WEB SITE FUNCTIONAL SPECIFICATION

FOR A FICTION EXECUTIVE EDUCTIONAL INSTITUTE

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Table of Contents

Project Overview

Institution Information

The institution "Programs for Executives – PROFEX.COM" belongs to the Industrial Engineering School of a Private University located in the city of Santiago of Chile. Its purpose is to satisfy the needs of executives and professional involved in the companies and organization management. Annually transmits it´s knowledge and practical experience to more than 1.000 students in Chile and Latin America.

The programs are related with Management, Marketing and Retail, Finance, Strategy, Data Mining, Logistics, Human Resources, Information Technologies and others. For this purpose the Institute develops extension activities like Masters, Diplomas, Courses, Certificates, Seminars and Workshops.

Goals of the Site

The main objectives of the website are to help in the diffusion and promotion of the programs and extension activities offered by the Institute, have an updated online catalog, develop an online admission system for students and candidates and generate the possibility to pay online. This final part is very strategic because will let the company offer programs in other locations like other cities of Chile or and abroad, specially countries of Latin America.

Team Members

The website taskforce development team will be integrated with the personnel that belong to the functional areas that are involved in the different process of the institution.

- Executive Director: Is the sponsor of the project, and will give the general guidelines and will ensure the Institution and Brand norms and policies.
- Operations Manager: He will be the Team Leader.
- Academic Sub director: Responsible of the content of the site, specially the related with the academic information.
- Admission Manager: Responsible of the functionality of the site, that matches the customer needs.
- Marketing Assistant: He will be responsible for the designs (look and feel of the site).
- Programmer: Responsible for the programming, websites layouts and functionality, security issues and database development.
- User Testers: The group of Sales Force will help to test the site.

Besides this workforce team, there will be an informatics company that will gather, test the site and insert it in the University Servers.

Information Culture

This Institute belongs to a large private university an it´s allocated in the Industrial Engineering School. Has operated for more than 20 years and has a strong culture of doing well their job. Regarding to information, the most important issue is the confidentiality and privacy of the data that is stored from the students. That´s why the policies and norms are strict and the information doesn't flow without permission from a department to another. However, that doesn´t discourages to develop system that can improve the services provided.

Physical Settings

The website will be hosted in the servers of the university that have large capacity of data storage, broadband internet, full access for the administrator of the Institute and the possibility to include all the functionalities of database management, online subscriptions, online purchase and cover the interface with the Bank Company that provides the payment services.

Target Audience and secondary users

The primary audiences of the site are professional and executives that hold professional or technical degrees of 8 semesters length or more careers, which are looking to gain new skills, backgrounds, concepts, knowledge and experiences related with management and from other executives that, participate or are looking for executive education.

Secondary audiences are the companies that are seeking for capacitation institutions for their employees, especially the professional and executives in an Incompany format or for a group of them.

Audience Demographics and Psychographics

The Targeted Audience are males and females professionals from 25 to 50 years old that primary live in the Capital of Chile, Santiago city. However, we can include all the people that live in regions that are near the capital. For the companies, the audience is all the country, because the Institute goes there to make the courses. In the future the idea is to expend to countries by developing online e-learning platforms.

About this professional, they are very busy and demanding people, don´t have much time to look a websites seeking capacitation programs, they want clear and updated information. In the programs they look for excellence, new approaches, known and experienced teachers and always compare the service and products with competitors. The classes must be on weekend or by evening-night, in confortable classrooms or hotels.

Viewable Platforms

The website will use standard HTML and will be design to be viewed on PC and Notebooks. For the nature of the information that that each program has (a lot, detailed and with diagrams and photos) it´s very difficult to develop a smartphone version, however in the near future a payment application will be developed for them.

Primary Use of Website

The primary use of the site is to be an online updated catalog of the different extension activities of the Institute like: Diplomas, Courses, Certificates, Seminars, Workshops and others. Ones the prospects have the decision to take a program, have the facilities with an online application sections, feedback of approval and finally an online payment system.

Current Resources

The Institute has the sponsorship of the university that´s giving all the hosting and technical support. By the other hand, the Institute has the monetary and human resources to satisfy a professional built site. All the managers are involved with specific tasks, in specific there will be a Team Leader with the responsibility to schedule and track all the project until it´s finished.

