Site Needs & Goals

Project Summary

This is page is a mini webdesign portfolio and portal to other webdesign projects. The goal is to promote my design and webdesign. Secondary goals include trying to create a unified design for my digital portfolio and fufilling class assignment requirements.

Audience Profile

The website's target audience is potential employers and clients. An example of a typical user would be someone working in design or any business needing a designer. Potential employers would probably be local, aged 30-50 with frequent internet exposure and fast internet connection. Clients would probably be 30-50 as well but with possibly less frequent internet exposure and slower internet connection. Typical tasks a user might perform on this website are view my designs, find out about me, contact me for work or more information, and find links to web design information. The user should feel comfortable choosing me as a designer. The website should be percieved as polished, and professional.

Communication Strategy

The overall message I am trying to convey is that I am a professional, knowledgeable and reliable designer. I will convey this message with strong clean design, information on schooling and experience, and clear interface with proper functioning. Visually, the site should draw the eye to the navigation and show clarity and professionality. I will measure the success of the website by asking other design students, teachers and professionals as well as seeing if I recieve job offers or have success in my job applications.

Competitive Positioning

The competition for this website is other designers websites or more specifically local webdesigners. Some specific local competitors are DMA Web design and Mega Star Media Inc.
www.dmawebdesign.com/index.html
www.megastarmedia.com/portfolio.html
This website will be different in focusing as much on it's design as on designs for clients. While the works in the portfolios are strong, the sites themselves are blocky and poorly designed. I will focus as much on layout as on content to better frame my work as well as fill in for my having few client samples. From these websites, I will incorporate strong placement of brand identity information.

Targeted Message

Professional designer