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Site Needs and Goals Analysis

Project 1

Project Summary

State general project information and goals for the site design. This should be an overview of the

project as a whole.

1. What is the basic overview of the project? To create a personal website to showcase my projects.

2. What is the single purpose of the site? To showcase my web design ideas and concepts.

3. What are the secondary goals of the site? To show my HTML/CSS skills.

Audience Profile

Profile the target audience. Provide enough detail to enhance everyone's understanding of who the

audience is. Include some user demographic information.

1. Who is your target audience? Choose a typical user (attributes to include are occupation, age range,

gender, Internet connection, online frequency/activities, etc.).

Other classmates in GRC 175. There is no real age range.

2. What is a typical task the user might perform on the site? (register, log on, search for information, buy

a specific product, send their e-mail address, call for more information, etc.)

View my resources (inspirational links); view the projects I have worked on.

3. What do you want them to think, feel and do while visiting your site?

That I am creative and have good design ideas.

4. What adjectives can be used to describe the way the website should be perceived by the target
audience?

Fun; romantic; relaxing.

Communication Strategy or How will you convince the target audience?

1. What is the overall message you are trying to convey to your target audience? (informative, secure, reliable, efficient, entertaining, etc.)

Informative and entertaining.

2. How will you convey the overall message? (For example, through the content, design and aesthetics, navigation, page weight, etc.)

 Design aesthetics.

3. What are some specific visual goals the site should convey?

Give you the feeling of travel.

4. How will you measure the success of the site?

 If people enjoy the content by letting me know in the critique.

Competitive Positioning or How the website will differ from the competition and the factors that will make it a success. (Specify name and url of at least 2 competitor sites you compared.)

1. Who is the competition?

I guess this would be other classmates.

2. How will this website be different from the competition?

I have a rather "classic" look to my site rather than a modern look. This is meant to evoke the feeling of the "golden age" of travel.

3. What specifically does the competition do/use that your site will incoporate?

Rollover buttons .

4. If redesigning a site, what areas of the current site are successful and why?

I like the rollover images and the typeface of the major buttons. Very art-deco and helps convey the feelings I want to express.

Targeted Message

State a word or phrase that will appropriately describe the site once it is launched.

Nostalgic.