Danny Nguyen
GRC 175
Project 1 Sites Needs & Goals Analysis

Project Summary:
Design a website for posting all of my work for this semester's GRC 175 class. It is a portal to my creative process, showing my fellow classmates and instructor some of what inspires me.

Audience Profile:
Target audience - Students and instructor for GRC 175. Male and female. Age 18-30.
Typical task - View projects done for class. Look at resources. Contact me.
Adjectives for site - Professional, user friendly, clean, good use of color.

Communication Strategy
Being that this is my first website design and build, I hope to convey that with a clean and professional looking website. Through a simple design, a logo, not a lot graphics and easy navigation. Some specific visual goals of the site are to have navigations that pop out with bright colors. With a black and gray background the bright colors will pop out even more.

I will measure the success of this site from feedback from my peers and instructor. I will also reevaluate the site throughout the semester and make improvements to it.

Competitive Positioning
Competition - Other students in the class.
My site will be different from other sites because it won't be so heavy on graphics.

Targeted Message
Welcome to the web page of Danny Nguyen! Look out web designers!