# GRC175 Web Site Needs And Goals Analysis

## Project Summary

This project's purpose is to display various aspects of my experience in GRC175 in a way that is both functional and a showcase of my abilities as a web site designer. The goals of the site are to effectively provide a platform for my other projects and what inspires me as a designer, as well as to tell visitors a little about me.

## Audience Profile

The target audience of this page is primarily the teacher of GRC175. Secondarily, the audience is my fellow students of GRC175. The ages of this audience vary, but are mostly in the 20-35 demographic, with a fairly even mix of genders. As designers/design students, this audience is very focused on the style and artistic merits of design.

Typical tasks these people might use my web site for is to view information I provide related to topics covered in GRC175, especially the assigned projects I complete. (Including this web site.)

When visiting my site, I want the visitor to feel as if I have provided them with direct communication about myself and my work in GRC175. Visually speaking, I want the design to convey a sense of calm and peace, while giving strong focus on the particular information being viewed at the time. I almost want to say it should be like a visual zen koan – simple, elegant, and calming, but at the same time very direct and speaking to the point.

Adjectives to convey through my design: simple, clean, calm, direct, minimalist, zen.

## Communication Strategy

The overall message I would like this site to convey is efficiency, organization, and focus. This message will be conveyed through the use of a minimal amount of elements, the use of icons where possible, and the only color other than white and shades of gray appearing during a rollover event (which helps provide the focus). Again, the specific visual goal should pretty much boil down to stripping away any excesses and leaving the simple basics required to communicate with the audience; in a word: minimalist. The success or failure of my communication with the audience will be in the form of direct feedback from classmate critiques and the grade and comments I receive from the instructor.

## Competitive Positioning

There is no real competition for my website as nobody else is trying to convey my work or experience in GRC175. The closest analogue to this would be my fellow students, all of whose sites are linked from http://www.grc175.com/. My site will differ from theirs in it's extreme minimalist design. The thing my site will use that they will likely use is a similar navigation/organization structure, as we were all given the same requirements for our respective sites.

## Targeted Message

"Minimalist GRC175 portfolio of Larry Rubald."