Data Base Needs

Initially data base needs will be related with the student's (customer database) data storage and interactivity (personal, professional, work experience, programs undertaken, etc.), another for the information related with the programs themselves, another for the students applications, a one for the payments history, and finally one related the "News".

Security Needs

Since the site will have e-commerce transactions, Security Socket Layer with 128 bits encryption will be utilized for the protection of payments. Checkout transactions will occur through SSL Certificates, with a security seal appearing on the checkout page. The payment gateways will be the Chilean company Transbank, that allows credit cards and debit card form all the Chilean banks. In a second stage of development, other ways of payments will be evaluated for future aboard programs.

The site will contain a user-id and password combination for access to assure the process of applications and payments and "my account" place to store and update the students information. Cookies will be enabled to identify viewers, students and prospects and help them make an expedite browse, application or payment process; finally provide statistics about the visits to the site.

Visual and Functional Design

Site Map
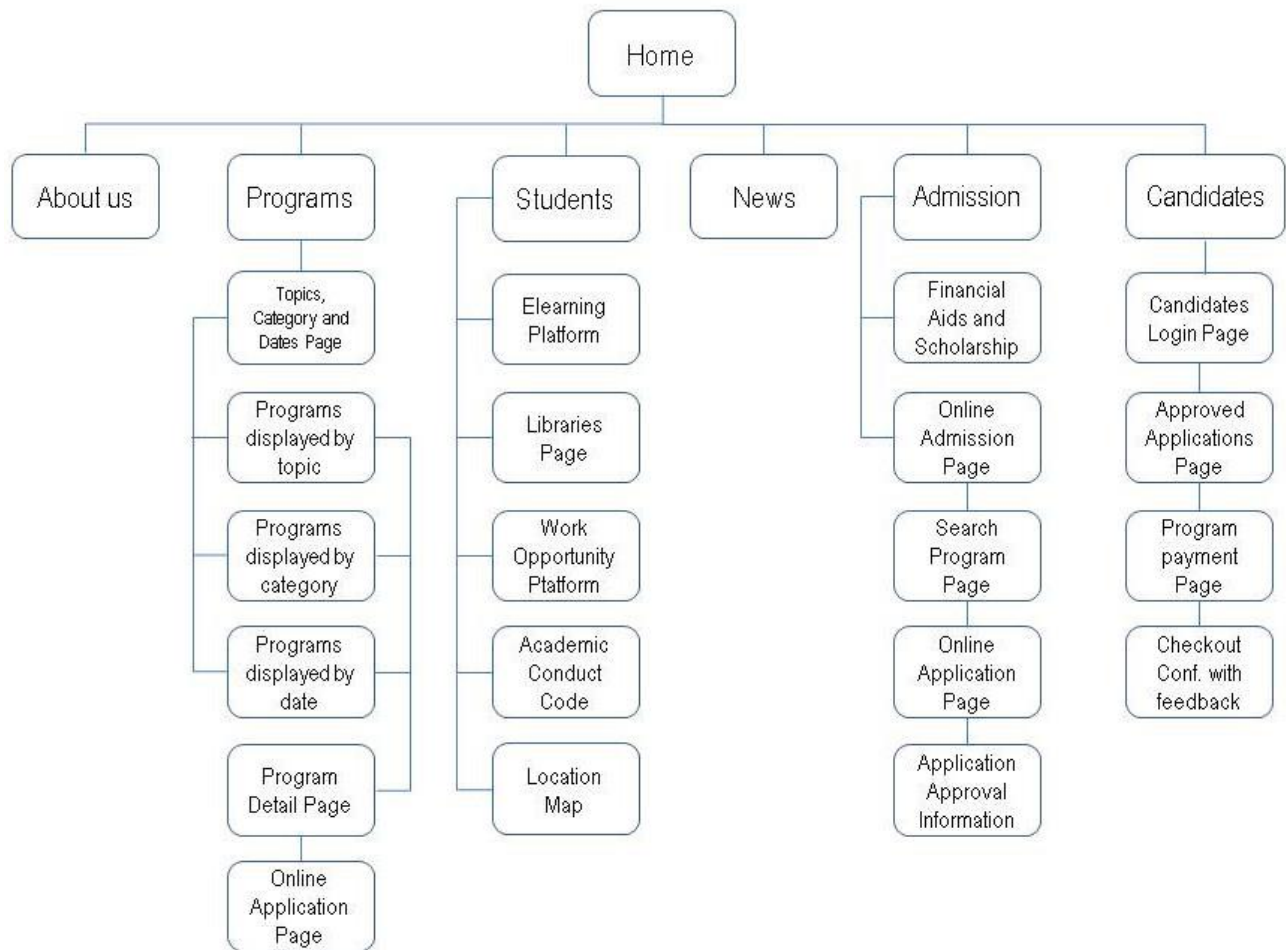
Home Page

The Home page will have a horizontal main menu with:

- **About us**: It´s a document where you can find who they are, what they do and a brief history of the institution and the university.

