Site Needs & Goals

Five 'P's, Proper Planning Prevents Poor Performance

Project Summary
State general project information and goals for the site design. This should be an overview of the project as a whole.

1. What is the basic overview of the project? A portfolio webpage that expresses the art of Dilira Ozden

2. What is the single purpose of the site? To accurately portray her design style in web format

3. What are the secondary goals of the site? To gain future clients or employers

Audience Profile
Profile the target audience. Provide enough detail to enhance everyone's understanding of who the audience is. Include some user demographic information.

1. Who is your target audience? They are gamers or game developers who want a artist who can work within a futurstic and fantasy style, most likely 20s-40s.

2. What is a typical task the user might perform on the site?
Browse her art, email her, or look at her social media accounts

3. What do you want them to think, feel and do while visiting your site?
They should feel inspired and intrigued by her art and design, so much so that they inquire her.
They should also feel that the site is easily navigatable and does her art/design justice.

4. What adjectives can be used to describe the way the website should be perceived by the target audience?
Easy, Organized, Energizing

Communication Strategy   or How will you convince the target audience?

1. What is the overall message you are trying to convey to your target audience?
It's trying to portray how talented Diliria is and why someone should work with her.

2. How will you convey the overall message?
The site will look modern and clean, however it will use fun and bright colors that mimick her art.

3. What are some specific visual goals the site should convey? Her art/design should be the main focus, therefore there wont be any imagery besides that.

4. How will you measure the success of the site?
The success will be measured by how many people send her inquires.

Competitive Positioning

1. Who is the competition? http://www.michaelrigley.com/

2. How will this website be different from the competition?
This site will have imagery incorporated everywhere, not just on the portfolio page.

3. What specifically does the competition do/use that your site will incoporate?
I like the black background and the grid, it looks very modern.

4. If redesigning a site, what areas of the current site are successful and why?
Her own portfolio site is already very good and effective, in every way. I will just be re-designing it in my own style.

Targeted Message
State a word or phrase that will appropriately describe the site once it is launched.

Energetic