

Site Needs and Goals:

Project Summary: The basic goal of this site is to create a website to house the projects that will be completed during the GRC 175. The secondary purpose is to inform the audience a little bit about myself and my goals for the future.

Audience Profile: The target audience will be those who are curious about the GRC 175 class and what types of projects are involved with the site. While on the site the main goal is to showcase the projects I have completed while in the GRC 175 class. It is my hope that the audience will take an interest in the class and consider enrolling in the class themselves after seeing the works this site shows.

Communication Strategy: My strategy is simply to entice the audience visually into enrolling into the class after viewing the website and the works contained within. I plan to accomplish this simply with the design and content contained. Visually I want my site to have a clean appearance without too much clutter. I used easy to navigate links to take the audience to the proper pages. My success can be measured through the feedback I receive from the target audience.

Competitive Positioning: I don't consider any site as competition. If anything it is unique in that it will host works that were created only by myself. It is a site simply to inform the audience of what the class entails and of the work I have done for the site. When redesigning a site I keep a few key goals in mind, is the page easy to navigate? Is the site visually appealing. Does the site load quickly without bogging down? Does the site deliver the information that you wish to convey, and in an easy to understand manner?

Targeted Message: Informs about the class and the work I've done while taking the class.