

Site Needs and Goals Analysis: Project 1

Project Summary:

The primary purpose of this site is to create a portal that links to the other projects that will be completed this semester. The secondary purpose is to have a list of sites that are inspirational and helpful to others.

Audience Profile:

The target audience would be future students who are looking for examples and inspiration to help them in their own work. Another potential target audience would be clients for personal projects.

Communication Strategy:

Simple navigation and easy to read sections will create a straight forward site.

Competitive Positioning:

Nothing comes to mind, there is no “competition” for this site.

Targeted Message:

Spring 2008 Portal Site