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GRC275\_3001

20 November 2024

### Project 03: 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 create a website that advertises a local event and in my case the Reno air balloon races.

2. What is the single purpose of the site?

To make a website that tells the person about the event and see if they are interested in joining in,

3. What are the secondary goals of the site

To make sure the website works but is also interesting to the eye.

## **Audience Profile**

1. Who is your target audience? Choose a typical user (attributes to include are occupation, age range, gender, Internet connection, online frequency/activities, etc.).

My audience is anyone who is nearby or is willing to fly to see the air races. It doesn't need to be anyone specific.

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.)

This is for people who want to join in on the event. They can input questions in the contact information page and if they want to look at the past images.

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

I want them to be engaged with the website and to be interested in what the event is all about. I hope that it'll not only be good looking but the reader might even do more research for it.

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

- Informational
- Creative
- Easy-going

## **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.)

I want the person to walk out with as much information as they can about the page because they clicked in to learn more and to hopefully get them to join in on the fun.

2. How will you convey the overall message? (For example, through the content, design and aesthetics, navigation, page weight, etc.)

I want to make sure it's obvious with large words and images that it's obvious what the website is about.

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

A giant air balloon on the front page should help make it obvious what the website is about.

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

I think i will measure it by if it meets requirements and if I think it looks good with no contrast issues or anything.

## **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?

<https://www.balloonnevada.com/grbr>

<https://renoballoon.com/>

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

It will be somewhat the same but provide a different aesthetic maybe.

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

I like how the page looks good, and the hierarchy flows nicely in the websites, they both look professional.

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

The background needs to be large in my opinion so it will be the main page that people will return to.

## **Targeted Message**

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

Huge