASP Colloquium and seminars.

Audience Profile

Primary target audience:

- » CUNY faculty, mainly speech oriented faculty, who are looking for details about registering for events.
- » CLASP council members checking calendar, minutes of meetings, etc.
- » adjuncts looking for teaching ideas
- » someone looking for part-time or full-time employment

Secondary audience:

- » an administrator
- » chair
- » someone outside the university wanting to know more about speech at CUNY

Perception/Tone/Guidelines

Newly redesigned site will be more organized and therefore easier to navigate. Announcements and news will be a prominent component on the site allowing users to access information more efficiently. Site will combine elements from current site and Blackboard.

Communication Strategy

New site will present itself professionally to current members as well as non-members looking to obtain additional speech related resources. Announcements about upcoming events will be featured more prominently on the site. Navigation will be straightforward and direct allowing users to access information more efficiently.

Targeted Message

- » Announcements
- » Registration
- » Communication

TIMELINE

Due Date ¹	Description of Services
March 13th, 2007	Additional mockups presented to client
March 20th, 2007	Finalized decision on site structure and design
March 27th, 2007	Continued site developement
April 3rd, 2007	Adjustments made based on client feedback
April 10th, 2007	Usability and QA testing
April 17th, 2007	Final adjustments
April 23rd, 2007	Site launch
June 1st, 2007	Project completion

1. Dependent on content delivery from client.

USER PROFILE

Johnathan Underbelly

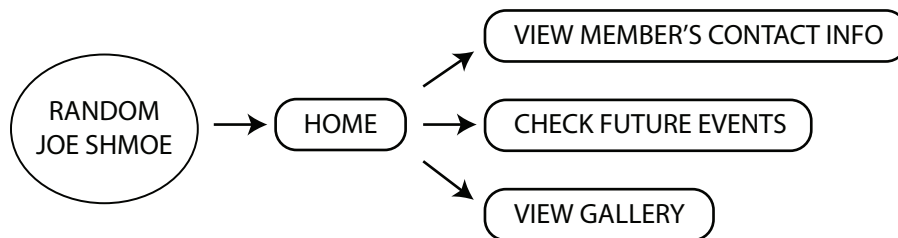
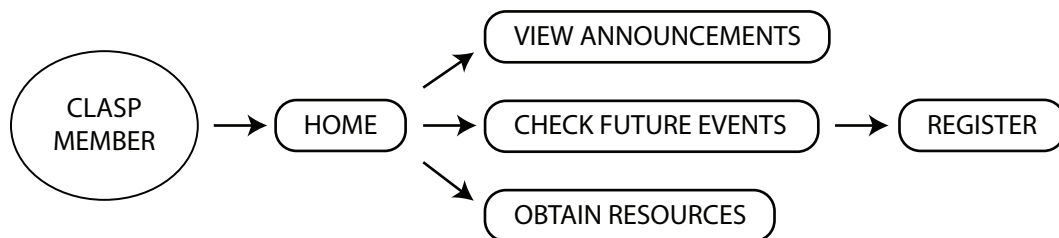
Johnathan is a well established business man who has been selling rubberbands for 5 years. He is hoping to expand his business to other states. He lives with his wife an new born child. He has a dog and a fishtank full of fishes.

Johnathan purchased his first home 2 years ago and spend a lot of time improving it. Remodeling the kitchen and living room was first on his list while his wife did all the interior designs.

