

# LLC Web Specification Template

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## Background

LLC's current website is five years old and has been hosted on our own server. We had an arrangement under contract with Pxl8 to update the main design frameworks and generally serve as our website consultants. Even the smallest updates were becoming very expensive and the site was designed in a way that apart from generic text LLC staff were unable to change much on the site without a large cost.

We now require a new website using our existing logos and colour schemes but one that is brought up to date with more flexibility and capacity to update.

## Overview

We are seeking a website that is comparable to others within our sector that has some key features that enable data capture and communication with our customers.

We work in the further education and skills sector and have a mixture of public and commercial income. Our audiences are split into four main groups:

- 1) Learners – who want to look for courses, communicate with our staff, enrol basic information and have access (once enrolled) to our VLE (Virtual Learning environments).
- 2) Employers – They want to have access to information and easy routes to communicate with LLC so that they identify and enquire about our training offers.
- 3) Members and partners – As a consortium we utilise subcontractors as well as delivering training ourselves. Organisations can join our consortium via a simple membership process and once members they can apply to become subcontractors for LLC. These we then refer to as delivery partners.
- 4) Funders and general interest – We need a generic digital shop front so that current and potential funders and those who are interested in working with us gain limited access to key information e.g. executive summary of business plans, annual reports, staff contacts.

## Specification

### 1. Main goal

The main goal of the website is to present our products and services to customers.(please see the four audience groups above) this we want to help our core business goal such as, generating leads and increase online sales.

We wish to achieve increased traffic and interaction with our audience and feel we can only do this with a new/updated website with more forms of communications e.g. text chat

### 2. Secondary goals

Our secondary goals for the website are;

- A. Easy access to on line registration, enrolment and learning support (VLE)
- B. Communicating our story to customers, funders and partners.
- C. Make the site easy to use and update.

- D. Reduce administration and duplication of data
- E. Make our web presence more appealing and stimulating

### 3. Key audiences

We have one business aim that is to provide skills training. We do however have four key audiences to serve as part of this aim.

- 1) Learners – who want to look for courses, communicate with our staff, enrol basic information and have access (once enrolled) to our VLE (Virtual Learning environments).
- 2) Employers – They want to have access to information and easy routes to communicate with LLC so that they identify and enquire about our training offers.
- 3) Members and partners – As a consortium we utilise subcontractors as well as delivering training ourselves. Organisations can join our consortium via a simple membership process and once members they can apply to become subcontractors for LLC. These we then refer to as delivery partners.
- 4) Funders and general interest – We need a generic digital shop front so that current and potential funders and those who are interested in working with us gain limited access to key information e.g. executive summary of business plans, annual reports, staff contacts.
- 5) Another key audience is the *internal staff at LLC*. The website is not utilised as much as it could be (mainly due to the hassle regarding updating anything). We need staff to be able to update and post information using an in house editing system.

### 4. Site map

We are open to the structure of our new design but have provided a basic a starting point.

#### HOME PAGE

##### Main tabs

1. **About us**
2. **My VLE**
3. **LLC Professional for Employers & Employees**
4. **LLC Local for adult Learners**
5. **Courses and Programme search**
6. **Contact**

The home page is also to have a **live chat box, course/programme search box, message facility and link to careers assessment toolkit**

##### Sub page content

##### About us

- Short history
- Staff
- Board

- Annual reports

### **My VLE**

- Access to learner VLE (log in)
- On line BKSb assessment

### **LLC Professional for Employers & Employees**

#### *Employers*

- *General list of courses and programmes*
- *Apprenticeships - levy*
- *Traineeships*
- *Commercial and bespoke*
- *Free OTNAs*

#### *Employees*

- *General list of professional development courses and programmes*
- *Commercial and bespoke*
- *Free individual TNAs*

### **LLC Local for adult Learners**

- *Courses to help you back into work*
- *English, Maths, ICT & ESOL*
- *Vocational Courses and programmes*
- *Traineeships*
- *Community based learning*

### **Courses and Programme search**

- Search box: This should be a simple course search box as placed on the home page

### **Join LLC**

- *Member area – log in area for members to access specific information and tendering opportunities*
- *Membership details and application- Details about membership and download/on line application form*

### **Contact**

- Email /web enquiry form
- Telephone
- Social media
- Live chat

## 5. Technical specifications

We have some basic wants for our website.

