

Meghna Misson

Mrs. McDonough

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Project 03: Site Needs
& Goals Analysis

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Site Needs & Goals Analysis

A. Project Summary

- a. What is the basic overview of the project?
 - i. To create a website that will advertise a local, national, or fictional event of the student's choosing and provide information about that said event to benefit both new and returning visitors to the site.
- b. What is the single purpose of the site?
 - i. To create a website that informs visitors what the event is, where it will be located, any news concerning its schedule, and how they might plan to attend with no remaining questions left unanswered.
- c. What are the secondary goals of the site?
 - i. Balance between readability and legibility across the entire site; visually pleasing aesthetics that motivates visitors to explore throughout all the content made available; digestible, but informative descriptions on each page that will aid the visitor in learning more about the event to be compelled enough to attend the next gathering in the near future; a functioning contact form, and the use of alt tags.

B. Audience Profile

- a. Who is your target audience?
 - i. Anyone—regardless of their race, sexuality, age, and gender—that enjoys dressing up in elaborate costumes and masks, and attending various types of social activities all housed underneath one main carnival tradition.

- ii. Occupation: mostly average or household occupations. I.e. artists; tourists; business owners, students...
- iii. Age Range: 10-40+.
- iv. Internet Connection: Accessible to everyone without any restrictions whatsoever; generally available to the entire public.
- v. Online frequency/activities:
 - 1. People who use online devices daily; especially those who photograph their involvement in public events, either with or without friends and family, and post them online (briefly, audiences who often use a multitude of social media websites and apps to post their daily entries on).
- b. What is a typical task the user might perform on the site?
 - i. Exploring through the website's many subpages to learn more about the event—such as visiting the gallery page in order to visually gain an idea of what to wear and/or do if they should attend the next annual gathering in the future. Perhaps even looking into how they might get involved with setting up the event for others to enjoy as well.
- c. What do you want them to think, feel, and do while visiting your site?
 - i. Become increasingly engaged with the information provided on the website that it compels them eventually to the point where they would wish to attend the event.
 - ii. Enjoy the website's layout and visuals so much that it leaves a lasting impact on them that when they view any other related, or unrelated topic, it will draw them back to the original site.
 - iii. Feel as if their questions and/or concerns about the event were answered thoroughly and earnestly.
- d. What adjectives can be used to describe the way the website should be perceived by the target audience?
 - i. Exciting; mysterious; alluring; expressive; unique; wild; informative; professional, and most importantly—fun!

C. Communication Strategy

- a. What is the overall message you are trying to convey to your target audience?
 - i. That regardless of your background, you too can enjoy the beauty and whimsy of Venice, Italy while attending one of its most beloved traditional events, and positively indulge in the feeling of freedom however you see fit.
- b. How will you convey the overall message?
 - i. Through visual aesthetics, type hierarchy, functioning links and buttons, fast responsiveness, proper and earnest information, and the company's logo and name.
- c. What are some specific visual goals the site should convey?
 - i. A vast use of color reminiscent of an explosion of confetti, all-the-while keeping on par to a limited color scheme for brand identity purposes; having imagery containing of or relating to carnival masks and themes; nods to Italian culture and/or traditions, and the unique stylization of common web design elements.
- d. How will you measure the success of the site?
 - i. By asking users of the site if they remember the logo, official name, and how many times they might have visited the website or recall any of its contents.
 - ii. By recording the amount of searches made online for the event and company through such methods as using Google's "Google Trends" webpage to view the amount of times a specific topic was searched online and when.

D. Competitive Positioning

- a. Who is the competition?
 - i. The competition would be other similar events happening within the same area—Venice, Italy—or near/on the same dates. Perhaps also smaller festivals that key in on specific services that are difficult to match up to due to the grand scale that the Carnival of Venice currently operates at.
- b. How will this website be different from the competition?

- i. Displays information about the event in a digestible, but beneficial manner; makes it interesting to explore through and visually entertaining, hand-selected imagery, static but flexible navigation.
- c. What specifically does the competition do/use that your site will incorporate?
 - i. A slide-show-style image gallery, additional subpages on smaller key events, and interactive elements.
- d. If redesigning a site, what areas of the current site are successful and why?
 - i. A slide-show image gallery on the home page; an english-to-italian translation option; the ability to purchase costumes and masks on the site itself, and additional subpages about almost every smaller event tied with the Carnival of Venice.
 - 1. A slide-show image gallery being made available immediately on the home page is the most ensured way of informing visitors of the site what the event is about through visual imagery alone and succeeds in its task.
 - 2. An english-to-italian translation button expands the range of potential visitors coming to the site who were once previously held-back due to language barriers. This function also makes it more conceivable for attendees who primarily speak or read English to get involved behind the scenes despite the event originating from Italian culture.
 - 3. Providing future or returning visitors the opportunity to purchase elaborate costumes and masks before they might have gotten started on their trip to the event's main locations.
 - 4. Offering additional information about smaller events associated with the Carnival of Venice to satisfy any remaining questions left, and roping in forgotten crowds back who were primarily interested in these same events rather than the rest.

E. Targeted Message

- a. State a word or phrase that will appropriately describe the site once it's launched.

- i. “Creating memorable moments of indulging in the ultimate forms of pleasure, whimsy, and freedom in the city of Venice.”