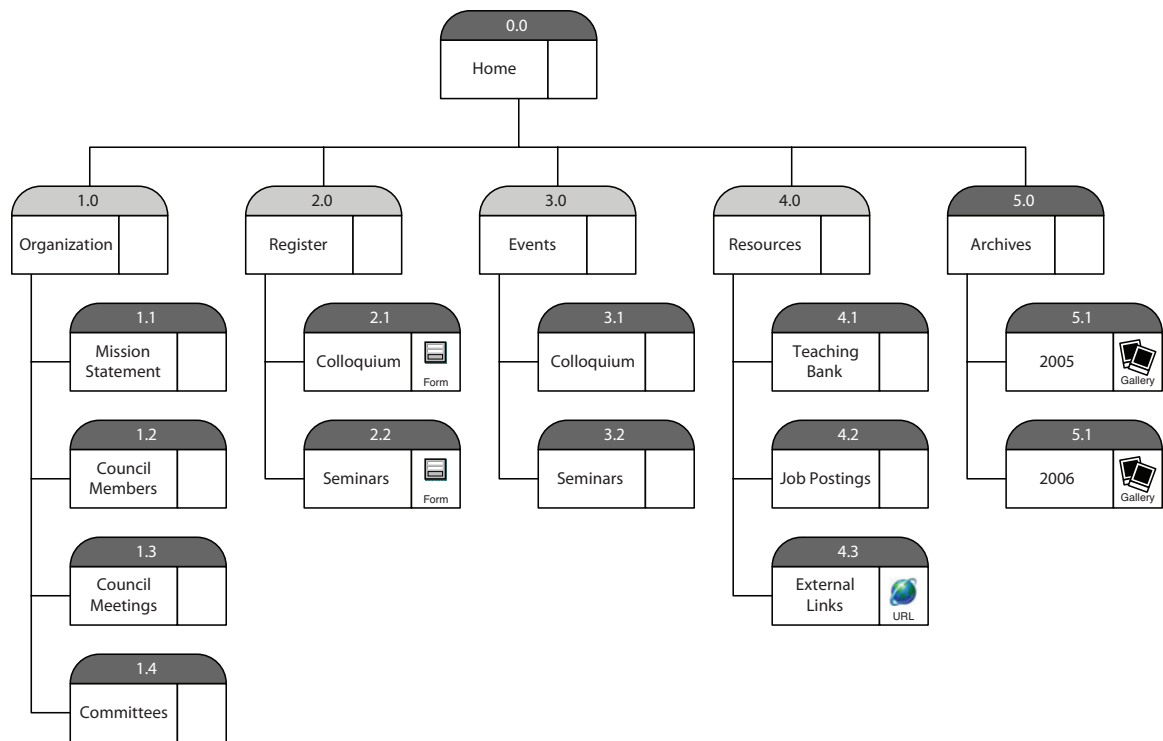
Johnathan spends ample amounts of time surfing the internet searching for new rubberband products. He uses Road Runner cable services and hasn't experienced any problems so far. He owns a Apple Mac G5 and has designed his website using the Apple software that came with his Mac. He hopes to learn more about website design.

Johnathan is also surfing the internet for ways to improve his speech so that he can more effectively make a sales.

