

# Final Report – Front Door 2002

—home—|—blackboard—|—calendar—|—WeRS—|—bulletin board—|—e mail—

**FRONT DOOR**  
2002



- About
- Academic
- Registration
- Course Info
- Technology
- Career
- Student Life
- Club Corner



**Welcome New Students**  
Useful Information for New Students, click here.

**Announcements** [North Campus shuttle route download here](#)

**Coming Events** Sep 21, 2002  
[GBSA - WSOM Fall Picnic](#)

**REI – One of Our Best-Kept Secrets**  
Perspective from an MBA Summer Intern -- Raghu Gopalan, Project Consultant

As part of the Weatherhead School, REI (The Center for Regional Economic Issues) has been one of the best-kept secrets for those of you interested in economic development, public policy, entrepreneurship, and urban & city planning amongst other career options. REI is also key to the fourth of our six ...

[Read More](#) [Photo Gallery](#)

**Race for the Cure - Registration Deadline Thursday @ Noon**  
- article by Terri Smith

According to the Susan G. Komen Foundation, "An estimated 203,500 new invasive cases of breast cancer are expected to occur among women in the United States during 2002. An estimated 39,600 women will die from breast cancer. It is estimated that 1,500 men will be diagnosed and 400 men will die of breast ...

[Read More](#) [Photo Gallery](#)

9-6-02 10:55 AM

**Hot Links**

- [Front Door Survey!](#)
- [Fall Class Schedule](#)
- [Race for the Cure Deadline Thu@12](#)
- [Student Handbook](#)
- [Faculty Profiles](#)
- [Golf Invitational](#)
- [Fall Career Expo](#)
- [People Search](#)
- [New AV Site](#)
- [Exchange Program Survey](#)

**Discussion**

- [Punderson Photo](#)
- [Finance and Law](#)
- [Suggestions to improve communication.](#)
- [Stats meetings](#)

**Survey**

What is the sport you most like to play during your time at Weatherhead?

Golf

Soccer

Baseball

Basketball

**About Front Door**

- [Introduction](#)
- [Front Door Newsletter](#)
- [Development Team](#)
- [Documentation](#)
- [Front Door 2001](#)

**Search**



Faculty Sites:  Course Sites:

				
<b>Friday Sunny</b>	<b>Saturday Sunny</b>	<b>Sunday Sunny</b>	<b>Monday Sunny</b>	<b>Tuesday Partly Cloudy</b>
High: 81 Low: 60	High: 87 Low: 64	High: 87 Low: 61	High: 87 Low: 63	High: 85 Low: 64

Instructional Designer: Megan Wu  
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 Date: September 6<sup>th</sup> 2002

