

ART 272 WEB DESIGN II (SPRING 2013) Bristol Community College

DESIGN DOCUMENT

client and project information:

1. Client/company name:

Lunch break

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

As soon as possible, to start getting traffic flow through the site.

OBJECTIVES:

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

This is a site to give information to guys, everything a guy wants to know or would be interested in knowing. Kind of like a mens bible so you could say.

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

1. to get people interested in the site and follow our articles
2. Obtain advertisement for profit
3. give dudes information on vital topics such as beer or what food can cure a hangover!

client research:

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

News and information

2. What are the company's negative traits or images associated with the industry?

Not at all oriented towards woman's interests or will ever be. Not much profit can be made, and none at the start not that its ment to be a profit oriented site.

3. What is the client's competitive advantage?

Not that there is much competition, we will encompass everything under the sun rather than a single topic heavily covered.

4. What are some pre-notions or misconceptions the audience might have about the company or industry? (list at least three)

1. that this is just a site for young men
2. this site might contain explicit material or offensive material

3. could be misconceived as to what the sites purpose is.

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. the working class man
2. college students of all types
3. guys who are interested in a good read
4. a man surfing the internet can find some sanctuary in this site.
5. any age or level of intelligence man, or woman who might be interested

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— college student
 - a) to solve boredom
 - b) to procrastinate
 - c) Obtain information one would not already normally know
2. second most important audience category— working class man
 - a) Something to do on break
 - b) Web safe and work safe easy to access through works computer
 - c) cool info on topics for home or family
3. third most important audience category— woman
 - a) focus towards men, there will be some reads acceptable for woman as well
 - b) nongender oriented sections available
 - c) there is not woman specific part

3. Create a scenario in paragraph format for each of your three audience members above and how each member would use your site. Take into consideration your audience needs and goals from question two. Be CREATIVE and THOUGHTFUL. Give you character a name, background, and a reason to come to your site. Explain how the character will use your site to complete the given task, learn the information presented or be persuaded by the viewpoint presented. Good work here can enable you to come up with a much more innovative design.

1. student- this person is looking for a quick read or articles to get various information about drinking, food to eat, videogames to

play. Which are all showed in each of their own sections. The site is made for the purpose of obtaining information. So organization is a key this success. A student can reach this site from school or home and easily find any section that he would like to know about such as what is the most recommended beer?

2. working class man- someone of this level can easily access this site on a computer through work. there is no offensive information on this site and if there is it will be sectioned off and notify the viewer. There are features of the week wich are perfect for a quick read while on break to share the newest information we have to offer. In addition there are new gadgets and food options or even tips as to how to get that girl you always wanted to ask out at work.

3. woman- this site isnt made for woman but I know there is going to be some that traffic through the site. And because of that there are sections that will never be gender oriented, such as geek corner, or entertainment were it is a vague unbiased few sections of mear reviews and recommendations or event coverage.

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. manly
3. classy
4. laid back
5. fun

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

This is a site for everyone not necessarily of all ages but of ages that are appropriate to view. They should not be weary of exploring the site and be welcomed in as a fellow man!

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. there should be easy usability
2. well organized
3. clearly labeled articles or topics
4. clean and classy look
5. non degrading or offensive.