Design Document \_ Module Two

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1. Website Type : Blog

2. Website Purpose and Goals:

1. Purpose

i. News and Views

1. Goals

I. Primary Goals

1. Primary Goal 1: Informative
2. Primary Goal 2: Gather emails and form a community

c. Audience Change Makers

d. Milestones

I.Develop a process to receive their email address

Ii.Opinions and suggestions to contribute

e.Metrics

i.All Metrics

1. Metric 1: traffic to website
2. Metric 2: time spend on website
3. Metric 3: demographic information

ii.KPIs

1. Number of returns - frequency and repeat

2. Number if email addresses received

3. Number of suggestions

f. Key Characteristics

I. Description of characteristics: Colors

Launch Page: TBD

ii.Description of characteristics: Images

Launch Page:

1. Connecticut landscape Background
2. Washington D.C Capital
3. Ukrainian Blue and Yellow Hand

iii . Description of characteristics: Fonts \_ Stylist

Launch Page: OSWALD Font

iv.Description of characteristics :What is your website layout

* WHITE LETTERING COPY ON TOP OF SHADED DARKER PICTURE Of CT SYMBOLIC LANDSCAPE,
* NO FRAME-PICTURE EXTENDED EDGE TO EDGE BROKEN INTO ⅓ OF ENTIRE PAGE
* 2ND ⅓ SEGMENT SAME FORMAT AS ABOVE - BACKGROUND PHOTO WITH WHITE LETTERING COPY

v. Coloring will be white lettering on all of the pictures

Accessibility Considerations:

i. Website Desktop Only

Ii. Alt Tag

Site Map Link:

<https://www.gloomaps.com/WG64GngzJT>

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Similar Websites

Website 1 -https://www.vox.com

1. Similarities: subject matter
2. Similarities: Latest News

Website 2 -https://www.ewtnnews.com

1. Similarities: Subject matter
2. Similarities: Perspective
3. Similarities: Heart of the matter

C. Conclusion

I. Statement of conclusion: my website is Blog