

# GRC 275, Web Design and Publishing II

Clement Simons

## Site Needs and Goals

### *Project Summary*

**1. What is the basic overview of the project?**

The purpose of the site is to be a vehicle for a review of Dreamweaver software and how sites are constructed.

**2. What is the single purpose of the site?**

The single purpose of the site is to be the basis of a personal web page which will eventually mature into a portfolio of my abilities as a web designer.

**3. What are the secondary goals of the site?**

The secondary goal is to form the beginning of a personal web site which to display techniques learned in GRC-275.

### *Audience Profile*

**1. Who is the target audience? Choose a typical user.**

Initially the site audience will be other members of GRC 275. When finally finished, the site will be tailored for potential customers in small businesses or organizations.

**2. What is a typical task the user might perform on the site?**

Typically I want users to be able to review my previous work and contact me.

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

I want them to be impressed with my site design, the ease of navigation and the functionality of my other sites.

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

Attention-grabbing! Simple! Easy to navigate!

## *Communication Strategy*

### **1. What is the overall message you are trying to convey to your target audience?**

A web site need not be complex and complicated to advertise and convey basic information about your business to potential customers.

### **2. How will you convey the overall message?**

The site will contain only sufficient information to make the visitor desire to contact me directly. I don't want to make the customer bored by following link after link to get what information he needs. What he needs to know will be obvious and spur him to contact me.

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

Site navigation must be easily understandable and readily apparent. Text and information must be to the point, and encourage further interest. Graphics must be simple and not distracting.

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

The ringing of my cash register will measure success.

## *Competitive Positioning*

### **1. Who is the competition?**

About a million other persons build web sites as a hobby or as a business.

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

Most sites of the competition are extremely complex with many gadgets and whistles.

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

That will depend on the sites audience and will be determined by an initial site proposal.

**Target Message** – State a word or phrase that will appropriately describe the site once it is launched?

**Message simplicity and ease of navigation.**