

Malmö Community League Website 'Design to' Requirements List

The website and supporting personnel, work processes and tools will:
(Each numbered requirement below completes this statement)

1. Aims of the Website

The website and supporting personnel, work processes and tools will:

- 1.1 Communicate needed and wanted information to the residents of Malmö through electronic communication channels:
 - a) The website
 - b) E-mail distribution lists
 - c) Other technologies as they arise.
- 1.2 Integrate with other Community League communication channels (newsletter etc.)
- 1.3 Support communications of:
 - Board of Directors to Malmö residents
 - CL committees to the community
 - Individual to individual
- 1.4 Support bringing the Malmö community together
- 1.5 Support the known aims of the Malmö Community League
- 1.6 Be current/up to date.
- 1.7 Have repeat visitors (site loyalty) to the website.

2. Target Audience(s)

The website will be designed to meet the primary target audience. Secondary audience needs/wants will be considered where ever appropriate and possible:

Primary Audience – Residents of Malmö

- a) Existing internet users (not new internet users).
- b) Own and use a personal computer to view the site (not via mobile devices).
- c) Have a high speed connection (not dial-up).

Secondary Audiences

- a) Visitors to Malmö.
- b) Potential residents to Malmö.
- c) Malmö elementary school.
- d) Other community leagues.

3. Website Content Structure

The website will have the following major content sections:

- 3.1 Who We Are
- 3.2 Events
- 3.3 Programs
- 3.4 Making Connections (with and between target audiences)
 - Use interactive technologies such as blogger or facebook
- 3.5 External Resources/Links

See detailed description of each section in the separate document.

4. Usability (website front end)

The website and supporting personnel, work processes and tools will:

- 4.1 Have a simple layout.
- 4.2 Be easy to navigate:
 - a) Have menus on every page.
 - b) Apply the 2 ½ click rule – user can get to where they want to go in less than 3 mouse clicks.
- 4.3 Use easy to read font size and style.

5. Sustainability (website back end)

The website and supporting personnel, work processes and tools will:

- 5.1 Require reasonable skill level to maintain and update the website.
- 5.2 Have a process to train new personnel to maintain the site.
- 5.3 Use tools that balance the costs (dollars, training, etc) and skills needed to use them.

6. Costs

The website and supporting personnel, work processes and tools will:

- 6.1 Minimize costs – dollars and maintenance (volunteer) time resources – while satisfying the other noted requirements.
- 6.2 Attempt to be cost neutral.