

Site Needs & Goals

Project Summary

1. *What is the basic overview of the project? This is a site intended for use as my in class portfolio only*
2. *What is the single purpose of the site? To hold my work and serve as a portal for the semester*
3. *What are the secondary goals of the site? To provide me a jumping off point for a personal profile website and to showcase my work to potential clients.*

Audience Profile

1. *Who is your target audience? Choose a typical user (attributes to include are occupation, age range, gender, Internet connection, online frequency/activities, etc.). The typical viewer of this site is a student, with at least part time employment. They are between the age of 21-35 with a few older and a few younger. Most people will be accessing the internet regularly with a high speed connection. There will be equal numbers of males and females viewing the site.*
2. *What is a typical task the user might perform on the site? (register, log on, search for information, buy a specific product, send their e-mail address, call for more information, etc.)? A typical user will use this site to view my work and contact me through the links on my site.*
3. *What do you want them to think, feel and do while visiting your site? I want a user to feel relaxed and as though the information comes to them, instead of having to force giant amounts of information down any throats. I want there to be little text and many fun visuals*
4. *What adjectives can be used to describe the way the website should be perceived by the target audience? Fun, Simple, light, consumable.*

Communication Strategy

1. *What is the overall message you are trying to convey to your target audience? (informative, secure, reliable, efficient, entertaining, etc.) That I am capable of completing a website that is both visually appealing as well as consumable.*
2. *How will you convey the overall message? (For example, through the content, design and aesthetics, navigation, page weight, etc.) I am using a single color scheme with little accent to convey my message, there is a strong influence of legible typography that ties the site together and the page stays pretty similar throughout the site, enabling the viewer to focus on the content.*
3. *What are some specific visual goals the site should convey? This site is a representation of me. It is a blend of nature and design along with my personality. I poke fun at myself in order to remove any pretense and relax*

the viewer.

- 4. How will you measure the success of the site? I will measure the success of my site largely from the comments of my peers and family.*

Competitive Positioning

- 1. Who is the competition? My entire class is my competition. We are all working together to create sites that set us aside from other designers.*
- 2. How will this website be different from the competition? This website doesn't use complex imagery, it is simple and legible and that will make it stand out.*
- 3. What specifically does the competition do/use that your site will incorporate? We are all pulling from the same assignment sheet so we will be using similar components.*

Targeted Message- Fun youthful designer with simple tastes and the ability to tackle complex projects without cluttering the client's needs.