

Case Study 4.

BRITISH GYMNASTICS

TERMS OF REFERENCE.

British Gymnastics wish to expand the functionality of their existing website to include a Shopping Area for both merchandise and its National Awards Scheme products. The website will also incorporate a Photo Gallery, Job Opportunities, Links to other websites and an Event Booking Information section.

PROJECTS AIMS AND OBJECTIVES.

- q To create an attractive online shopping area for Gymnastics related products and services.
- q To increase sales of merchandise and associated gym equipment.
- q Product sections to consist of Awards Scheme - Gym equipment - Technical Publications and General Catalogue.
- q To have ongoing Web Master support.
- q To prepare for secure credit card transactions in the immediate future.

PROCESS OF DELIVERY.

- 1 Various meetings took place with British Gymnastics marketing personnel to discuss their requirements for layout and images to be used.
- 2 Flow charts developed to enable client to visualise the selection and ordering processes prior to work commencing.
- 3 Design of website was carried out.
- 4 A test site was developed and used until client was satisfied with both presentation and functionality.
- 5 Launching of new Website.

PROJECT OUTCOMES.

- q Orders received within the first days of the Website going on line.
- q Ongoing Orders are being received.
- q The website is continuously updated with new products.
- q The Website can be quickly adapted to use secure credit card transactions.
- q An ongoing Web Master Contract has been supplied.

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