

Meghna Misson

Mrs. McDonough

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Project 02: 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 an ecommerce website for a fictional company selling variations of a product, whether those are fictional or already existing, with the key function of adding them to a shopping cart.
- b. What is the single purpose of the site?
 - i. To create and establish the function of adding individual products to a digital shopping cart or bag to the website.
- c. What are the secondary goals of the site?
 - i. Visual pleasing aesthetics, informative descriptions, a functional contact page, and the ability to provide an estimated total for the amount of products added to the shopping cart.

B. Audience Profile

- a. Who is your target audience?
 - i. Almost anyone—regardless of their race, sexuality, and gender—that are interested in fictional stories revolving around vampires, draculas, and other common or well-known monsters of the “night”.
 1. (To specify, these other monsters include: Werewolves, zombies, witches, mummies, swamp monsters, etc...)
 - ii. Occupation: mostly average or household occupations; writers; artists, and fans of vampire, thriller, and horror movies...
 - iii. Age Range: 18-40+.

- iv. Internet Connection: Accessible to everyone without any restrictions whatsoever; available to the general public.
 - 1. However, customers will be allowed to complete their transaction if they create/sign in to the website underneath a customer profile. From here, they will be asked if they are above 18 years-old to be able to purchase writings with more mature themes tagged, otherwise they will be denied from continuing their purchase. This is purposely implemented in order to avoid the possibility of anyone younger from purchasing content not suited for them, as well as ensure a customer's purchase from the site if they have any doubts whatsoever.
- v. Online frequency/activities:
 - 1. People who use online devices daily, especially those who use electronic devices to frequent ecommerce and writing/reading sites as well.
- b. What is a typical task the user might perform on the site?
 - i. Course through the 12 catalog pages of products available on the website and add/remove them from the shopping cart at any time; view their shopping cart's total on a separate page, and use the contact page if they might have any questions or concerns.
- c. What do you want them to think, feel, and do while visiting your site?
 - i. Become interested and familiar with the range of products available on the site and eventually become motivated enough to add and [hypothetically] purchase multiple items.
 - ii. Become relaxed when using the website and, most importantly, be entertained by the company and its products—I would want users to have an enjoyable experience when exploring the site that will guarantee that they will return to it once again.
- d. What adjectives can be used to describe the way the website should be perceived by the target audience?

- i. Alluring; playful; unique/one-of-a-kind/special; unattainable anywhere else; mysterious; inviting/appealing; dark/dark elements, and efficient.

C. Communication Strategy

- a. What is the overall message you are trying to convey to your target audience?
 - i. Guaranteed, personalized written stories involving and revolving around vampires, draculas, and other monsters of the “night” that would be available to anyone regardless of their race, sexuality, and gender.
- b. How will you convey the overall message?
 - i. Through visual aesthetics, product descriptions, the company’s logo and name, and the “About” page.
- c. What are some specific visual goals the site should convey?
 - i. Visuals related to vampires, draculas, monsters, horror, halloween, and common dark themes.
- d. How will you measure the success of the site?
 - i. By asking users of the site if they remember the logo, company name, and products after some time has passed—if they are able to do so, then that would mark that the site was a success. Especially the marketing aspect of the website if the users are able to recall if their first-time experience was pleasurable and overall memorable.
 - ii. By recording the amount of web searches for the website, company, and products on different web browsers; similarly to 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. Other writing/reading websites that sell original, fictional stories; especially other commerce sites that sell customized/personalized stories online, specifically to potential customers in my target audience.
- b. How will this website be different from the competition?
 - i. Specializes in appealing to key specific and niche categories primarily related to vampires, draculas, and other common horror monsters—and

narrows them down to a singular site that is much more convenient and easier to use as opposed to other websites that have endless amounts of catalog pages that does not really speak to these same categories.

Especially if the users of those other sites will need to jump through countless hoops just to reach what they want, possibly even losing interest along the way, whereas it wouldn't be an issue when using my website.

- c. What specifically does the competition do/use that your site will incorporate?
 - i. A wider variety of topics, genres, and characters—possibly unrelated to themes that my website relies on such as vampires. The takeaway from this is that my website will offer a larger variety of monsters to pick and choose from other than vampires.
 - d. If redesigning a site, what areas of the current site are successful and why?
 - i. There is no website currently employing the same logo, company name, and/or its products online, therefore ensuring that this project is completely original and not a redesign of a preexisting site.
- E. Targeted Message
- a. State a word or phrase that will appropriately describe the site once it's launched.
 - i. “Personalized stories just for you to sink your teeth into...”