# Assessment 1 Sp1 Proposal

The greyed text is a guide to each section. Remove this text and add your own (in a black font, not grey. Remember – max 1000 words (+/- 10%).

# Project summary

What are you trying to communicate with your site? A description of the project in a sentence or two. Imagine you are trying to explain what your group can do quickly to a colleague whilst in a lift.

## Business objectives/goals

List the objectives/goals discovered in the client briefing. What user questions must the site answer?

## Primary audience(s)

A short overview of target users (reflecting your user personas and user journeys). This might include age, gender, education, occupation, income, preferred OS, browser, computer device, and internet skill level. What are the audience goals? What does the audience want and need?

## Branding/perception

Corporate design considerations (logo, branding, etc.), abstract qualities (friendly, professional, approachable, etc.), personality (that the site reflects or embodies), key visual attributes (colour, graphic style, etc.), language (professional, informal or instructional, etc.). How will the site deliver the desired perception?

## Communication strategy

What are the primary messages you want to convey to the target audience? What makes your guide? What can you do that other guides can’t? Briefly explain how the new site will convey the primary messages.