

Site Needs and Goals

Project Summary

The overview of this project was to rebuild a website found on the internet that was visually appalling. We had to build this site from scratch, not using imported HTML from Photoshop but rather write the code ourselves.

Audience Profile

The typical person who this website will target will be parents of children who are interested in gymnastics or for parents whose children already attend High Sierra Gymnastics.

Communication Strategy

The overall message I am trying to portray is that of a professional, clean, easy to read and navigate site. I believe that this is the face of this company. It should represent who they truly are and not a hodge podge mess.

Competitive Positioning

The competition for this site would be other gymnastics centers in the reno and sparks area.

One word to describe my site would be CLEAN