

Website Enhancement EXAMPLE

Date: January 2007

Title: Client Intake Web Form

Description:

Create a client intake form on our website allowing the public to give us vital information about a case before we accept or decline a new client. This informal approach will reduce staff time on the phone probing for answers as well as create a less intimidating environment for prospective new clients.

Enhancement Goals:

- Reduce staff time.
- Make new client intake more efficient.

Technical Requirements:

- Coding of Web form
- Creation of thank you page
- Route completed form to designated staff email account

Staff Requirements:

- Development of form to be replicated on the Web
- Testing of new form for accuracy
- Working with our Web developer (inside)
- Working with our Web developer (outside)

Preliminary Budget:

Budget for this project will come out of our annual website budget. Additional costs incurred will come of out of business development fund.

Preliminary Risks:

- Staff will have a new process to add to their daily tasks
- The form will require too much information for initial assessment of potential cases

ROI Measurements:

Based on current calculations of staff time required to fill out proper paperwork and route new cases to review committee, this form needs to produce 5 new cases in the first year to break even on this enhancement. Additional cases will create a profit.

Implementation Timeline:

January 2007 – Initiation and Gather Form Requirements
February 2007 – Work with Web developer to create form
March 2007 – Test form in a development environment
April 2007 – Rollout new form on website

Comments:

Sign-off: _____

Date: _____