# Andrew Joseph Alexander's Web Site

**About Andrew:**  
Freelance video editor, cinematographer and writer.  
   
I started making films at the age of 12 and haven't stopped since. I graduated from the University of Oregon in June of 2013 and that is where I discovered my true passion for video editing and cinematography. Music videos, short films, VFX, highlight films, commercials, and multimedia videos.

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 **Location: Portland, OR**

## 1. Define purpose/vision for the site

* **What is the purpose of the site?**

Andrew Joseph Alexander's site showcase's his portfolio of a variety of his creative projects.

* **What are the goals of the site?**

Visitors will be introduced to Andrew Joseph Alexander's freelance filmmaking, cinematography, and screenwriting body of work. The site will showcase Music videos, short films, VFX, highlight films, commercials, and multimedia videos created by Andrew Joseph Alexander.

## 2. Develop goals for the site

* **How would you define a successful website for your organization?**

Clean and responsive design that successfully showcases Andrew's music videos, short films, VFX, highlight films, commercials, multimedia videos, and blog platform content.

* **What does success look like? How will you know when you have been successful?**

Up to date technologies and web design techniques to meet user needs while highlighting Andrew Joseph Alexander's music videos, short films, VFX, highlight films, commercials, multimedia videos, and blog platform content.

* **How would you describe the site?**
  + **From an organization’s viewpoint?**

A platform which introduces Andrew Joseph Alexander's portfolio in a clean and aesthetically pleasing manner.

* + **From a user’s viewpoint?**

An individual who makes a variety of creative projects, social media outlets, and includes a blog space.

## 3. Define audiences and goals

* **Who are the users of the site? (Primary and secondary users)**

The primary users are other artists, and potential collaborators. The secondary users are individuals who enjoy music videos, NBA mixes, cinematography, photography, blogs about screenwriting and filmmaking

* **How would you describe the users? (User characteristics, such as age, experience, education, etc.)**

Andrew Joseph Alexander's target audience includes other artists, potential collaborators, and individuals who enjoy music videos, NBA mixes, cinematography, photography, blogs about screenwriting and filmmaking. Target audience and end user age ranges are from age 18 to 45, with a fair amount of experience on the internet and with technology in general. A younger audience may emerge in years to come with exposure, experience, and content.

* **Why will they come to the site? (User needs, interests, and goals)**

Collaborations or individuals who enjoy music videos, NBA mixes, cinematography, photography, blogs about screenwriting and filmmaking. User goals may vary, but will most likely align with the site goals as listed earlier.

* **When and where will users access the site? (User environment and context)**

Users can access content on Andrew's site, social media platforms on all devices. The site has been designed for a mobile first responsive design.

* **How will users access the site? (User computer settings, such as connection speed, resolution, etc.)**

Most users will likely view content from their smartphone.

## 4. Conduct task analysis and prioritize tasks

* **What will users do on the site? (User tasks, content, features and functionality)**

Watch videos, learn who Andrew Joseph Alexander is, view featured images, read the blog, access social media accounts, and view a contact section.

* **Which tasks are critical to users’ success on the website? (Criticality)**

Watching videos, finding accurate information about who Andrew Joseph Alexander is, view featured images, access the blog, and access social media accounts.

* **Which tasks are most important to users? (Importance)**

Image carousels, slideshows, and video playback

* **Which features of the site will users use the most? (Frequency)**

Watching videos and viewing images.

* **Which features are prone to usability issues? (Vulnerability)**

Links and playback issues

* **Which tasks are critical to the organization’s success on the website?**

Maintenance and updates

* **How often will users frequent your website?**

Occasionally

* **What will compel users to return to your website?**

High quality music videos, NBA mixes, cinematography, photography, blogs about screenwriting and filmmaking. Clean, easy to use, and responsive web site designed for all resolutions.

## 5. Determine measurable usability objectives

* **Which tasks should users be able to accomplish easily with few errors? (Efficiency)**

User will clearly understand who Andrew Joseph Alexander is and view his showcase of creative projects.