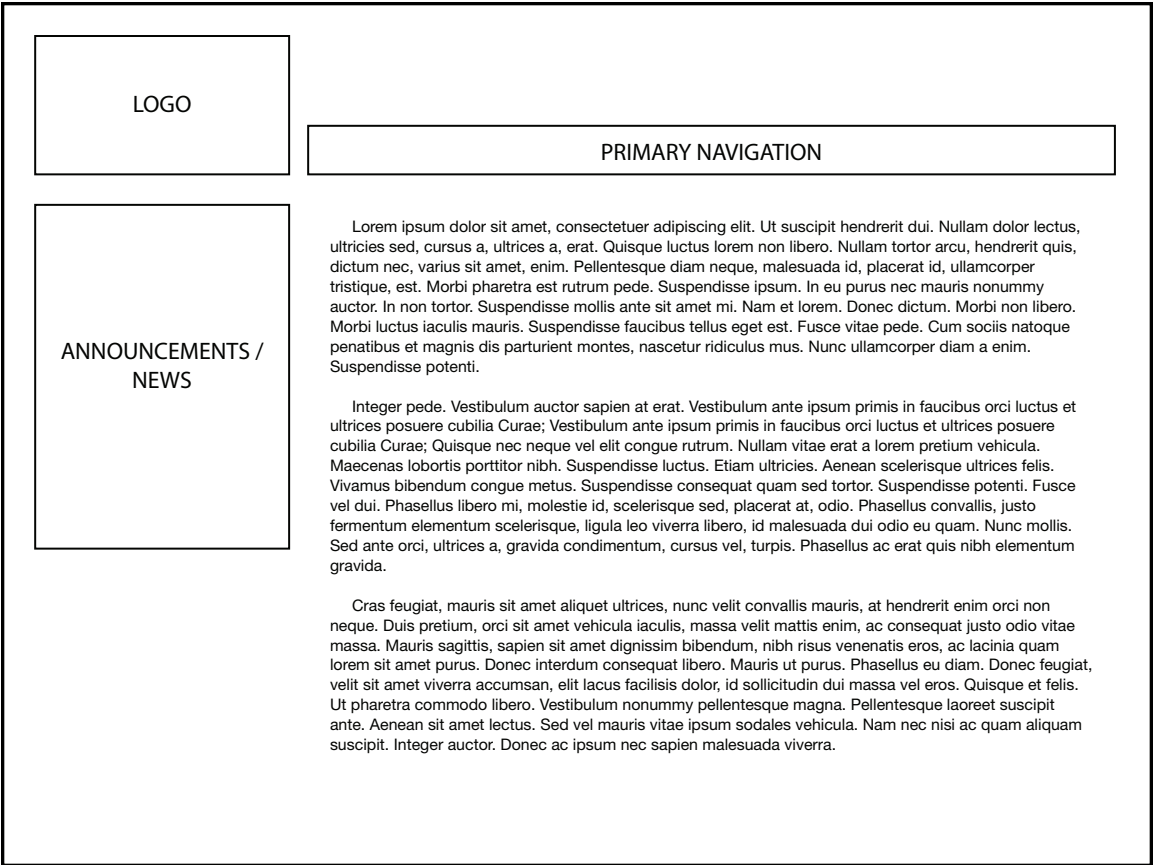
USER CASE SCENARIO



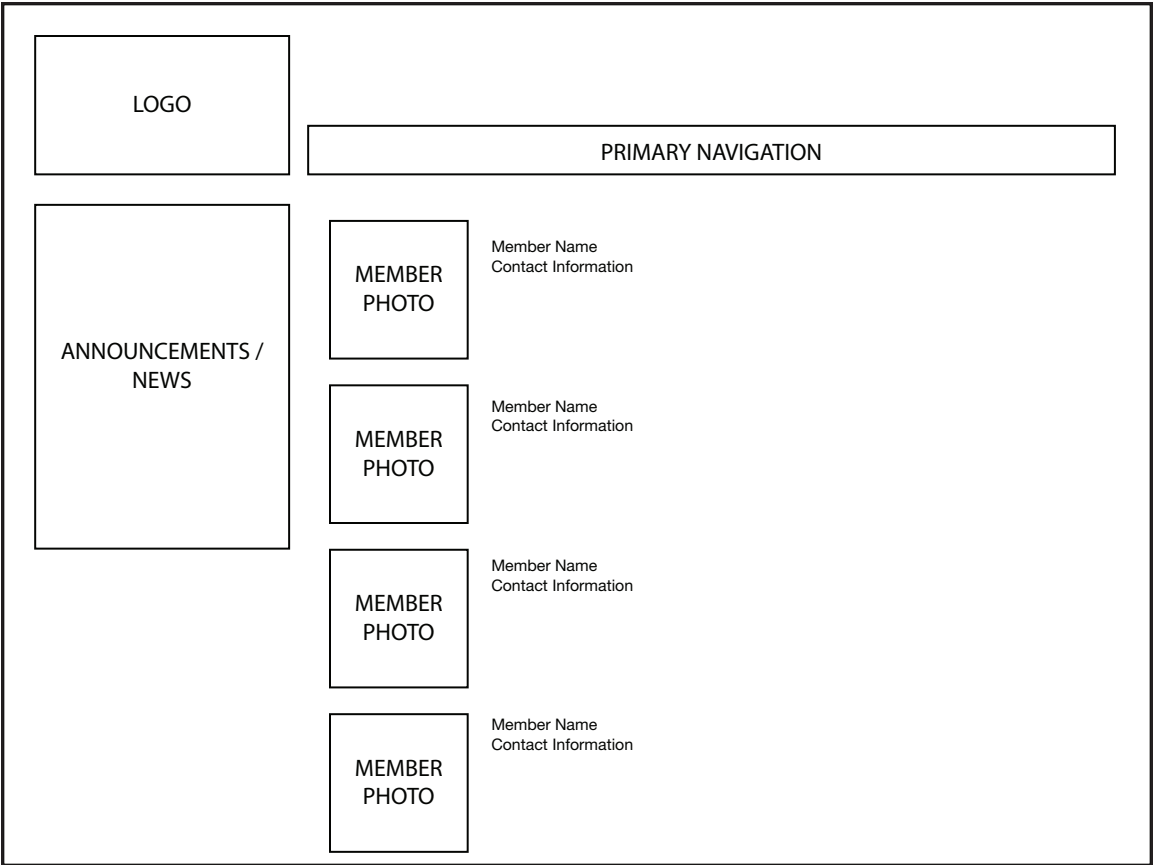
SITEMAP



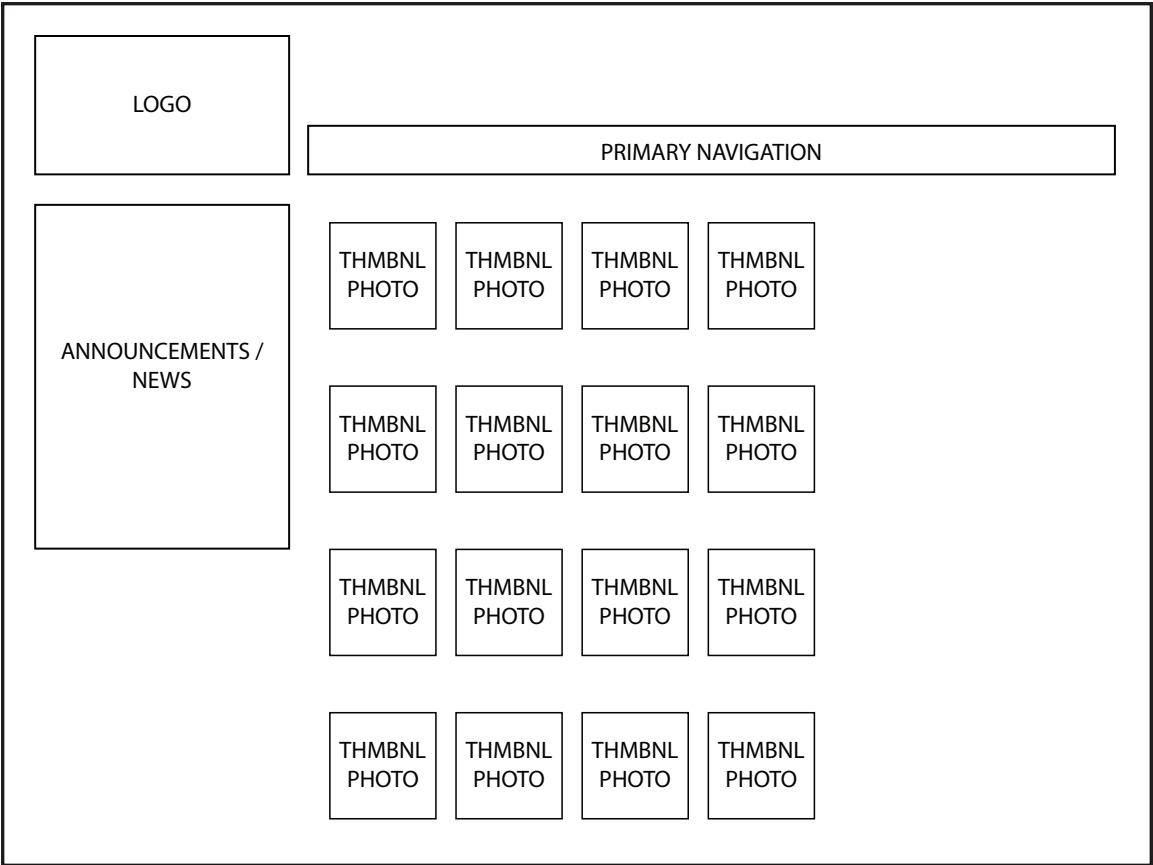
WIREFRAME - HOME PAGE



WIREFRAME - MEMBERS PAGE



WIREFRAME - GALLERY



MOCKUP ONE

[HOME](#)[ABOUT](#)[EVENTS](#)[PROGRAM](#)[REGISTRATION](#)[CALL FOR PAPERS](#)

CLASP is inaugurating its third year with a major new program: The CLASP Seminar Series, six two-hour sessions on Speech and Communications, emphasizing innovative classroom approaches and techniques. This series is sponsored by the CUNY Faculty Development Program.

If you are among CUNY's 200-plus Speech and Communications faculty members, the seminars will help improve your classroom skills, keep up with the latest techniques and build relationships with your colleagues. You'll get pedagogical aids and guidance on how to implement them—and the opportunity to continue working on the topic and present your results at the spring Speech Colloquium.




For non-speech faculty, the seminars can be an introduction to solutions for problems that exist in virtually every classroom of a university where an unusually high percentage of the student body consists of non-native speakers or students who face challenges in expressing themselves clearly.

Light refreshments will be served at all the seminars, which will be held Mondays, from 4 to 6 p.m., once a month, starting in September at six different CUNY colleges in Manhattan, the Bronx and Queens. (Don't worry, we'll make sure you can easily find your way.)

**REGISTER NOW FOR
THE 2007 COLLOQUIUM**

**REGISTER NOW FOR
THE SEMINAR SERIES**

MOCKUP TWO



[Home](#) [Organization⁺](#) [Register⁺](#) [Events⁺](#) [Resources⁺](#) [Archives](#)

Welcome to CLASP!

ANNOUNCEMENTS

REGISTER online for the
2006/7 Seminar Series

Save The Date
- April 23, 2007 -
3rd annual CLASP Colloquium
2007 Colloquium registration
will be available in January


**CLASP Student
Speech Contest**
Your department's student
entries are being accepted
February 21st Contest. 1st Place
cash prize. Runner-up awards.
Entries due: February 7th.
[CLICK HERE](#) for rules and
contact information.

