IS 117 Project - First Canvas

PROBLEM

Students have a hard time understanding some of the software needed to create the layout for a website

Students don't know how to design web pages well.

EXISTING ALTERNATIVES

Premium paid services

Lynda.com

Design blogs

SOLUTION

Provide a free simplified information site that will teach students how to effectively use graphic design software

KEY METRICS

Web visiting analytics.

Views, returning viewers.

UNIQUE VALUE PROPOSITION

A website that breaks down web design fundamentals easily in an easy to understand way.

HIGH-LEVEL CONCEPT

Web Design for Dummies as an informational site.

UNFAIR ADVANTAGE

Access to My Web Class audience.

CHANNELS

NJIT College of Computing Sciences

CUSTOMER SEGMENTS

NJIT students who are studying web design

Students interested in the computing science field

EARLY ADOPTERS

Current NJIT students

COST STRUCTURE

Design costs (software fees), Hosting Fees

REVENUE STREAMS

Advertisement, books, design software subscriptions.