

Task #2

SITE PLANNING DOCUMENTS (This is the Pre-production Part of the Course Project)

25 Points

Terminology

demographics

Common characteristics used for population segmentation. Typical demographic data points include age, gender, postal code, and income.

psychographics

Profiles that list the psychological characteristics of a population or audience, including personality and attitudes, interests and opinions that affect a person's lifestyle and purchasing behavior.

One of the most important aspects of producing a web site is the planning of it, which means a lot of energy spent on research, compiling, gathering, organizing. This assignment is the first step toward completing your Course Project, which will be creating a website for an actual client.

You will need to research, gather, list, categorize and prioritize your content; build an information architecture and navigation scheme, and plan all aspects of your client's web site.

Review the page on the pre-production phase to understand all of the steps and documents required in this phase of web design and production.

DELIVERABLES

Examples*

**The following examples are in reference to a part-time wedding photography business' website.*

Documents required from you for this assignment will be:

- **Statement of Purpose**—why does the web site exist? (example - It is to explain a different approach to wedding photography coverage that will entice the prospective clients to book so that a greater income per wedding event is achieved.)
- **Vision Statement (Scope Definition)**—how much detail to be included? What are the definable, measurable goals for the website? What can the business and the website become?

Example:

Goal of this site is to double the income from bookings and to supplement the message presented in business' related website and publication.

Initial website features will provide portfolio samples, a downloadable brochure, cross-promotions (wedding invitations and framed temple canvas prints), a means to communicate with the photographer.

Site will score a high (first page) search engine placement.

- **Audience Definition**--profile of customers / visitors, including both their demographics and psychographics.
- **Example:**

This business targets the budget-minded, cost-conscious bride-to-be who still wants quality, though a good deal (bargain). Many will create their own invitations and wedding decorations because they can and because it is economical.

Mostly, clients are first-time young brides (under 25) whose parents are paying for the wedding.

- **Requirements Document**—list of assets, background information needed
- **Site Outline**—listing content on each page with names of content files
- **Flowchart**—showing all links, names of html files for each page, and title of each page (see [sample](#))
- **Pencil sketches and mockups**—showing navigation interface
- **Title Block** (see [sample](#) - [Title Block](#))—presentation of project page designs and flowchart to client

PROCEDURE:

1. Research related web sites or those dealing with your web site's content / purpose..
You do not have much time to do this. You could interview people involved in the travel industry.
2. Determine the target audience, customer profile, scope of the project, the competition, and any constraints on the project. Write up the **Audience Definition**.
3. Brainstorm to determine the features to be included in the site and what goals will be set for the site to accomplish.
4. Create a **Statement of Purpose**.
5. Write up a **Vision Statement**.
6. Survey what media / content is available (in addition to that which you already have) and gather as much information.
7. Compile a **Requirements Document**.
8. Compile lists of content, features, media to appear on the site. *
9. Thoroughly outline the content—categorize and prioritize--and create a **Site Outline**.*
10. Produce a **Flowchart** showing the plan for the complete site. You will be required to complete at least a dozen pages.
11. Create at least a dozen layout ideas and three finalized layout concepts (**Sketches**) for the page designs.
12. Produce a **Mockup** for your pages.
13. Present the flowchart and mockups for the approval of the client (signature required) in the **Title Block** format.

* NOTE: Here is an activity that will not only help you to list and organize the content to appear on the site, but will serve as a means to determine the usability of the site.

Get a stack of 3x5 index cards (or make your own) and write one idea on each card. It might be a feature idea, a section of the site, content to be included. When you have exhausted this step, give the cards to someone else (try to give it to a member of your target audience) and have them organize the cards.

Have them place the cards into about 6 or 7 piles, organized as they see fit. Then have them label each stack. (They have given you ideas on how to organize the site in a way that they understand, and even suggested what the sections should be called.)

GRADING CRITERIA:

| | Points |
|--|--------|
| Required <ul style="list-style-type: none"> • Statement of Purpose • Vision Statement • Audience Definition • Requirements Document • Site Outline • Flowchart • Pencil sketches and mockups • Title block | 15 |
| Design Well thought out architecture, navigation, organization. | 5 |

Overall Presentation**5**

Documents are professionally produced and complete.

| Objective/Criteria | Performance Indicators | | | |
|-----------------------------|------------------------|-------------------|--------------------|--|
| | Seriously Lacking | Needs Improvement | Meets Expectations | Excellent |
| Required | (4 points) | (8 points) | (12 points) | (15 points) All planning documents (flowchart, lists, mockup) were included; 2 points for each of the following documents. * Statement of Purpose * Vision Statement * Audience Definition * Requirements Document * Site Outline * Flowchart * Pencil sketches and mockups * Title block |
| Design | (2 points) | (3 points) | (4 points) | (5 points) Information architecture is well thought-out; Navigation, organization, content all designed following usability concepts, web standards and design principles. |
| Overall Presentation | (2 points) | (3 points) | (4 points) | (5 points) All documents are professionally produced, complete. |
| | | | | Out of 25 points |