- **Programs**: Where prospects can navigate and find programs from different topics and categories have a detail of a particular program and finally do the online application.

- **Students**: Here the actual students can access to important information or sites related with the Institute, the University or interest sites, like e-learning platform login, university´s libraries login, Work Opportunities page login, the Academic Conduct Code and a Location Map.

- **News**: Is a table with the lasts news related with the activities of the Institute or University, academics, insights of management among others. It will be sorted by date.

- **Admission**: Here we find important information for the prospects or future students regarding to their applications, as in the menu "**Programs**" here you have the possibility to have a quick search of programs and apply online to the chosen one as in the "**Candidates**" menu.

- **Candidates**: Here the prospects can enter with a user-id and password to see the status of their program application, update their personal and work data and make the online payment of the program the applied.

Here we will describe the most important pages: Programs and Candidates.

Programs Page

- **Topics, Category and Dates Page**: In this first level you have the chance to seek the TOPICS (Management, Marketing, Retail, Finance, Strategy, Logistics, Information Technology), or the CATEGORY (Masters, Diplomas, Courses, Certificates, Seminars and Workshops), or finally the next 5 months.

- **Programs Displayed by TOPIC or CATEGORY or DATE**: This is the landing page of the one above, for example if you chose to seek by TOPIC in the other page, in this one you will see all the programs related with that topic, independent of the CATEGORY or DATE.

- **Program Detail Page**: In this page you have the detail of a specific program like description, price, hours, professors, schedule, etc.

- **Online Application Page**: Ones the candidate has chosen a specific program, he can make the online application, giving the corresponding information. If the prospect is new to the site, he can make an online registration and enter all the data necessary, if he is already registered, he can review the information, update it and make the specific application.

Candidates Page

- **Candidates Login Page**: In this page the candidates login to the site to see the status of their application. It´s similar as to the "shopping cart" of an e-commerce site.

- **Approval Application Page**: In this next page future students can see the status of their application to a specific program.

- **Program Payment Page**: Finally, if the candidate is approved for the programs it can make the online payment to reserve their subscription.

Support Menu

Above the main menu of the home page we have a Support menu with: my account, application, contact and a search facility.

In "**my account**" student or prospects can enter to the site and review and update their information, has the possibility for the second ones to look for their application, and if it´s approved, to make the online payment, in this place it links with the "**Candidates**" Page.

"**Application**" is a direct link for the prospects to review the status of their application, and make the online payment; they need to login with their id and password, it´s a short cut to the page "**Candidates**".

Martin Meister

With "**Contact**" any visitors can have the information about Phone numbers, Location, emails and a form to make specific questions or gather information.

Others from the Home Page

The main horizontal menu, the support menu and the right column and the top header with the Institutions name will be always present in every page of the website.

In the middle left of the Home Page we will have a column with The Recent News, every news is going to have a photo, a brief comment and be linked to the "News" page where you can have more details like the whole story and photos. The other middle right column will have a list of the upcoming events, specially the programs.

The home page will have a right column, in the top we will have links to the Social Media Networks Facebook and Tweeter, to be in contact with the Institutions pages.

