PROJECT SPECIFICATION

JK! Studios Homepage

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Executive Summary

JK Studios uses the power of many social media web applications to handle the digital marketing of their business. For funding and news, they use Patreon; for causal publicity, they use Instagram; and YouTube is their main source of income. While fans can locate each of these apps individually, they have created a central dashboard page that directs users to their desired site. The current site does the job but lacks a professional feel, is a bit confusing, and somewhat unmotivating.

Criteria

- Mapping: The purpose of this page is to direct fans to their desired social media application. If the user doesn't feel it instantly clear how to get to a certain link the page is no longer serving its purpose. A failure here would constitute critical failure. (Priority 1)
- Motivation: This is a digital marketing hub for an exclusively digital business. If users do not find the page attractive and fun to use they won't use it. This would constitute critical failure. (Priority 1)
- Efficiency: The page is meant to increase the efficiency of navigating between the studio's multiple social media accounts. The user should that it was worth using the dashboard above googling each account individually. While the site could still be interesting without, it would be failing its main mission. (Priority 2)
- Visibility: Users should feel they have access to all the information they are looking for. (Priority 2)
- Trust: Users should feel the site is professional, safe, and leaves them in control of their journey. This becomes all the more important when you understand the level of personal interaction the studio wants to have with its fans. (Priority 2)

Persona

Hialee is a freshman at Weber State who lives with her parents in Hooper, UT. She is rather tech savvy but doesn't consider herself an early adopter. Her family was introduced to Studio C back in 2014, and ever since it has been an indispensable bonding tool among them. Hialee follows several of the stars on Instagram and as a result feels quite close to them. When she heard of the switch to JK Studios, Hialee was very excited. However, waiting for content has made Hialee curious about what they are doing. She would love to have more videos and more info.

Scenario

Hialee was talking to her mom after a long day of school when something her mom says reminds her of the video the studio released last night. Hialee grabs her Chromebook and navigates to YouTube to show her why she is laughing. They both laugh hysterically through the video. Hailee wants to know if the cast is producing any other content in the near future. Hialee's mother wonders how much they are asking for donations, she may be willing to help if it is easy and the price is right. Screenshot
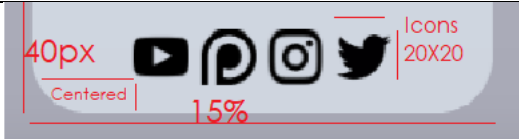
Detailed Design Components

1. Banner
2. Quick Link "Toolbox" (Navbar)
   2.1. YouTube Icon
   2.2. Patreon Icon
   2.3. Instagram Icon
   2.4. Twitter Icon
3. Carousel
   3.1. Graphical Slides
      3.1.1. Recent News Card
         3.1.1.1. *Button Link*
4. Footer
   4.1. Contact Info Column
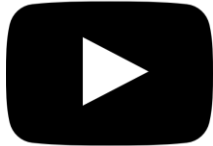   4.2. Newsletter Registration Column

1. Banner

Content	
Logo	
Title	# Online Family-Friendly Comedy Network "...Serious the best thing to hit the internet since the invention of Justin Bieber."
Width	80%
Height	Auto
Color	White

Input	
Type	Click & Touch
Element	Logo
Function	Redirect to jkstudios.herokuapp.com

2. Quick Link Toolbox (Navbar)

Content	
Dimensions	
Color	RGBA(219, 227, 235, 0.77)
Anchors	Top Right of View
Layer	Floats Above All Other Elements

2.1 YouTube Icon

Content	
Icon	
Size	20px by 20px
Color	Black

Input	
Type	Click, Touch, & Hover
Element	Icon
Function	• [Click & Touch]:Redirect to https://www.youtube.com/channel/UCZDj6Ig-gxkHWzZyQSdGq0Q • [Hover]:Scale 1.1

2.2 Patreon Icon

Content	
Icon	
Size	20px by 20px
Color	Black

Input	
Type	Click, Touch, & Hover
Element	Icon
Function	• [Click & Touch]: https://www.patreon.com/jkstudios • [Hover]:Scale 1.1

2.3 Instagram Icon

Content	
Icon	
Size	20px by 20px
Color	Black

Input	
Type	Click, Touch, & Hover
Element	Icon
Function	• [Click & Touch]:Redirect to https://www.instagram.com/jkstudios • [Hover]:Scale 1.1

2.4 Twitter Icon

Content	
Icon	
Size	20px by 20px
Color	Black

Input	
Type	Click, Touch, & Hover
Element	Icon
Function	• [Click & Touch]:Redirect to https://twitter.com/jkstudios3 • [Hover]:Scale 1.1

3. Carousel

3.1 Graphical Slides

Content	
Dimensions	

Input	
Type	Click, Touch, & Hover
Element	Right Floating Arrow Icon
Function	• [Click & Touch]: Advance Slide • [Hover]: Highlight

Input	
Type	Click, Touch, & Hover
Element	Left Floating Arrow Icon
Function	• [Click & Touch]: Got Back a Slide • [Hover]: Highlight

Input	
Type	Click & Touch
Element	Element Dashed Selectors
Function	[Click & Touch]: Jump to Correlated Slide

Slide Topics		
Slide content and the content of their child elements will be dynamic. However, these 5 slides should remain the basis.		
Topic	**Content**	**Redirects to (via News Card Button Link)**
Youtube	Latest YouTube Upload	https://www.youtube.com/channel/U CZDj6Ig-gxkHWzZyQSdGq0Q
Patreon	Latest Patreon Perks	https://www.patreon.com/jkstudios

Instagram	Trending Instagram Uploads	https://www.instagram.com/jkstudios
Twitter	Trending Tweets	https://twitter.com/jkstudios3

3.1.1 Recent News Card

Content	
Dimensions	Standard Bootstrap Card Template Wrapped to Content
Color	RGBA(219, 227, 235, 0.77);

3.1.1.1 Button Link

Content	
Slide Topic	Button Text
YouTube	"Go To YouTube"
Patreon	"Go To Patreon"
Instagram	"Go To Instagram"
Twitter	"Go To Twitter"

Input	
Type	Click & Touch
Element	Button
Function	See Section 3.1, Table "Slide Topics"

4. Footer

Content	
Dimensions	

4.1 Contact Info Column

Content	
Text	"CONTACT US @ hello@jkstudios.com"

4.2 Newsletter Registration Column Content

Content	
Text	"JOIN OUR NEWSLETTER"

Input	
Type	Click & Touch
Element	Email
Validation	Bootstrap
Function	Receive Email Address to Be Posted to Mailing List