* **Which tasks should users be able to finish quickly and efficiently? (Effectiveness)**

Visit Andrew's Blog.

* **What level of satisfaction should users have after using the site? (Enjoyability)**

Users should enjoy the variety of creative projects which are showcased in the web site.

## 6. Discuss expectations, requirements and preferences

* **What is your vision of what the site should do?**

The web site will introduce users to Andrew Joseph Alexander's portfolio and available services.

* **How would you describe your initial view of the project? What do you think the project should entail?**

This project will be a good opportunity to showcase both Andrew Joseph Alexander's and Jeremy Alexander's portfolio.

* **What prompted the redesign?**

Outdated design and coding practices.

* **Who will be the key point of contact?**

Andrew Joseph Alexander

* **Are there any restraints, mandates, or guidelines for the site?**

**No**

* **Are there any sites you would like to model or a particular style that you prefer?**

Flat design and responsive user interface.

* **What characteristics/attributes/attitude should the site convey to users?**

Clean and aesthetically pleasing design introducing users to Andrew Joseph Alexander's content.

## 7. Determine accessibility requirements and needs

* **Is the site currently accessible?**

Just the old version.

* **What type of accessibility testing has been done?**

Just initial design, and by the web site maintenance team occasionally.

* **What types of accessibility tools are being used?**

**N/A**

* **Who is the key point of contact on accessibility issues?**

Andrew Joseph Alexander and Jeremy Alexander

## 8. Identify available resources and training needs

* **What level of resources is available for site updating and maintenance?**

All resources are available to our use and both of us are more than capable maintaining the web site.

* **Do you have content writers skilled in writing for the Web?**

*Andrew Joseph Alexander and Jeremy Alexander.*

* **Are there graphic designers on staff?**

***Andrew Joseph Alexander.***

* **Who will be responsible for programming and maintaining the site?**

*Andrew Joseph Alexander and Jeremy Alexander.*

* **Who is in charge of site marketing and promotion?**

***Andrew Joseph Alexander.***

* **Who will be responsible for analyzing your site analytics?**

***Andrew Joseph Alexander.***

* **Do you have a budget available for hiring or training staff?**

Creative commons only currently.

## 9. Discuss initial technology needs

* **What are your hosting needs?**

WordPress because...

* **Do you currently have a domain name or do you need a new one? Do you have the budget to buy a new domain name?**

AndrewJosephAlexander.com

* **Are you currently using a content management system? If so, which one? If not, which systems are you currently looking at?**

WordPress.

* **Are you currently logging Web metrics? If so, what metrics are you currently capturing? If not, do you plan on adding them to your site?**

WordPress widgets and built-in plugins.

* **Do you currently have a search engine? If so, what type of search are you using?**

Only for the blog content.

* **Do you have a budget for implementing new technology?**

Minimal budgets available and implementations are by necessity only.

## 10. Timeline and Project Plan

* **Are there current mandates or deadlines in place requiring you to complete your project by a specific date?**

No deadlines were imposed or requested by Andrew Joseph Alexander, although the estimated completion date is Monday, March 19th.

* **Can you think of any issues that may arise that could delay your project completion? If so, do you have a plan for ensuring that the project moves forward?**

This is Jeremy Alexander's first requested freelance web site update, redesign, and web site launch.

* **When do you want to complete the project?**

***Launch on Monday, March 19th***

* **Do you have the available resources to complete your project on time?**

Yes. Requested content and materials such as:

* 1. Video links
  2. Photo's
  3. Contact Information
  4. Initial Kick-off Meeting Questions in this document.
  5. Request Andrew to select and pay for a web host (WordPress)
  6. Cover what services Andrew Joseph Alexander will offer. (if any, or inquiries only)
* **Who will be responsible for managing the project plan and timeline?**

*Jeremy Alexander*

*Freelance Web Design*

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