



The Aafaq Web

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Outline

- The Team
- Roles & Responsibilities
- Methodology
- Milestones
- Challenges



The Team

- Wed Designer: Firasat Ali
- Web Developer: Asad M. Nafees
- Content Experts:
 - Moawiya Taj
 - Ashraf Al-Faqih

Roles & Responsibilities

- Team Leader
 - Set vision, goals and priorities of the web site
 - Review progress, provide guidance and oversight
 - Develop and supervise implementation of the project
 - Maintain a close contact with the concerned officials of the project
- Web Developer
 - Ensure that web site goals are achieved in a timely manner while maintaining quality.
 - Responsible for tasks that include programming, testing and documenting applications.
 - Review and report progress to the chairman

Roles & Responsibilities

- Web Designer
 - Responsible for tasks that the overall web design of the AAFAQ Web.
 - Conversion of content to clean HTML for static pages.
 - Provides expertise on graphics and images
- Content Providers/Experts
 - Provide content expertise for the Arabic web.
 - Suggest, correct and improve the overall Arabic content on the site.
 - Mr. Moawiya
 - receives feedback from Arabic users and recommends updates.
 - is also the moderator for the AAFAQ forum.

Methodology

- Our web development methodology contains these critical elements:
 - Design and usability. Establish the look and feel, design the structure and navigation while complying with accepted usability standards.
 - Build and code after a careful study of the requirements of the site or new service.
 - Test. We test the browser compatibility, navigation, forms, links and database programming.
 - Revise where necessary as a result of testing and client feedback.
 - Go-live followed by acceptance testing. This is usually a short period after launch of the new service in which we may come across unseen issues or amendment requests (but not major changes).

Milestones

- Initial Design and Deployment
 - Web site concept design
 - Graphic design of web pages (color/fonts theme, etc.)
 - Selection and design of website's pictures and graphic elements
 - Website page creation and website development
 - Domain: <http://aafaq.kfupm.edu.sa>,
<http://afaq.kfupm.edu.sa>
 - Email Accounts: **astudies**, **aafaq**, **anews**
 - Over **400** pages of MS Word documents were converted to **HTML & PDF**
 - Web site support
 - Addition/alteration of website content
 - Design remaking: The look and feel is changed after regular intervals
 - Integrated key search phrases. Gave us a much better chance of being found by our prospect when he uses a search engine to find AAFAQ.

Milestones

- Google lists AAFAQ on top with the query: "aafaq saudi arabia"
- Yahoo lists AAFAQ on top with the query: "aafaq university education"

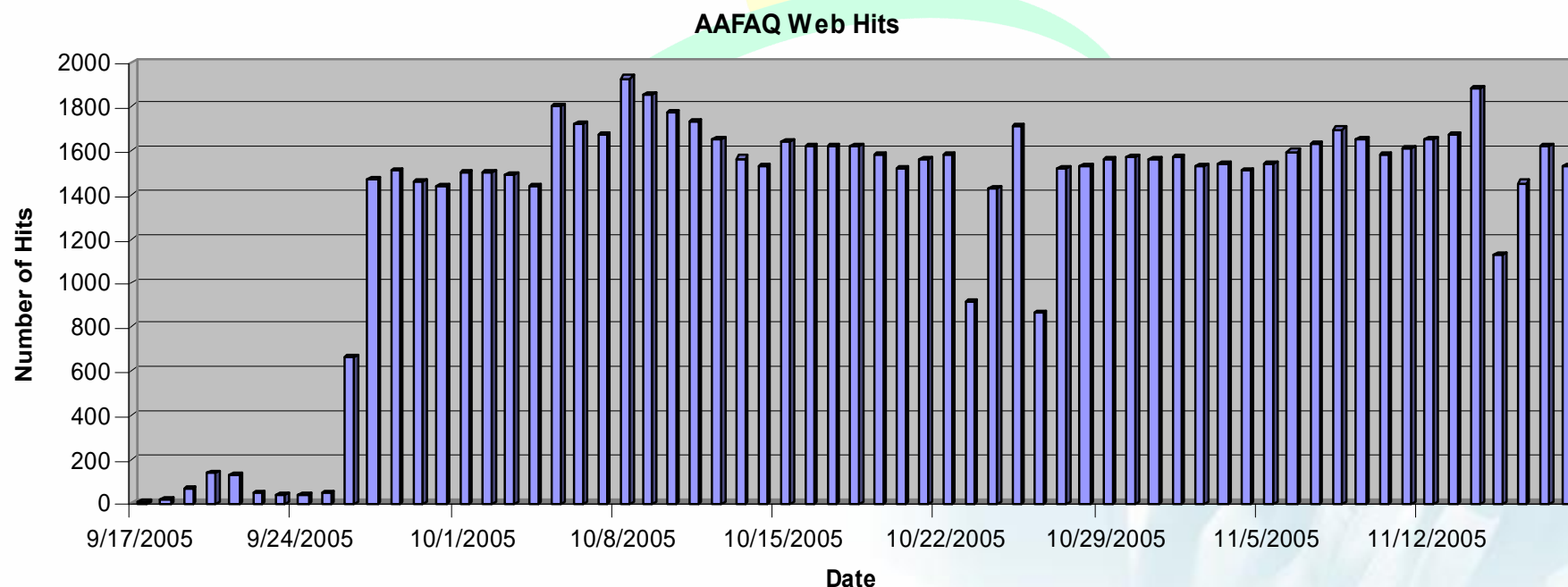


Milestones

- Creation of web applications for online submissions
 - State of the art **ASP.NET** & **MS SQL Server 2000** were developed in record time to allow for web based interaction.
 - Over **140** online submissions of the Reviewer Information Forms
 - Over **50** feedback submissions using the Online Feedback Forms
- Acquisition and Deployment of Arabic Forum for AAFAQ
 - Over **50** members on the forum with more than 150 reads

Milestones

- Over 84000, Visitors
 - Passed the 50,000 mark in October
 - Will pass 100,000 in November



Challenges

- Bilingual Content
 - Content for the website is difficult to obtain.
 - Lack of bilingual content forces us to post either in English or in Arabic creating discrepancies: The studies were posted in Arabic before the English studies were available.
- Lack of External Support
 - Universities that can help to raise awareness are not eager: Webmasters' and concerned individuals have been contacted multiple times with no positive response.
- Ambiguity
 - At times, unclear requirements can consume effort and time at a later stage: The 'Reviewer Information Form' was initially requested as an Email, then a database.