

Start-Up Jamaica Website Design Brief

BACKGROUND

Jamaica is the largest English speaking country in the Caribbean with a population of approximately 2.7 million.

In the recent past, economic shocks, amplified by some structural weaknesses in the economy, have impacted the country's efforts to reduce poverty; with the result being a rise in unemployment particularly among women and youth (ages 15-30).

Committed to restoring growth and building an inclusive and prosperous Jamaica, the Government of Jamaica (GOJ) prepared and garnered local and international support for a comprehensive program of fiscal adjustment and structural reforms. In May 2013, the GOJ embarked on an ambitious reform program which obtained the support of the International Monetary Fund through an Extended Fund Facility for Special Drawing Rights of 615.4 million (about US\$932.3 million) for the period of April 2013 to March 2017. The Program, which supports debt restructuring, fiscal consolidation, and financial sector reforms, has remained on track, with the fourth review successfully completed in June, 2014.

Notwithstanding, it is recognized that the mismatch of skill sets when compared with the fast changing labour market is another reason for under-employment in Jamaica, particularly among youth; as a large percentage of unemployed youth possess both secondary and tertiary level academic qualifications.

The online market therefore presents a unique and attractive opportunity for young Jamaicans. Via the virtual economy, youth can access employment opportunities globally, while residing locally. Presently, the number of Jamaicans participating in global online work is significantly below its potential. Therefore, by addressing barriers to entry, exposing Jamaican youth to the various global platforms for online work, taking advantage of new opportunities in the virtual economy and leveraging its strengths, Jamaican youth have the opportunity to bypass limitations of the national labour market.

Notwithstanding the recent global crisis, the "app economy", the "virtual labour market", and the animation industry have been growing and continue to grow substantially. For instance, at an annual growth rate of roughly 9%, the global animation industry is currently valued at approximately US\$220 billion; with a potential demand gap of about 30,000 animators in the outsourcing of animation production. Jamaica is particularly poised to take advantage of this opportunity since it is close to major markets, can operate in the same time-zone and possesses the cultural norms and tastes that are close to those of consumers in the large outsourcing markets of the Western hemisphere. In addition, given the popularity of the Jamaican culture there is an increasing demand for the development of local content for consumption and export.

Further, structural shifts in the global economy have given rise to the need to harness both technological and non-technological innovation for economic growth. Jamaica has a commendable history of providing scientific and technological research for use in both local and international industries. However, commercializing

Science, Technology and Innovation (STI) remains a challenge and even more so developing a culture of STI entrepreneurship, as securing financing for innovation and firms' inability to wait for long periods of time (perceived or real) before investments can be recovered or a positive return realized, have been identified as critical obstacles to innovation.

PROJECT OBJECTIVES

The general objective of the project is to support youth employment in the digital and animation industries. The specific objectives are to: 1) Develop skills and capacities in 2D and 3D animation and a policy framework and strategic plan for the growth of the animation industry in Jamaica; 2) Increase early stage investment in tech start-ups 3) Provide research grants to support innovative information technology applications with commercial potential.

SPECIFICATIONS:

Contact Details	<p>Client Name: Start-Up Jamaica</p> <p>Contact: Lauri-Ann Ainsworth</p> <p>Phone: (876) 948-7011, 948-7013, 948-7200</p> <p>Email: startupjamaica2014@gmail.com</p> <p>Start-Up Jamaica 7th Floor, JN Building 32 1/2 Duke Street, Kingston Jamaica</p> <p>URL: http://www.start-upjamaica.com Twitter: Start_Up_Ja Facebook: start-upjamaica Skype: start-upjamaica</p>
Domain Name	www.start-upjamaica.com
Project Team	<p>Project Manager User Experience Designer User Interface Designer Graphic Design Website Programmer Marketing - Content Budget Administration</p>

Company Background	<p>Start-Up Jamaica is an incubator/accelerator</p> <p>The organization was established as a technology hub to host a business acceleration programme for <i>inter alia</i> animation, mobile apps and digital entrepreneurs.</p>
Strategic Goals	<ul style="list-style-type: none"> • Mentor young entrepreneurs to build viable businesses • Be seen as the go-to startup hub in the Caribbean
Online Goals	<ul style="list-style-type: none"> • Improve user experience through online tools and features. • Generate leads for bootcamp and accelerator program. • Revenue generated by offering paid webinars. • Cost containment as it is a self-service channel • Up to date website content, layout and materials • Calendar of all startup events, programs and seminars. <p>This should allow persons in the ecosystem to populate the calendar themselves.</p>

Key Outcomes	<ul style="list-style-type: none"> • SUJ’s website should be positioned as among the top ranked startups in the Caribbean. • Increased website traffic • Increased search optimization • More innovative opportunities to generate leads (participants, mentors and investors) through user applications and improved user experience. • Greater brand awareness and company offerings • Increased user experience through self-managed tools and opportunity for feedback. • The site should satisfy the needs of all of our target groups (potential participants, sponsors and partners, potential investors and the media)
Target Market	<ul style="list-style-type: none"> • Entrepreneurs (15-40) • Potential mentors (professionals in a variety of fields) • Investors (Angels and VCs) • Partners and sponsors • Media
Programs/ Service Information	<p>Information will be provided on SUJ’s programs and services. The desired layout and navigation should be simple and with clear lines of connection.</p>

Interactive Elements	<ul style="list-style-type: none"> • Flash Animation Home Page • Videos • Photo Albums, • Newsletters – Subscribe to our newsletters and HTML mailer • Blog – subscribe and contribute to our blog. Integration of comments and RSS • Research Articles – Download research articles • Startup basics courses and other free resource material for startups • Surveys • Forms - application to boot camp and acceleration program. • Display live and recorded webinars, • Media Centre – Press Release, Videos,etc • Mentor sign up form
Key Search Terms	Startup Jamaica, entrepreneurship, innovation, technology
Single Proposition/ Key Message	Startup Jamaica is the number one resource to help startups grow a successful business.
Corporate Guidelines	Partner logos must be displayed (MSTEM, FLOW, JN, WORLD BANK, NCB)

Design	<p>The design should be clean, fresh and vibrant, representing the startup culture.</p> <p>The design should not have the typical Caribbean/Jamaican colors and images but there should be a balance such that someone knows it is a Caribbean company but with a first world feel.</p> <p>Photographs of the SUJ space and events should be included, however stock photos may need to be sourced where there are gaps.</p>
Navigation	<p>The navigation structure of the website should start at a generic brand home -page with graphics/flash animation that resonates with startup entrepreneurs.</p> <p>The home page should also communicate very clearly and concisely:</p> <ul style="list-style-type: none"> • What we do • How you can benefit • Mentors at SUJ • Teams at SUJ <p>From this page, a user should be able to see:</p> <ul style="list-style-type: none"> • Details of our programs • a self populating calendar of startup events and activities • A page of links and resources for startups (a map of the eco system in Jamaica, tools and courses) • Media centre (videos and photos)
Pay per Click	<p>Google Ad words</p>

Social Media	Hyperlink of all social media channels, FB, Twitter, Instagram, YouTube and LinkedIn
Email opt ins	There should be plugins that allow for a two-step email opt-in.
Mobile Technologies	Should be mobile compatible
Online Tools	Links to free startup tools.
Landing Pages	A template for webinar and event landing pages should also be created, such that the template can be used multiple times.
Other Requirements	Hosting Solution

**Bench-mark
Websites**

As a bench-mark we are using the following international websites for reference in terms of design, look and feel and navigation structure.

<http://500.co>

<http://www.techstars.com>

<http://dreamit.com>

<http://www.innovationwarehouse.org/#about>