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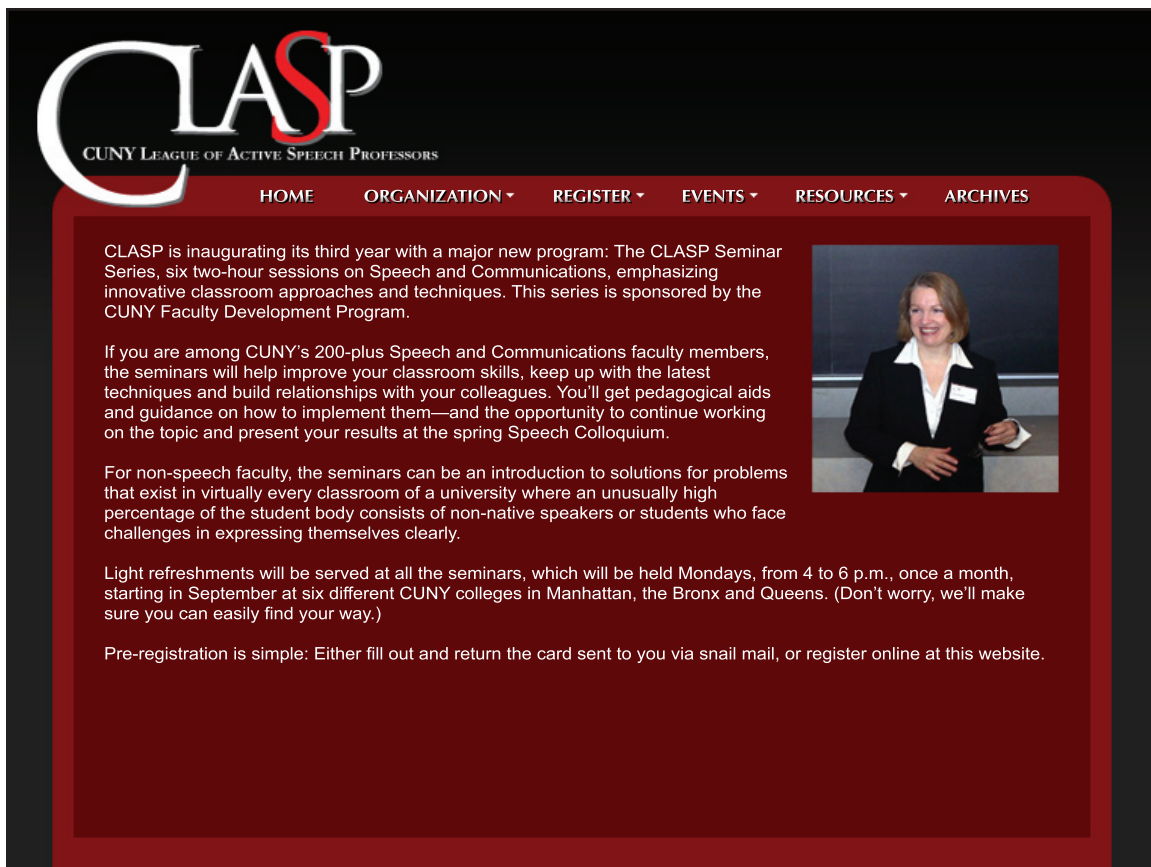
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Shauna Vey, President

MOCKUP THREE



MOCKUP FOUR



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ANNOUNCEMENTS

Register online for the 2006/7 Seminar Series

3rd Annual CLASP Colloquium

CLASP Student Speech Contest



CLASP Colloquium 2005

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CONTRACT OF SERVICES

Designer: Irwin Hou
Project Title: CLASP Website Redesign
Date: March 6th, 2007
Client Name: Alan Winson and Shauna Vey

Service	Estimated Hours	Cost ³
Information Design » Sitemap » Wireframe	3	\$60.00
Visual Design ¹	10	\$200.00
HTML/CSS Production	15	\$300.00
Usability and QA Testing	3	\$60.00
Publishing/Marketing/Launch ²	2	\$40.00
TOTAL	32	\$620.00

1. Includes up to 5 mockups with color scheme, graphic style and layout. Logo reproduction included.
2. Does not include domain name and hosting setup or additional maintenance.
3. Rate is \$20/hour.

I am in agreement with the charges, description, timeline and details outlined above and in the attached proposal. Work outside the scope of the initial proposal will be subject to additional charges.

Please sign the document below and mail to:

Irwin Hou
18 Skyline Drive
Staten Island, NY 10304

Client Signature

Date

Client Name (printed)

irwin hou '07