

INFORMATION ARCHITECTURE

Your Name: Jacqueline Eshriew

GENERAL INFO

Site name: TheStraySheepBar.com

Stakeholder(s): Astaroth & Thomas Mutton A.K.A Boss A.K.A Dumuzid

*NOTE: for this exercise and Assignment Two, the stakeholders would be the fictional entity who 'own' the site and would be managing and maintaining it in the story universe you're drawing from.

SITE DESCRIPTION

This site revolves around the bar in the game Catherine, the site itself is a double meaning with being an official advertisement for a bar but as well as a place where the victims of Dumuzid can see the other side of it (in this case everyone who see this site will be in the same positions as the main character Vincent) called the confessional. The user can see the available drinks & foods in the bar as well and characters who work there, the confessional List, Face Your Fears and more.

STAKEHOLDER OBJECTIVES

**What do the stakeholders want to gain by hosting this site?*

Primary Goal Be specific.	The main goal is for Dumuzid to keep track of his victims in a hidden way but also to advertise the bar as a cover up.
Secondary Goals At least one of these should explain what motivates <u>the stakeholders</u> to have this site online.	Scout out new victims to play his game
	Gain more customers for the bar
	Keep track of his current victims
	Keep his true motivations a secret

TARGET AUDIENCE USER PROFILES

PRIMARY TARGET AUDIENCE	
General description of user group	Normal people / Sheep / Victims looking for a place to drink and hangout after work
What are they primarily doing on the site?	<ul style="list-style-type: none"> • Seeking a bar to hangout at • Checking out the new drink options and things the bar has to offer • Sheep/Victims check on their progress in the nightmare and discover other people and techniques • Being taunted by Astaroth in his mocking ways • Giving Sheep/Victims a glimpse of hope
What do you want them to do on the site?	<ul style="list-style-type: none"> • Stay on the site as long as possible • To eventually go to the bar • Taunt Sheep/Victims to come back to the website • Look at their food options • Have Sheep/Victims look for techniques • Have Sheep/Victims try to find each other (even though its impossible) • see what the bar has to offer for them in terms of entertainment • Stay updated with their emails
What is this user group's technical ability ?	<ul style="list-style-type: none"> • Ability to navigate the website by clicking though tabs and browse the website freely
Where are they using the site and on what type of device?	<ul style="list-style-type: none"> • On desktop / PC

TARGET AUDIENCE 2 (Optional)	
General description of user group	Sheep / To be Victims / Victims – Main target group Customers – Secondary target group
What are they primarily doing on the site?	<ul style="list-style-type: none"> • Primary – Trying to figure their way out of their mess by any means possible • Secondary – Looking for a place to relax
What do you want them to do on the site?	<ul style="list-style-type: none"> • Primary – Browser endlessly to find answers and connect with other Sheep/Victims. • Primary - Sign up with their emails to the newsletter • Secondary – Look at drink & food options • Secondary – see what the bar has to offer for them in terms of entertainment.

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What is this user group's technical ability ?	<ul style="list-style-type: none">• Ability to navigate the website by clicking through tabs and browse the website freely
Where are they using the site and on what type of device?	<ul style="list-style-type: none">• On desktop / PC

CONTENT INVENTORY

Use this section to describe all the content that you'll have on your site pages in as much detail as possible. Do not include the content itself, rather an itemized list of your content.

GLOBAL AREAS *appear on every page of the site	CONTENT DESCRIPTION *describe the content and the assets you'll need (i.e. team member's bio & pic)
A Changing Quote (if possible)	A Quote from Astaroth
Contact Information	Address, Phone Number, Email
Email Sign up	Type in email and be signed up for newsletters

SECTION/PAGE (list in order of importance)	SUBPAGE	CONTENT DESCRIPTION
Home (The Stray Sheep)	Welcome to The Stray Sheep	General Welcome page, With the mascots showing
	About The Sheep	General Short blurb for what the stray sheep is and since its started etc.
	Our Staff	Introducing the staff and what they do
	Drinks & Food & More	Menus of Drinks and Food & Entertainment (Jukebox etc.)
The Confessional	Introductions to Astaroth	A blurb on Astaroth taunting the user and making small remarks on their situation, as well as what the Confessional is.
	Gather The Sheep	A Board of how many people are trapped with you and a small board of significant sheep
	Mourn The Lost Sheep	Sheep That have fell and passed as well as a reveal of the person
Face Your Fears	Tell The Truth	Generate a random question with a poll (if possible) Then show the image of what percent chose that answer (or html it if possible)
	Nightmare Stages	Show each Stage of the game, like a map with small blurbs of what they entail (can include the bosses if I modify them)
On The Edge	Technique Board	Show in game techniques to survive (moving blocks)
	The Landing	Show Items to buy, kind of like merchandise for Sheep only.

SITE MAP

Create a site map in your drawing program of choice and insert an image of it below.