There is a lot of information on our site mainly about courses, qualifications and other information that needs to be set out so that engages with the audiences and is easily searched.

It is generally an ecommerce site that said not everyone pays because the Government funds LLC to deliver training.

We want our customers to be able to search for courses and start the application process on line i.e. name and basic contact details. We also want customers to be able to live chat with our staff during office hours.

We want the site to be able to scroll information and images and show videos and for visitors to access and download certain documents.

LLC uses several data collection and management tools and software. We use Dotmailer for our e-marketing and promotion. This collects customer information as well as promoting courses and sales. We also have a web based CRM system which we use to store customer (employer) information. We also use a highly complex MI system called PICs which hosts all of our learner data and therefore to save time we would like to make sure that website fields are able to be transferred our copied perhaps via CSV.

## 6. User stories: How will various users/roles interact with your site?

This also helps to define roles for different groups or individuals such as customers, staff and managers. Example: *As a customer I want to add items to a cart and save them to buy later. I want recommended additional products. I want to receive SMS notifications of dispatch.*

### 1) Learners

*As a learner I want to see what courses LLC offers, where they are and what entry requirements there are. I want to be able to ask questions to help me decide if the course is right for me.*

*If I start on an LLC programme I want to be able to access my work via their VLE (Virtual Learning environment).*

### 2) Employers

*As an employer I want to be confident that you can provide what I wish to buy or commission for my employees. Therefore I need access to information and easy routes to communicate with LLC who can help me make the right choices. I may wish to set up an account*

### 3) Members and partners

*As a potential member I wish to be able to read about the benefits of joining and the process and costs. I'll need to be able to either complete an application on line or download and send a completed form.*

*As an existing consortium member and or delivery partner we would like to have access through a members log in and portal to member /delivery partner information.*

### 4) Funders and general interest browsers

*As a funder or third party with general interest in LLC I need to see what LLC offer and how they support what we can fund. I want to know the basics of what the organisation does, how well it does them and who to talk to.*

#### 5) LLC staff

*As an LLC staff member I want to see a website that shows off what we do, is easily updated and helps me do my work.*

### 7. Websites you like / don't like

We have had a look at websites that we like and don't like. Here are some links for both.

Some sites we like;

<https://www.south-thames.ac.uk>

<https://www.croydon.ac.uk/>

<https://www.elatt.org.uk/>

<https://www.wea.org.uk/>

<https://enable.uk.net/>

Some sites we don't like:

<http://www.johnruskin.ac.uk/>

<http://www.itn.org.uk/>

<https://www.gsmlondon.ac.uk/>

<http://www.wrecltd.co.uk/>

### 8. Your competitors

We have provided some links to our main competitors' sites below.

<https://www.elatt.org.uk/>

<http://www.itn.org.uk/>

<https://www.wea.org.uk/>

<https://enable.uk.net/>

<http://www.twinuk.com/>

### 9. Budget

Our provisional budget for this project is up to £10,000 ex VAT.

### 10. Timescales

Our proposed timescale is as follows;

JAN 2018: Tender & specification launched

FEB 2018: Prospective designers interviewed

MARCH 2018: Contract awarded and work commences

APRIL 2018: First draft available

APRIL 2018: Final draft available and 'go live' plan in place

MAY 2018: New website launched

### 11. Our procurement process

We shall offer an open procurement and tender process via our website from January 2018 with a closing date of February 19th 2018.

LLC will then shortlist the best proposals and interview each Company. We shall nominate a preferred supplier and reserve and take references for both.

The supplier awarded the contract will be notified in writing with a supporting service agreement.

### 12. In house design contributions and ideas

Please find attached to this specification contributions made by LLC staff