Application Flow Process
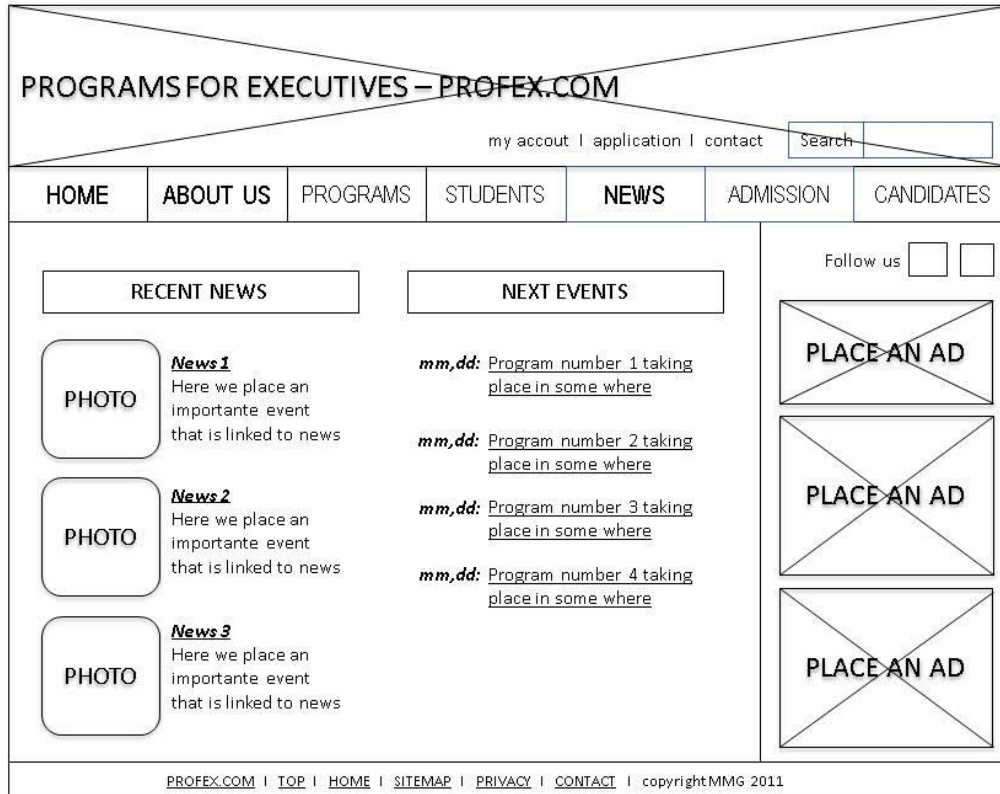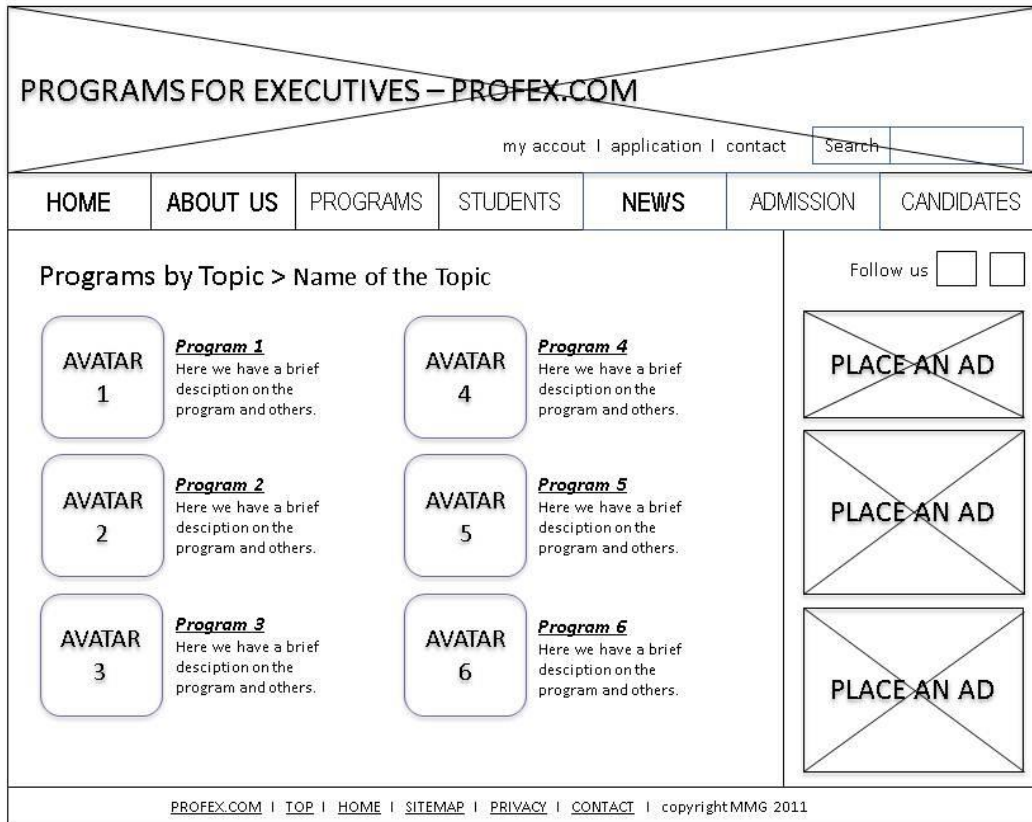
```
┌─────────────────────┐                              ┌─────────────────┐                    ┌─────────────────────┐
│   Programs Page     │                              │  Want to         │        No         │   Programs Page     │
└─────────────────────┘                              │  Apply?          │──────────────────▶│                     │
          │                                          └─────────────────┘                    └─────────────────────┘
          ▼                                                   │ Yes
┌─────────────────────┐                              ┌─────────────────────┐
│  Topics, Categories │                              │  Online Applicant   │
│  and Dates Programs │                              │  Page               │
│  Page               │                              └─────────────────────┘
└─────────────────────┘                                       │
          │                                                   ▼
┌─────────────────────┐                              ┌─────────────────┐     No      ┌─────────────────────┐
│  Choose to see all  │                              │  Is the          │────────────▶│  New Student        │
│  progs from a Topic,│                              │  applicant        │            │  registration       │
│  Category or Dates  │                              │  registered?      │            └─────────────────────┘
└─────────────────────┘                              └─────────────────┘                       │
          │                                                   │ Yes                             │
┌─────────────────────┐                              ┌─────────────────────┐                    │
│  All Programs from a│                              │  Complete o review  │◀───────────────────┘
│  Topic, Category or │                              │  Personal, Academic │
│  Date Page          │                              │  and Work Experience│
└─────────────────────┘                              │  Data               │
          │                                          └─────────────────────┘
          ▼                                                   │
