

CCA Website Business Requirements

From: Website Committee

1. Improved website navigation that makes information on the website easier to find
2. Make website content easier to locate with local site search
3. Make website more visible with improved Search Engine Optimization (SEO)
4. Make the website more dynamic with news, announcements and calendar
5. Make the website provide a consistent experience across personal computers, popular web browsers and mobile devices
6. Make the website more relevant to members with a membership management software package and a Members Only website section
7. Combine the .org site and the National Specialty site into one website for a more cohesive user experience
8. Provide an easy to use e-commerce shopping experience
9. Make website information curation easy through forms handling
10. Make a content management model that ensures site freshness and continuity
11. Provide a collaboration platform for club-focused social interaction and business collaboration
12. Deliver the lowest possible latency to end users globally
13. Scale to meet peak workloads and spikes in traffic
14. Monitor the website and applications to identify problems before they impact the user experience
15. Provide storage options that can be used to upload files for web hosting
16. Make website home page the launch point for social media platforms and collaboration tools

Dawn Thomas – Chair

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