The Project Profiler

I. Background and Goals

Company

Please provide corporate and industry descriptions, including competitors, along with a brief critique of sites. Include contact information and a description of the group who will be working on the project. are the decision-makers? Who else would be contracting? Who's responsible for what? What human resources do you have for various stages of the process?

I'm a student studying web design. Strong, minimalist clean design. Minimal color blocking. Corporate websites. Small companies. East coast. Urban. Non-profits – social-good organizations. In the arts. Fun corporate. Baltimore Clayworks, for example. Business-casual with a fun twist. Dark colors. Mt. Vernon-hip. Classical architecture next to new architecture.

Competitors: Young social reformers. From Baltimore. Not really rich. Up-and-coming artists. Young colorful useful websites. Some animation? Somewhat boring & traditional.

What's your edge?: Strong connection to community

Responsibilities/Resources: I am. Business partner. Fellow design students. Boyfriends & girlfriends, mom & dad, sisters, brothers, aunts, uncles. Passing strangers. Friends & enemies.

Final decision: Me.

Responsible for: designing website. Meet all client's requirements. Making deadlines. Photos, illustrations, information is accurate, credit other sources. Make sure it works properly.

Project

What is the mission statement or summary of your project?

Market yourself as the product. Baltimore is a more friendly, creative place to live.
Work for small companies and help promote them opening dialogs between companies and promote networking

What are the basic goals of this project? (e.g., branding/identity reinforcement, improved access to information, direct sales, corporate communication, etc.)

Establishing your identity in the genre of work you want to do; open communication between potential clients and myself, mobile portfolio for whenever you need to show your work, creating a reference of your work, prepare yourself for your inheritance, create fervor around your projects, find a job

What outcome will make this project successful? How will you measure success?

12 jobs from the website. 100 people reach out to you. 30 phone calls and 70 emails and trackers.

What are your schedule requirements?

This week we are going to start designing our final project. **NOTE: You will be required to create template pages and use them in the final production.**

- Complete the proj-profiler.doc ; we will go over some of it in class
- Find 4 websites that sell the services of graphic designers that inspire you, and post them on the discussion list for "Inspirational Sites" (if you want to do a site for a business instead, then find 4 sites for similar businesses.)
  - Look at the links they are using in their menus
  - Look at the elements such as logos, addresses, social media icons, copyright notices, etc. they include
- Download designProj-part01.docx and part1-demo.zip (which should take about 4 hours)
- Sketch 3 comps for the home page of site you're going to build using the Grid 960 Template.pdf.

Nov 11

- Digital Jenn Part 2
- Style tile for your site
- Create a wireframe for your home page

Nov 17

- Digital Jenn Part 3
- Structure for your site (number of pages and how they link together
- Create wireframe for your 2ndary pages
- Get images for site (for instance, take photos of your artwork or import pdfs into Photoshop and size them), logos for social media, etc.

Nov 24

- Digital Jenn 4
- Start coding home page

Dec 2

- Create template in Dreamweaver
- Start building additional pages

Dec 9

- Build rest of pages
- Troubleshooting
- Add metatags for search engine optimization

Dec 14

- Final presentation of site to class

What is the budget for this project? Is there an acceptable budget range, depending on the level and comprehensiveness of services provided? Please explain.

$20 materials + 30 hrs in class + 30 hrs outside of class ($1800 in time @ $30/hr)
(Can't do Starbucks)

Describe any work that has been done toward designing/redesigning a new web site.

I've designed a logo, I designed an online resume, I've done some color selection
I have a previous website that I want to improve – or maybe starting from a blank slate!

Will the web site reinforce an existing branding or marketing strategy? How?

Previous design work, or not

Discuss any identity/branding assets (logos, other artwork, and fonts) or issues.

Logos, fonts, photos, the re-existing resume

Rank the following, in order of importance:

_6__ A web strategy that fits with our corporate strategy

_6__ A web strategy that fits with our marketing strategy

__9_ Repurposing existing content

__3_ Creating a community of dedicated visitors

__1_ Quality execution (graphics, writing, navigation, etc.)

__7_ Time to market

_7__ Ease of maintenance

_8__ Doing better than our competition on the Web

__4_ People bookmark the site because they get so much out of it regularly

_2__ Staying within the budget

__5_ Sending the message that we know the Web and use it appropriately

II. Audience, Content, and Functionality

Audience

What types of visitors do you want to attract?

 Rich visitors, potential clients, potential employers, other people in your field (network & be jealous), investors, other artists, competitors (breathe fear into their very souls)

What are your goals for each type of visitor?

Rich/investors: feel that I'm worth spending money on (okay, I'll invest $30 in it!)
Potential clients: Think my work is awesome (may have to look at potential clients' websites, to see what they expect already)
Potential employers: Focused and can get things done. Organized, quick, quality of work, hard working (lots of blood and sweat on your website)
Other artists: Feedback/blog or response ability, rating system

What are the products/services involved?

 Promote website construction (or whatever)

What are your goals for these products/services?

To do really cool work that makes some money so I can go out and build more and cooler websites.

Content

Where will the content come from? Will it be new, repurposed, or both?

Combination of new & repurposed, such as….

How often will you add new content?

Once a month.

Who will update the content?

 I will, and I will update it once a month.

Functionality

What functional requirements do you believe to be necessary? (e.g., download areas, database-driven webpages, commerce, catalog, applications, etc.)

Who will update these functionalities?

Programmer

Are there extraordinary security issues?

Are there other technical issues or limitations?

Have you budgeted for hosting and maintenance of the site? What is your budget?

Who will maintain the site contents?

Me.

How will the site be served/hosted?

Tiger.

What types of legacy systems/databases are in place?

What is your long-term plan for the site?

Just going to get me through the next year vs. expandable to last me three years or more;

III. The Field Trip

This part of the profile is very important. The more work you put into it, the more your project will benefit. Find the four highest quality sites (more is better) on the Web that relate to your project in the following categories:

• Appeal to same target group of customers

• Colors, look-and-feel, user interface, layout

• Size of site

• Competitors' sites

• Quality of content

• Quality of graphics

• Functionality (things sites do for people)

• Overall favorite sites (for whatever reasons)