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Project 01: Site Needs and Analysis

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 sell a product for my made up product, which is a mouse.

2. What is the single purpose of the site?

To sell the different kinds of gaming mice.

3. What are the secondary goals of the site

To tell people about the kinds of mice we sell and why what we are.

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 tinclude are occupation, age range, gender, Internet connection, online frequency/activities, etc.).

My target audience is anyone with a laptop or computer.

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.)

It will be to be able to order something from the website, submit their contact info, and to search for the products.

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

I want them to be interested in the product and be able to purchase items.

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

Cool, Fun, interesting, entertaining, intrigued

Communication Strategy

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, secure, tempting

2. How will you convey the overall messag

e? (For example, through the content, design and aesthetics, navigation, page weight, etc.)

I want to be sure the website is good to look at and won't bore the audience.

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

To make sure the website is relevant and fits with the theme of the product.

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

I will make multiple thumbnails with different designs to find the best design.

Competitive Positioning

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?

Other mouse companies like logitech.

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

I want it to actually be similar but still differ with the types of products we sell.

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

They have lots of credibility which I don't have so I might pretend to be in business for a long time to have the credibility.

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

Most mouse websites have other products, not just mice, that relate to gaming and computer parts so that helps them because they sell more and complete a customer's purchase that way.

Targeted Message

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

Gaming Ready