

# Project 2 Site Needs & Goals

## Project Summary

The goal of this project was to redesign a badly designed website found online. I chose Pombreden's Pomeranians, a pomeranian breeding and sales business that is family owned and operated.

The purpose of this site is to provide easy navigation and information for people interested in buying a pomeranian.

Secondary goals include good design, sensible color, organization, and an informative "FAQ" page as well as a quick and easy contact page.

## Communication Strategy

The overall message is efficient, persuasive, interesting, and informative. The site should show that pomeranians are great companions and that they are very cute; the site will be a cut above the rest because each page has large photos of puppies.

I will communicate my message by essentially letting the puppies speak for themselves. The large photos will make visitors fall in love with the pomeranian before they even buy it.

Success of the site will be measured by how many emails the owners receive regarding the puppies, as well as how many puppies are sold.

## Audience Profile

The target audience is people over 30 who are homeowners and have an average to high income. Typical visitors of the site are likely female, ages 30-50, make anywhere between \$40,000-\$70,000 a year, and live in a suburban home with a yard. The typical visitor is married with 0-2 children.

Tasks performed on this site are viewing dogs for sale, viewing details and photos, and contacting the breeders to buy the puppies.

Visitors should feel like they want to buy a cute little puppy. They should desire companionship and love.

The site should be unique, modern, clean, organized, cute, and dynamic. The design should be casual and comfortable rather than intimidating and stiff.

## Site Map\*



\*all pages lead back to the home page

# Project 2 Style Guide

## Colors

#7BC8BE

#7CC7C2

# FCC86D

# FBF6F8

## Headline/logo

Pom's Pomeranians

## Typography\*

RiotSquad:

abcdefghijklmnopqrstuvwxyZ

ABCDEFGHIJKLMNopQRSTUVWXYZ

\*all live type is arial or arial bold

## Graphics

