WEB 601 Project

Milestone One

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# Site Goals

## Mission or purpose

## Short and long-term goals

## Intended Audiences

## Why will people come to the web site?

# Define the User Experience

## Define the Audience

## Create Scenarios

## Competitive Analysis

# Site Content

## Identify Content and Functional Requirements

## Group and Label Content

# Site Structure

## Metaphor Exploration

## Organizational metaphors

## Functional metaphors

## Visual metaphors

## Site Structure listing

## Hierarchical map of the site, called the “site structure listing.” **text based listing**

## Architectural Blueprints

## Visual representations of the site’s structure navigation

## Define navigation

## Global

## Local

## Visual Design

## Wireframes

## Design Sketches and Page Mock ups (Using Mockup tools)