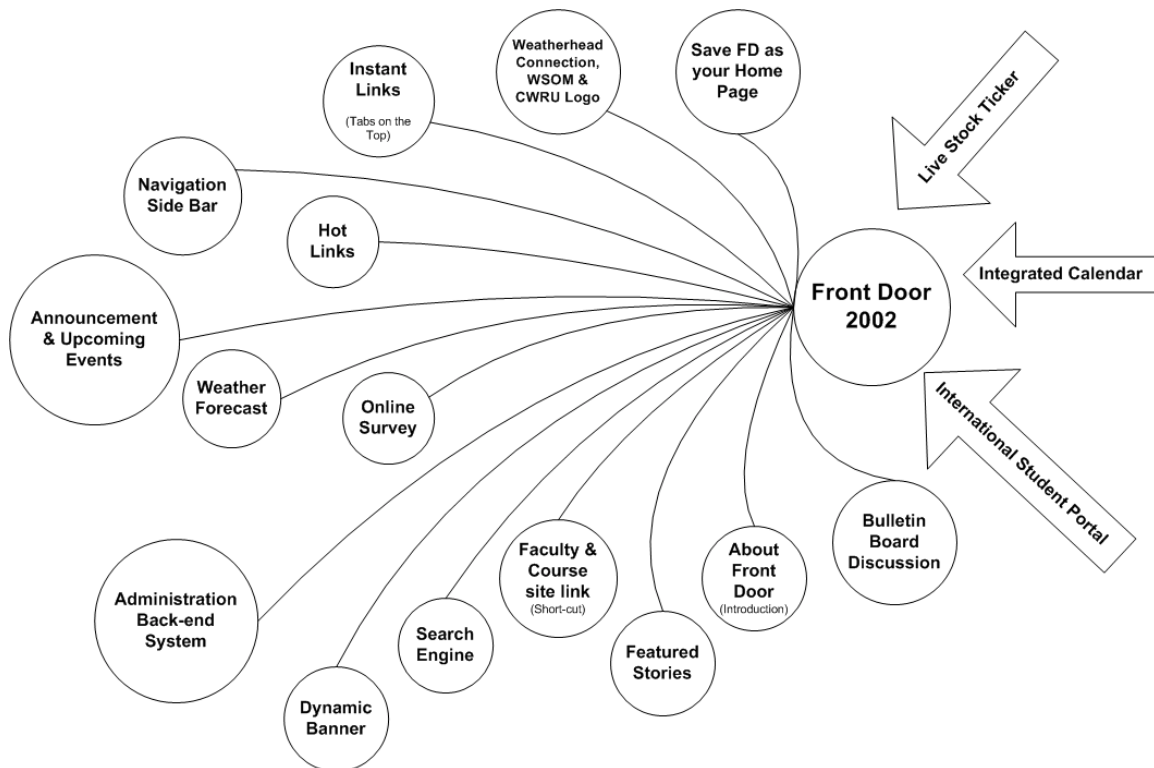
## 1. Analysis

According to the Front Door 2001 survey results, some issues and concerns need to be addressed. In order to improve the service of Front Door to MBA students, the [Business Technology Association](#) (BTA) has submitted a Year-Two Dorney Grant proposal to continue to maintain and enhance the Front Door web site in order to better serve students' needs.

This project mainly focuses on the upgrade and expansion of the existing Front Door site (2001). This site has established by a [development team](#), which consists of eight MBA student representatives, an instructional designer, and two programmers from the [Weatherhead School of Management](#) at [Case Western Reserve University](#). It has been developed with the support of the [Weatherhead Connection](#), which is funded by the Cleveland Foundation ([Dorney Fund](#)).

## 2. Design

The design focus for this project is to create a virtual portal with many useful features for the Weatherhead MBA students, and improve and enhance the feasibility of content updates and site maintenance. Please refer to the following chart to view the site functionalities. (Please note that the functions in the circles are the completed features and the arrow features are still in progress)



## Front Door 2002 Functionalities

### ▪ Site Features

1. **Instant Link Tabs:** There is a tab bar on the top of the page, which takes users to the most useful websites for students (such as Front Door home, Blackboard, Calendar, WeRS,

Bulletin Board, and WSOM E-Mail). This bar always stays on the top of the screen to facilitate the user's navigation experience.

2. **Logos:** There are three logos on the Front Door site (WSOM, CWRU, and Weatherhead Connections), which take users to the corresponding homepages.
3. **Banner:** A banner space has given to the system administrator to manage. The banner can be updated from the back-end system. The option of linking the banner to a web site is also available.
4. **Announcement/Events:** The opportunity for to post all Weatherhead members request to post an announcement/event on the Front Door site is available. The system administrator can add or update the items from the back-end system
5. **Save FD as your Homepage:** The users can click on the "house icon" to save the Front Door web site as their Internet browser homepage.
6. **Current Time:** The current date and time is available on the Front Door site.
7. **Hot Links:** Most important/hot web sites for students will be posted in this area. The system administrator can update these links via the back-end system.
8. **Faculty/course Web Sites:** The professors do not need to give a long complicated URL to students anymore. All they need to do is request to post their web site link on the Front Door site. Students can access to the course/research web site (besides Blackboard) or faculty's personal web sites via this area.
9. **Bulletin Board Discussion:** The Front Door Bulletin Board provides Weatherhead community a space to share opinions. There are two major sections:  
(1) Topics that relate to the Weatherhead School of Management:  
The students can talk about the general topics in the forums or communicate with their EAT group or Action learning groups from the Front Door Bulletin Board  
(2) Classified Ads:  
The users can post a message regarding housing needs, buying/selling textbooks, yard sales, etc. The service is free for all Weatherhead members.  
  
