

CASE STUDY

Apply the chapter concepts to the ongoing development process in web design with the Case Study.

The Case Study is an ongoing development process using the concepts, techniques, and Design Tips presented in each chapter.

Background Information

The three steps described in this chapter covered a lot of material—from defining the website’s goals, objectives, and audience, to planning a website’s content and structure. If you have carefully explored the information in each step and have worked your way through the end-of-chapter materials for this chapter, you are ready to tackle this chapter’s assignment.

Chapter 3 Assignment

In this assignment, you will begin to create your own formal website plan by defining the website’s goals and objectives, writing a formal purpose statement, and creating a target audience profile and needs assessment. You will also plan its general content and structure.

1. Using the report you created in the Chapter 2 Case Study as your starting point, create a formal website plan.
 - a. Determine your website’s goals and objectives and draft the website’s purpose statement.
 - b. Identify your website’s target audience(s) and determine the wants, needs, and likely expectations that your website’s design and content should satisfy for that audience.
 - c. Identify the pages you initially plan to include at your website.
 - d. Add to your website plan a list of value-added content that will help achieve your website’s purpose and satisfy target audience needs. Identify possible sources for the content, keeping in mind the copyright issues discussed in Chapter 2.
 - e. Determine which of the three website structures—linear/tutorial, webbed, or hierarchical (or a combination of structures)—will best meet your website’s purpose. Use a text outline, manually draw the structure, or use software to illustrate your website’s structure as part of your design plan.
2. Submit your partial design plan to your instructor. Be prepared to discuss the elements of your partial design plan in class.