Site Needs

Project Summary

1. The basic overview is to make a home page that can represent myself.
2. The purpose is to have this page to show off what I learned in the class
3. The secondary goals are to improve on what I know I make it better than before.

Audience Profile

1. Target audience is really anyone. It can possibly be just for people in my class.
2. A typical task is to find out about me and to see some other cool and interesting websites
3. I want them to think it is fun and colorful and easy to navigate
4. Colorful, easy, and simple

Communication Strategy

1. The message is: Anyone can make a website that is simple
2. I will convey this message by showing them my website and the simplicity of it
3. It should display as little as possible while maintaining all the information
4. I will measure my success by reading the critiques I get for it

Competitive Positioning

1. The competition is myself verse Dreamweaver (So far, Dreamweaver is winning)
2. It will differ because it is a representation of me (Well, part of me)
3. I have navigation like the other sites
4. The simplicity of the site I think works, and the colors I think stand out the way I wanted.

Target Message

This is a site that partly represents myself, while posing as a homepage for my GRC 175 class.