Also, the users do not need to login to the bulletin board to view the new posting message anymore. The most recent bulletin board messages will be pulled out to the Front Door homepage. (The second box on the right)
10. **Navigation Sidebar:** This area organizes the Weatherhead web site into eight sections: About FD, Academics, Registration, Course Info, Technology, Student Life, and club corner. Useful Weatherhead website shortcuts will be collected here for students' access. No more confusion and frustration of information finding.
11. **Online Survey:** Fun survey - Vote online. Survey archive/results are also available! It is manageable under the back-end system.
12. **Five days Weather:** We have received permission use the data from the National Oceanic & Atmospheric Administration ([NOAA](#)). The users can receive five-day Cleveland weather forecast instantly from the Front Door web site.
13. **About the Front Door Project:** The Information (such as the Front Door Newsletter archive, Development Team, Documentations, and Front Door 2001 link) about the Front Door Project is gathered in this area.

14. **Search Engine:** A Google search engine is launched on the Front Door site for users to search information via WSOM, CWRU, or WWW.
15. **Featured Stories:** CSLC & Club stories with related photos
16. **Front Door Newsletter:** The Front Door team sends out newsletter to Weatherhead students periodically. The newsletter archive is available on the Front Door site.
17. **Back-End system:** The system administrator can update most of the Front Door content areas via the back-end system. The usage report can also be generated from here.

### 3. Development

- Developmental Tools
  - Web Programming – Macromedia Cold Fusion and DreamWeaver
  - Database - SQL Server
  - Image editing - Adobe Photoshop
- Development Team
  - Content Contributor - The Front Door team from the [Business Technology Association](#) (Govind Davis, Gautam Roy, Diana P. Cardenas, Katia S. Lock, Enzo Tolentino, Chuck Cicora, Anirudh Kejriwal, and Richard Marshal)
  - Database programming - Eileen Connell
  - Web Interface Design and programming - Adam Euans
  - Instructional design - Megan Wu
- Features still in Progress
  - Live Stock Ticker:  
Based on our research, most of the live stock services require about \$500 – 1000 monthly fee. In order to obtain the legal permission of using the information, we would need to pay for such service. We would like to propose to increase the Front Door funding from the Dorney committee for the Live Stock Support.
  - Integrated Calendar:  
Eileen Connell and Scott Harrah from the Dorney Development team are working on the calendar project. All the Weatherhead events from a various departments will be posted on this calendar. The students will be check one calendar and receive all events at the same time.
  - International Student Portal:  
Megan Wu and Jill Gibson are working on the Front Door portal page for the international students. The information will includes “visa issues”, “working on/off campus”, “ Living in Cleveland”, and so on. This portal will be seen as a sub-page that integrates with the Front Door site.

### 4. Implementation

- System Requirements - Microsoft Internet Explorer 5.5 or higher
- System Administration - Since September 2002, the Front Door site administration responsibility has transferred to the CSLC Department. Jeffrey Lee is the student assistant hired by CSLC for managing the Front Door web site. His duties include site content updates,

Bulletin Board posting monitoring, Site promotion, and so on. Megan Patton, the Communication and Information Specialist, is supervising and assist Jeffrey on Front Door site Management.

## 5. Evaluation -Survey

By the date of September 5<sup>th</sup> 2002, we have received 95 responses to the Front Door 2002 survey. Generally speaking, the survey results are very positive. For example: Over 97% of the respondents agree that the Front Door functionalities are useful; 90% agree that the FD features are easy to use.

The top three favorite Front Door features are: Announcement/events, Instant Tabs on the top, and Weather forecast which the top 3 least favorites are: Dynamic Banner, Search Engine, and Online Survey. Please refer to the Front Door survey results for more information.

The information that the respondents would like to see in the future Front Door site:

- Links to WSJ or other business sites sponsored/supported by the different classes and professors
- Current campus events, seminars, speakers, etc.
- Information about events in the city and in other universities to increase the networking and have more fun
- Capital market Info, more business happenings/current business news.
- Alumni activities,
- Improving the qualities of course registration and financial aid information/web site
- More information for part-time students

Things to be improved

- Slow download time
- Better link organization
- Expand the site for the evening MBA students