

Customer- South West Florida Seminole Club - Brian Bennett

Team Member: Walt Bower

Old website address- <http://swflseminoles.com/>

We propose to amend the website for the Southwest Florida Seminole Club. The Southwest Florida Seminole Club is the FSU football fan club for all of Southwest Florida. Although the main concentration of members is from Lee County, the group extends its membership to the entire region. The club has a wide age range and fans from many backgrounds have become members. The group's location is also a stop for the Bobby Bowden Booster Tour. This group also likes to give to the school it supports and raises money for a scholarship. Roughly 12 renewable scholarships are given away each year. In order to improve the website for this charitable group, there are several measures that we will work on in order to complete this project. As it stands, the chosen website lacks commonalities with other fan-based websites. Group sites tend to have pictures posted from their events. The booster website lacks pictures of its members and what they have done. If potential members see how much fun it would be to tailgate with the Southwest Florida Seminole Club, they may be more likely to join the organization. Also, the website lacks in basic visual appeal. The website also lacks a forum. While there is a form of navigation present, it can be improved upon. Based on this description, listed below is a series of items that we are including in our redesign of the website.

We will make the site easier to use by adding a message board to the website so that members of the Southwest Florida Seminole Club can exchange tickets with each other. By doing so, the members will have easier access to available tickets, rather than trying to communicate by e-mail. This message board will also be used to post other events, such as tailgates, group activities, and trip planning.

The membership form will be added to the website in order to make it easier to join the club. The form will be made available in doc format, PDF, or both, according to the wishes of Brian Bennett.

The website will be made more attractive and fun to use. More graphics will be added to the website to increase its visual appeal. The navigation will be reorganized so that users will have an easier time finding the information they are seeking. There is not a quick way to contact the club. Currently, visitors must search through pages for an email link. Our solution is to implement a simple email form. (Describe current problems with navigation and what you are proposing to do to fix it....)

A photo album will be added to the site in order to allow members to share pictures with one another, as well as help to attract attention by potential members.