   ┌──────────────┐      No                          ┌─────────────────────┐      ┌─────────────────────┐
   │  Is the      │──────────                        │  Apply to the       │─────▶│  Academicals        │
   │  election    │                                  │  program            │      │  Department reviews │
   │  right?       │                                  └─────────────────────┘      │  application        │
   └──────────────┘                                           │                   └─────────────────────┘
          │ Yes                                               ▼                              │
┌─────────────────────┐                              ┌─────────────────────┐                 ▼
│  Select a Program   │                              │  Send Confirmation  │         ┌──────────────┐
│                     │                              │  mail, with estimative│       │  Apply        │
└─────────────────────┘                              │  date of approval and│       │  Approved     │
          │                                          │  instructions       │        │  ?            │
┌─────────────────────┐                              └─────────────────────┘        └──────────────┘
│  Program Detail Page│                                                          No     │        │ Yes
└─────────────────────┘                                              ┌─────────────────────┐  ┌─────────────────────┐
          │                                                          │  Inform the prospect │  │  Inform the prospect │
   ┌──────────────┐    Yes                                           │  the NO approval of  │  │  the approval and that│
   │  Is the      │──────────                                        │  the application     │  │  he has to make the  │
   │  right        │                                                 └─────────────────────┘  │  payment             │
   │  program?     │   No                                                                      └─────────────────────┘
   └──────────────┘
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Wireframes

Home Page wire frame

Topics, Category and Dates Wire Frame Page

Programs by Topic Wire Frame Page

PROGRAMS FOR EXECUTIVES – PROFEX.COM

my accout | application | contact   Search

| HOME | ABOUT US | PROGRAMS | STUDENTS | NEWS | ADMISSION | CANDIDATES |

