

ART 272 WEB DESIGN II (SPRING 2015)  
BRISTOL COMMUNITY COLLEGE  
DESIGN DOCUMENT

**CLIENT AND PROJECT INFORMATION:**

1. Client/company name:

The Situation Report (SITREP) [www.SITREP.com](http://www.SITREP.com)

2. DUE DATE (when must the message get to the audience for greatest impact?)

**OBJECTIVES:**

1. What is the mission or purpose of the site? Why will people come to the site?

To provide up to date news concerning the latest military technology and trends, as well as the political and cultural aspects of conflicts around the world. People will visit the site to get information about military conflicts around the world and the techniques and technology associated with modern warfare.

2. What is the business problem and primary goals of site? (teach what, inform what? etc. List three.)

1. The primary goal of the site is to provide insight into how armed forces operate and what is going on in the world militarily.

2. Give information regarding the newest military technology currently being deployed on the battlefield.

3. Follow the political ramifications of conflict as well as how war impacts different cultures and societies around the world.

**CLIENT RESEARCH:**

1. What are the company's product and/or services?

The site provides unique insight into current events around the world, specifically military and political happenings.

2. What is the client's competitive advantage?

Providing in depth analysis about current geopolitical events and conflicts, but in a way that separates itself from more conventional news outlets, through pop culture references, well placed humor and a down-to-earth presentation.

3. What are some pre-notions, misconceptions or negative traits the audience might have about

the company or industry? Explain how you can combat this. (For example, if McDonald's is prenoted to be unhealthy, you can highlight healthy menu options. List at least three problems with their solutions.)

1. Some might find a slightly humorous approach to such a serious subject matter to be offensive. Solution: Be respectful of the tragic aspect of war and conflict, while also maintaining the site's identity through witty discourse.
2. The site might be viewed as too common of a commodity given how many different news outlets are out there. Solution: Provide a unique perspective of the content covered, as well as having a visually crisp and memorable site design.
3. Might be criticized for focusing on war games and suffering. Solution: Provide alternative insight and counter negativity with the positive elements of conflict.

## TARGET AUDIENCE:

1. Who is the primary audience? List audience categories and needs. Be specific, for example describe a typical member of that intended audience—age, sex, education level, occupation, accessing the site from mobile or on the go, what type of connection they have etc. (List five.)
  1. Military veterans. Former servicemen, aged 25-55.
  2. Young males, high school students/college students. Aged 15-24. Great connections, mobile or web.
  3. Seniors. Male aged 55-85. Possible family member of a military service member, or grew up in the baby boomer generation of WW2/post WW2.
  4. Government employees.
  5. Government Contractors
2. Choose your three most important audience members out of the five above and list three of their needs/goals/reasons for going to your site. List the most important audience member first. Note: this is from the user's point of view, not the client's.
  1. most important audience category — Military Veterans/Former Servicemen
    - a) To stay updated on current military engagements around the world.
    - b) To comment on current events.
    - c) To feel engaged in the current military process by reading blogs and contacting staff.
  2. second most important audience category — Young Males/High School Students
    - a) To stay updated on DARPA projects.
    - b) To comment on blog section and engage with other young people interested in the subject.
    - c) Stay updated on current military events.
  3. third most important audience category— Government Employees
    - a) To share ideas with other government employees.

- b) To keep updated on current government expeditions and policies.
- c) To stay updated on DARPA projects.

## **BRANDING CONCLUSIONS:**

1. Analyzing your descriptions above describe the tone, personality and image your site should portray. (Corporate, fun, edgy etc). (List five traits.)

- 1. Informative.
- 2. Snarky.
- 3. Militaristic.
- 4. Cutting Edge.
- 5. Technological.

2. What should your audience's first impression be when they come to your site?

Professional, clean, informative.

3. What are some target audience concerns that may affect the design? (low bandwidth, large font for elderly, easy usability for small children, etc.) (List five.)

- 1. Site being updated enough.
- 2. Responsiveness.
- 3. Being offensive.
- 4. Catering to military industrial complex.
- 5. Violence/Mature content.