

Final

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MMP-200 Final

NYC neighborhood
(FreeNYC)

1. brief

01. Who are they and what do they do?

[Who is the client who has hired you to make this site?]

My client is AirBnB.

02. What is the scope of the project?

This website is used for introducing the NYC neighborhoods, include simple neighborhoods introduction, and introducing some places to eat or play for audiences.

03. **Who's their audience or target market?**

[Who is the client trying to reach with this site? The answer is not "everyone." Who is the ideal customer or audience?]

People who plan to have a short trip in NYC and want to learn some knowledge about NYC neighborhood to help them choice a Pasion in

AirBnB and people who lives in NYC and want to find some interesting place to eat or play.

04. **Who's their competition?**

[Describe the client's competition. What makes this client and their content different from what's out there already?]

Other website which using to introduce NYC.

05. What tone or image do they need to portray?

[Describe the tone, image, personality that the client is hoping to portray with this site. You are describing the client's brand. Use at least four to six adjectives to describe the tone or image the client is looking for in this website].

They need to have great fashion sense and modern sense. Four adjectives to describe Meadows Music Festival are: modern, fashion, colorful, competitive.

06. What is their ultimate goal and how will they measure it?

[Why does the client need this site? Describe what the client's goal is in designing this site]

Client want to attract more tourists attention to rent house at their website. But first of all, they want to attract more people to realize NYC.

Content List

[Use this area to list all the pages of your website, including which page will include a list of items that lead to individual details pages.]

[EXAMPLE, for "SPAGHETTI MONSTER"]

- 1- HOME PAGE –
 - a. neighborhoods
 - b. EAT
 - c. PLAY
- 2- NEIGHBORHOOD LIST
- 3- EAT LIST
- 4- PLAY LIST
- 5- ITEM DETAIL

2. Personas and scenarios

Lia - 30 Year Old Certified Hand Therapist from West Chicago, IL



"My downtime is precious; I make every spare moment count!"

Personal Background

Lia get a short vacation right now, She plan to have a short trip in NYC. She want to rent a house at AirBnB, but first she need to learn some knowledge about NYC neighborhood to choose a good place for her to live.

More About Lia

Engagement & Activities

Personal Computer: High / Fluent; comfortable with common apps

Internet Usage: Medium / Fluent; not adventuresome, but has a personal blog, Flickr, YouTube for friends and family.

Mobile: High / Fluent; seeks new tools to help her day-to-day. Uses text messaging frequently, but not high volume.

Social Networking: Facebook & LinkedIn, no MySpace; she likes to stay in touch and aware of how her friends and professionals contacts are doing.

Television Shows: Biggest Loser, Scrubs, How I Met Your Mother, American Idol, Iron Chef and Ace of Cakes

Magazines: Stays current with Celebrity and Parenting periodicals.

Philip- 23 Year Old African-American from NYC, Student



"My downtime is precious; I make every spare moment count!"

Personal Background

Philip get a new girlfriend right now, he must prepare their date today. Even he lives in NYC for Long time, he actually have no idea where is the best choice. So he want to use his Phone to check NYC best place to eat and play, of course, he dose not have much money to spend for this.

More About Lia

Engagement & Activities

Personal Computer: High / Fluent; comfortable with common apps

Internet Usage: Medium / Fluent; not adventuresome, but has a personal blog, Flickr, YouTube for friends and family.

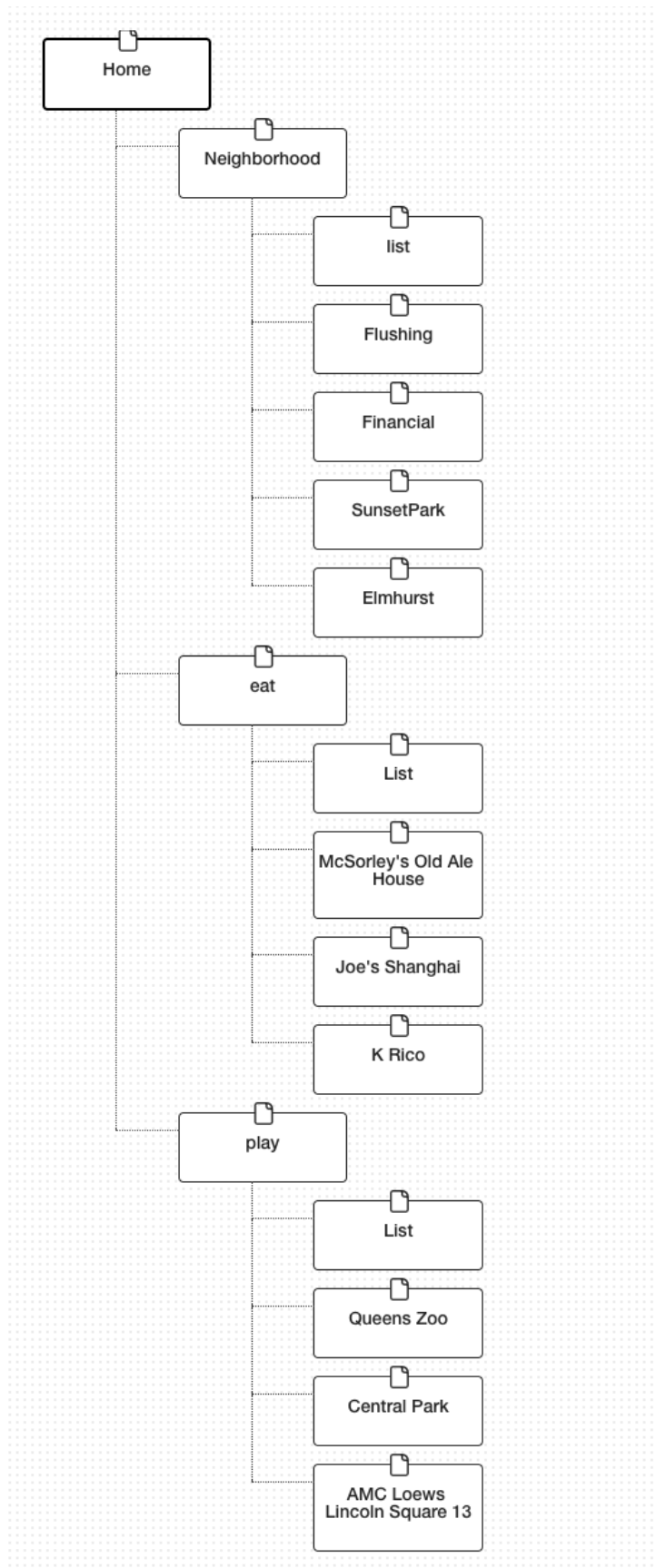
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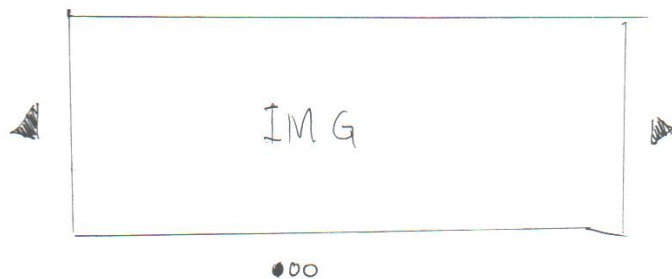
Magazines: Stays current with Celebrity and Parenting periodicals.

