

Web site proposal

For Santa Rosa Rural Cemetery Preservation Committee
Prepared by: Michael Andresen, Cole Lewis, Sophia Maxwell, Cassie Myers
Prepared for: Elaine Gutch, City of Santa Rosa
Presentation date: March 2nd, 2017

Introduction

Thank you for the opportunity to submit a proposal for your digital media project for The Santa Rosa Rural Cemetery. Working together, we can provide digital media content that has a professional and user friendly design. Based on our preliminary discussion, we have identified and listed below our approach and steps to complete this project.

1. Strategic Brief

We have been asked to create a self-guided smartphone tour for the Santa Rosa Rural Cemetery.

We anticipate that the users of the new website will be expecting the following minimum functionality:

- Signs at each entrance with a QR code and the URL of the tour
- Google Map with 29 points and the ability to turn on the visitors' location so they can use it to get to the next grave
- Names, DOB and DOD for each of the 29 graves currently listed in the printed self-guided brochure
- Some brief text information about the life of each deceased individual
- A picture of each grave and of the deceased individual

There will also be:

- Optional audio content – a 30 second to one minute first person audio clip about each deceased individual

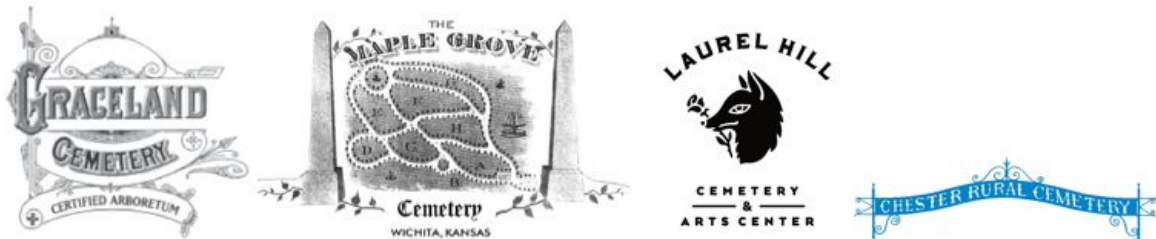
The mobile audio tour will consist of several technologies in order to create an interactive and convenient experience for the user. These technologies include WordPress, Google Maps JavaScript API using geolocation, and JSON files to contain the data. Other technology considerations include domain name registration (and URL of the website), web hosting, and QR codes.

Because the tour will be delivered on site via mobile phone, screen real estate will be at a premium, and people will not be spending as much time on the site as they will be standing up, walking around, distracted and possibly facing inclement weather conditions. Therefore the design should be very clean and simple and only include required, functional elements. The tour needs to be easy to use and load quickly or people will likely abandon it. Content should be brief and engaging.

2. Deliverables and Feature Set

Design

We would like the smartphone tour web site to have a historical feel, in black and white. These logos evoke the mood/tone we would like to aim for with the design of the site:



User experience

The biggest user experience issue we anticipate is either that the user does not have an unlimited data plan or that there might be reception issues. Therefore multimedia content for each grave should be presented in such a way that viewing or playing it is optional and will not slow down delivery of the text content.

Another user experience issue we anticipate is that using the GPS feature of the smartphone drains the battery a lot faster than keeping this feature turned off. Therefore we recommend other navigational alternatives such as a numbered map viewable on the cell phone or continuing to provide paper maps at the entrance to the cemetery.

Technical

The overall structure of the mobile website will be developed using WordPress as a content management system. WordPress is a widely used website platform that is considered easy to use. In order to display the map functionality, Google Maps JavaScript API will be utilized. Google Maps will use geolocation to display the coordinates of each grave site on the visual

map. The data for each grave site on the tour will be formatted in JavaScript Object Notation (JSON) format.

In order to make the mobile tour easily accessible to visitors with smartphones, we would recommend a simple URL to enter the site, and / or a QR code could be used which sends the visitor to directly to the mobile tour website. The QR code can be provided by the web team, if desired. Not all smartphone users have QR Scanners on their phones. It is the client's responsibility to print or display the QR code and the tour URL for usage by visitors, like the sign pictured to your right.



Please note that website hosting and domain name registration will not be provided by the web team. It is the client's responsibility to register a domain name so that users may access the mobile tour on a mobile browser. Hosting is also required by the client after the final project is delivered. Some recommended website hosts include Bluehost, HostGator, and DreamHost.

Once the site is completed and approved, The SRJC Web Team will provide a training session and materials with a Rural Cemetery employee or volunteer, showing them how to use the Content Management System. This can be done on site or online.

Content

The content for each grave will be an important part of this project. The client has agreed to give us the content from a personal computer by a deadline that our team will set. We will also provide studio recording time for the audio portion. The content for the 29 graves will be made into 2 separate file types; a JSON file that will have the title, birth-death date, grave coordinates, and description of life/death, and an HTML5 document for each grave having the same info as JSON plus audio/pictures. This will allow the programmer and web designer each to access the content.

3. Prototypes and Research

2017 research from the Pew Research Center has indicated that 95% of Americans own a cell phone, and of those, 77% own a smartphone, up from 35% in the survey conducted in 2011. Therefore delivering cemetery tour information by smartphone is very timely and appropriate.

Previous iterations of this idea have relied on audio tours delivered by telephone along with a paper map, but currently about 50 cemeteries in the USA use GPS positioning to deliver their tour information via smartphone¹. Some of these cemeteries use apps instead of websites to do this but we feel that the website is definitely the way to go: it is easier for the user to 'fire it up' without any extra steps, and it will be easier for the site to be updated moving forward since it will be built using a Content Management System.

We will continue to look at and test other smartphone tour sites, with a particular focus on cemeteries where possible, to get an idea of best practices in order to better inform our design of this site.

The web team will initially create the mobile tour using a development server. The development server will be used in order to test user experience and performance. First round prototyping and testing will be done using desktop browsers with multiple widths and emulators in order to simulate the mobile browser. Final prototyping and testing will be conducted using actual mobile device, such as a modern Android smartphone. The client is responsible for final testing and approval.

4. Workflow/Milestones Plan

March 30, 2017	The web team will provide the general idea of the mobile audio tour: <ul style="list-style-type: none">• Google Map research tests with the incorporation of directions to the next grave site• Design mockups based on research and decision about which WP theme to use
April 20, 2017	The web team will provide a working prototype of the mobile audio tour on a development server: <ul style="list-style-type: none">• May include minimal or placeholder data, but will be functional and usable for testing• From this prototype, the client will work with the web team in order to create the final version
May 18, 2017	The web team will provide the final website with full functionality.

Conclusion

We are looking forward to jumping in and building your website. We are excited to bring these 29 'virtual zombies' to the Rural Cemetery soon and "bring history to life!"