<u>**Website Functionality**</u>

<u>**Features**</u>
Showcase different functionalities
Cross sell different products
Mobile and Tablet responsive screens
Ensure a good SEO
Security
Data migration from current website
~~Sign up using social media~~
Testimonials in each page of the website
Can we have separate access to different functionalities at the backend for different persons (<u>different admin</u>)
Password to download or see a particular database as such.
Blogs about each service.. (Do we need in each page or have a separate section..Need to discuss with designer/developer)
https://www.oceanoculus.com/news-from-the-sea/submit-a-guest-post
"Follow" LinkedIn button on website
Sometimes we receive info on "Cookies will be stored" .. What is this??
Rating of website

<u>**Organization Development**</u>

<u>**Activities:**</u>

a) Career Community – (See all the jobs and internships, apply for jobs and interns, View companies, Rate companies)
   a. Showcase jobs on front page – Position, Location, Experience,
   b. Showcase featured jobs on front page-- Position, Location, Experience and company name
   c. Separate Page for jobs and internships which needs to have
      i. Search for jobs basis rank, designation, location,
      ii. Profile details and completeness
      iii. Cross sell – CV, Education, Books, Only active webinar
      iv. Apply for jobs.. Registered persons should be able to apply for the job automatically rather than filling in and attaching the form separately
   d. Rating of a company –aka Glassdoor
   e. Testimonials

b) Education – (List all the colleges, their courses offered, MBA services, compare college, , CV preparation and evaluation)

a. Showcase some Colleges and courses on front page
b. Showcase featured colleges--- (Some colleges will not be shown round the year and some only during few months)
c. Separate page for education where we can
    i. Search for colleges basis name, country
    ii. Search for courses basis name, level(graduate, post graduate), location
d. Cross sell – Relevant available jobs for that course, Letter of purpose and Essay preparation, Relevant webinars
e. Testimonials

c) Mentoring – (Process, list of mentors and fields, Book calls, Psychometry test, Blogs)
a. Separate page
    i. Showcase all the fields and experts where a mariner can go
    ii. Ability to search a field, experts
b. Show featured mentors on the front page
c. Cross sell – Relevant jobs, courses, CV preparation
d. Expert call Testimonials for each profile
e. Testimonials

d) Events – (It will have 2 tabs –Events and webinars..
            Events – Customised events, we should be able to add line items over and fields over there as per the event
            Post a webinar, can see past webinars, request for a webinar)
a. Front page shows the active webinar and call to action
b. Separate page—shows total count
    i. Search a webinar (Institute, field, expert)
    ii. Details of a webinar
    iii. Booking
    iv. Calendar for webinar
    v. Automatic calendar booking/placeholder
    vi. On-demand request for a webinar
    vii. On-Demand past webinar video which is locked in.. (package or 1 webinar as such)
c. Cross sell—Relevant jobs, courses, books,
d. Testimonials

e) Sea-commerce
a. Commodities
    i. Books
    ii. Boilersuits, epaulets, uniform, safety shoes
    iii. Souveniers – Ship models, memorabilia
    iv. T-shirts (Marine designs, logo etc..)
    v. Souvenirs from the institutes
    vi. On demand videos for the experts like Capt. Puneet

b. Services
    i. Financial management (CA, investment)
    ii. Anything which another mariner could sell (painting, books, skills etc..)
    iii. Sending flowers/gifts while on ship
    iv. Memories from a ship..
c. Cross sell –
d. We need to provide the service provider or the person to upload his/her products etc..(Unpaid alerts should only be to Sea and Beyond)

f) Technology services
    a. Website making
    b. Analytics
    c. Digital Consulting
    d. Social marketing

g) Blogs

h) Testimonials
i) Registration for candidates
j) Social media links for S&B

For later phase
    a) https://influitive.com (Customer validation/customer journeys/Customer engagement)
    b)