3.Sitemap



4. Sketches

ogo	Neighborhood	EAT	PLAY
	item 1	item 4	item 7
	item 2	item 5	item 8
	item 3	item 6	item 9



footer

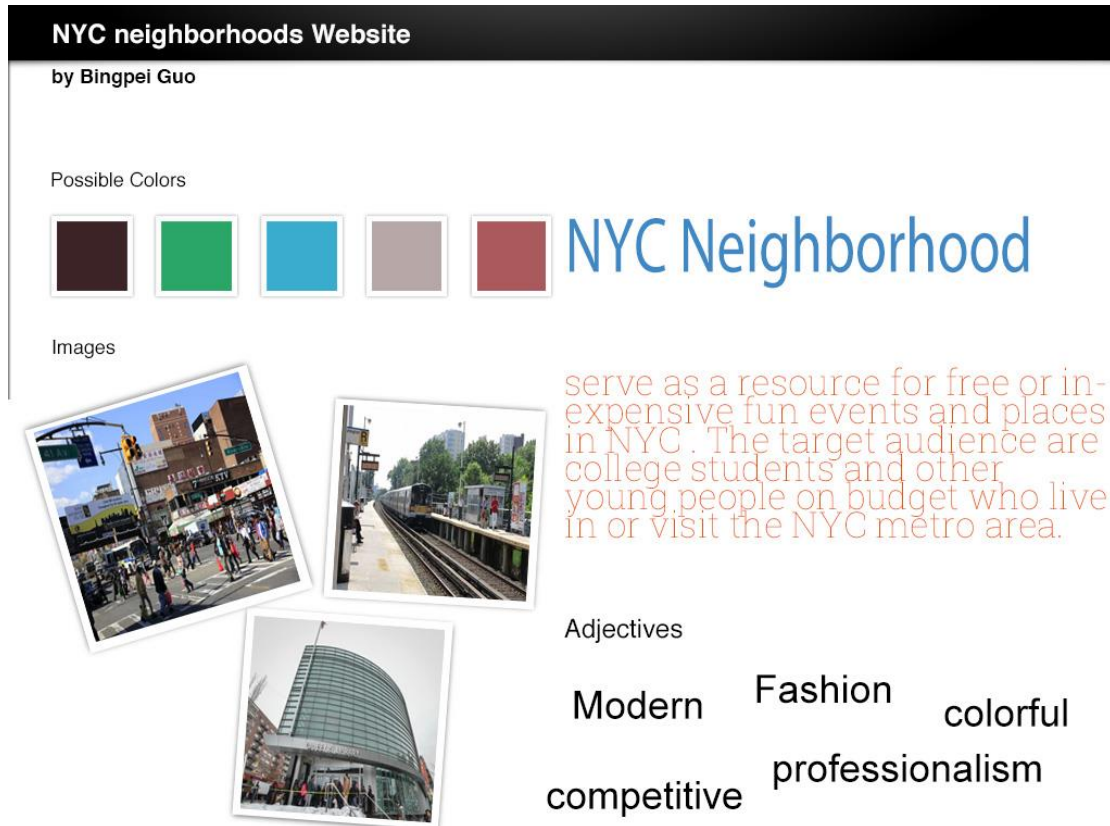
5. Screenshots from Axure prototype



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6. Style tile



7. URL of website published in Github

<https://kakuphilip.github.io/mmp200/Portfolio/>

or

<https://kakuphilip.github.io/mmp200/mmp200%20final/homepage.html>