

Site Needs & Goals

Project Summary

The basic overview of this project is redesigning a website. We had to find a website that we think needs to be redesign for any reason such as color issues, legibility issues, or layout issues. After we've got our website selected, research and preliminary work would take place, researching more information about the website and coming up with ideas that would give the website a more appealing layout than the original one.

Audience Profile

The target audience for this website is mainly for parents of children from grade k-6. Unlike Middle School and High School, where students could or is required to visit their school website for school-related information, usually the parents are the main visitors for elementary school.

A typical task a user might perform on the site would be going to the news page of the website. There are information about any early releases in school, holiday breaks, and some weekly announcements about the school.

The visitors should be able to find all the information they need on the site quickly and easily because that's the intention for designing the website's layout.

Organize can be used to describe the way the website should be perceived by the targeted audience.

Communication strategy

The overall message this website is trying to convey to the targeted audience would be fun, simple, clean, and educational. The navigation buttons and the drawings of little children doing school works were purposely designed to give the audience/ visitors a fun and educational feeling for the website.

Competitive Positioning

School websites, especially elementary school website, is not competitive focus, since it's all conveying the same message about education, but of course if there need to be competitions, other local elementary website would be the competitions.

<http://sparkses.bcps.org/>

<http://www.washoe.k12.nv.us/spanishsprings/cal.htm>

Targeted Message

A word that would appropriately describe website once it is launched would be **Amazing!**