

## Site Needs & Goals

### **Project Summary:**

Project One is designated to create a personal website for posting all of the other different projects in this class. This project consists of an individual Portal that represents the student's creativity and web design skills.

This Site will serve as the main Portal for other projects. It will also be an experimental website where we can apply learned concepts in it, and eventually develop a better site.

### **Audience Profile:**

The targeted audience is the class mates and instructor. The site will serve as the main page for other projects. It is also a way to represent myself so the other class mates get to know my designs better.

### **Communication Strategies:**

The overall message is trying to show my personal side in my portal design. Using colors that I like and that describe me.

### **Competitive Positioning:**

This portal is only designated to be a portal for this class; for that reason there is no competition.

### **Targeted Message:**

Personal design