Programs by Topic > Name of the Topic

Follow us

AVATAR 1

Program 1
Here we have a brief desciption on the program and others.

AVATAR 4

Program 4
Here we have a brief desciption on the program and others.

PLACE AN AD

AVATAR 2

Program 2
Here we have a brief desciption on the program and others.

AVATAR 5

Program 5
Here we have a brief desciption on the program and others.

PLACE AN AD

AVATAR 3

Program 3
Here we have a brief desciption on the program and others.

AVATAR 6

Program 6
Here we have a brief desciption on the program and others.

PLACE AN AD

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Online Application Wire Frame Page

Online Application N°2 Wire Frame Page

PROGRAMS FOR EXECUTIVES – PROFEX.COM

my accout I application I contact   Search

| HOME | ABOUT US | PROGRAMS | STUDENTS | NEWS | ADMISSION | CANDIDATES |

Application Form > Has the name of the program

II. Academic Records

University Name	Location	Degree	Year Graduate

III. Work Experience

Position	Employer	From	to

Cancel   Submit application

Follow us

PLACE AN AD

PLACE AN AD

PLACE AN AD

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Draft of Screens

Home Page Draft Page
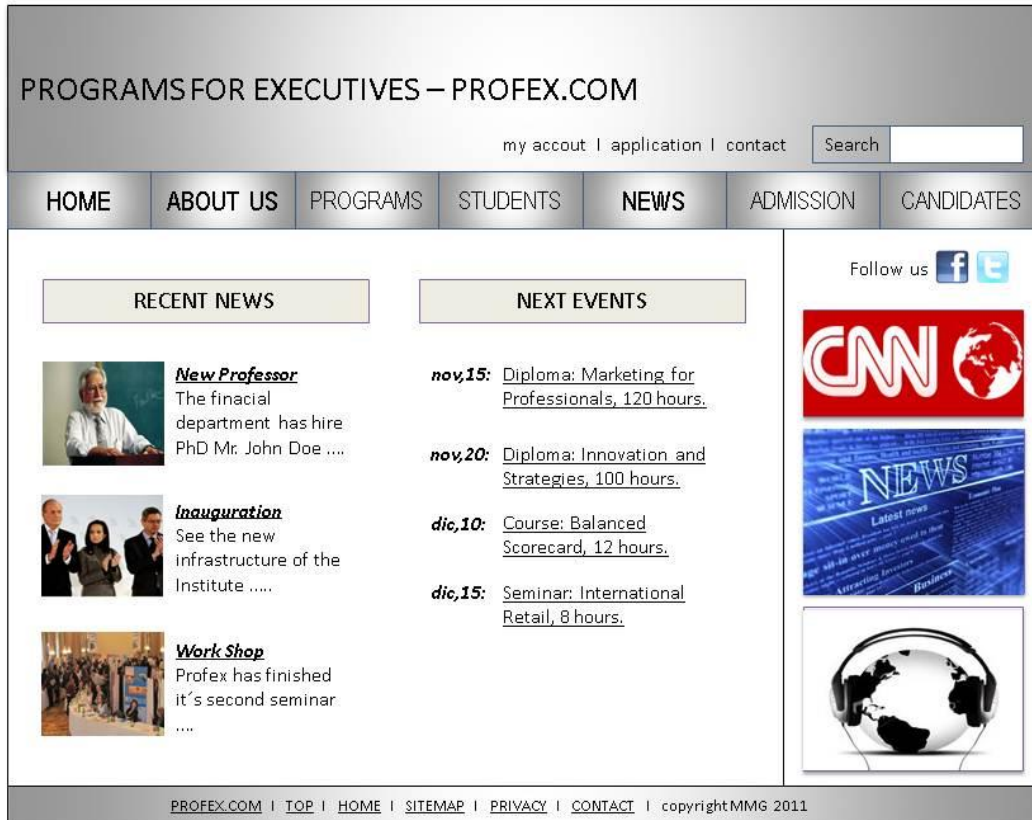
Topics, Category and Dates Draft Page

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my accout | application | contact   Search

HOME   ABOUT US   PROGRAMS   STUDENTS   NEWS   ADMISSION   CANDIDATES

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PROGRAMS BY TOPIC

Marketing
Finance
Strategies
Management
Retail

PROGRAMS BY CATEGORY

Masters
Diplomas
Courses
Seminars
Work Shops

NEXT PROGRAMS BY DATE

November, 2011
December, 2011
January, 2012
February, 2012
March, 2012

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Programs by Topic Draft Page

Online Application Draft Page

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HOME   ABOUT US   PROGRAMS   STUDENTS   NEWS   ADMISSION   CANDIDATES

Application Form > Digital Marketing

I. Personal Data

Last Name	social security number
Fist Name	Date of birthday
Middle Name	sex

City	Phone number
State	Mobile number
Zip Code	job email
Country	personal email

Cancel   Save and continue

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Online Application Draft Page N° 2