

Client and Topic

My final website project will be a website for a Design and (eventually) media Relations Production Firm (DMP). I have always wanted to have my own business. The idea is to cover multiple areas, from journalism, video, and photography to the web and digital design over time, with digital design being the primary focus.

Development Process and Engagement

The website is to begin my family business and have something to leave behind for my children and future generations. Research information will be conducted on my general location of Bad Neustadt a der Saale, Germany, and the competitors in the digital design sphere (other design companies) to help me create the website's content. Google search for 'digital design - bad Neustadt an der Saale' helps with the research about the area competitors. It also provides the local and surrounding competitors and their websites (for comparisons and ideas) if they have one. Research in terms of the target audience for the website will need to be done by reviewing competitor success testimonials (regarding provided services and efficiency). In doing so, I can create personas to help me understand what the target audience wants and expects from my website.

Testing

Before launching the website, I will have my family and friends review the site information to ensure the information is clear and visually aesthetic. I have friends who also work in all aspects of my business idea and understand the client base. I will share the website with them to acquire feedback on each page, considering and adding their suggestions when applicable. I will focus specifically on the following areas of the website:

- Home – visually aesthetic and welcoming? What changes based on competitors' Home pages are more welcoming amongst friends and family viewing?
- About – Is the information about the DMP clearly articulated? Does it present a family-friendly attraction? Is it the business vision and goals? Are there revisions that could make this page more reflective of my ideals?
- Graphic Design – Are graphic design capabilities represented? What else could be included?
- Web design – Are the descriptions of web design functions clear? What would make the page better?
- Packages—Is there enough variety in the list of services and products? Are all listed capabilities doable? Is the price range to time frame competitive? What could be added regarding the ability to establish a competitive advantage?

Videography – Are video capabilities clearly described and defined? What else could be included?

Photography – Are photo capabilities clearly described and defined? What else could be included?

- Careers – What positions should be available? Are needs clearly described and defined?
- Contact—Are all of the contact methods included? Should anything be added or made more apparent?

Friends and family will provide feedback on the layout and page content, images, and audio and video commercials. Lastly, the website will be tested on Chrome, Edge, and Firefox browsers.

Description

The goal of the business is to create a one-of-a-kind (one-stop-shop) experience for clients. This approach is uncommon in Germany, as many companies specialize in a particular area and cater to that niche. For example, a videographer and photographer would be hired separately. This will set my business apart while earning a steady income from clients who will get more for their money.

The website aims to provide information about our business services while establishing a competitive advantage against competitors in the local area. After the first six months of initiation, the website aims to draw in at least 3 - 5 customers per month. I set a goal of a 20% increase yearly after 12 months (2nd year), which is one additional client per month.

The intended target audience is a wide range. It includes families, individuals, and organizations (large and small) seeking digital and web design. The following personas will be helpful in designing the website.

Charlie Walker (private client)

Male

23 years old

Influencer (Self-Made Men)

African-American

Washington State University

Middle class

Grafenwoehr, Germany

Hobbies: Gaming and Social Media

Uses his home desktop computer to post YouTube videos.

Seeking website management and videographer to assist with production

He is a US Army reservist living and working in Germany

American Forces Network (AFN) (Organizational client)

US Military Mass Communications Agency

Headquartered at Sembach Kaserne, Germany

Specialties: Media, Radio, and Television

Uses desktop computers, laptops, editing software, recording devices to access and deliver information to the public.

Seeks assistance for its 15 subordinate European stations.

In information gathering, video and photo production, radio, and TV commercial production.

Olga Grimm (private client)

Female

32 years old

Baker (Olga's Delicacies)

Caucasian

University of Bonn

Middle class

Lives in Bad Neustadt an der Saale, Germany

Hobbies: reading, baking, family time

Wants to create a website but unsure of how to begin.

Identifying the target audience (Charlie, AFN, and Olga) will significantly affect how the website is developed. Understanding the target audience and designing a website that creates a connection with them is important. Knowing the target audience and insight into how competitors appear to clients will aid in producing my business success.

The website will include images (photographs), videos, radio commercials, and TV productions. I will also write the content for each website page. As my portfolio is minimal, I may need to use video and photo content from other sources.

Growth and Maintenance

With time, the website will continue to grow and evolve. For example, the About page will increase as more experience and personnel are acquired. The video and photography pages will grow monthly as new clients and materials are added. The packages page will grow as more accommodations are added, and rates change. The other pages will continue to grow, and changes will be made as required.

While developing the site, I can create templates for special events (Holiday and seasonal). This will significantly reduce productivity time as color schemes and layouts are already established.

Also, site maintenance can be easier if the monthly updates are scheduled and planned of schedule. I know the site will require maintenance, mainly on the evolving content pages (video and photography), to keep the pages current from the client's promotable material. Maintenance of contact numbers and personnel changes (when hiring) will also need to be updated.

Organization

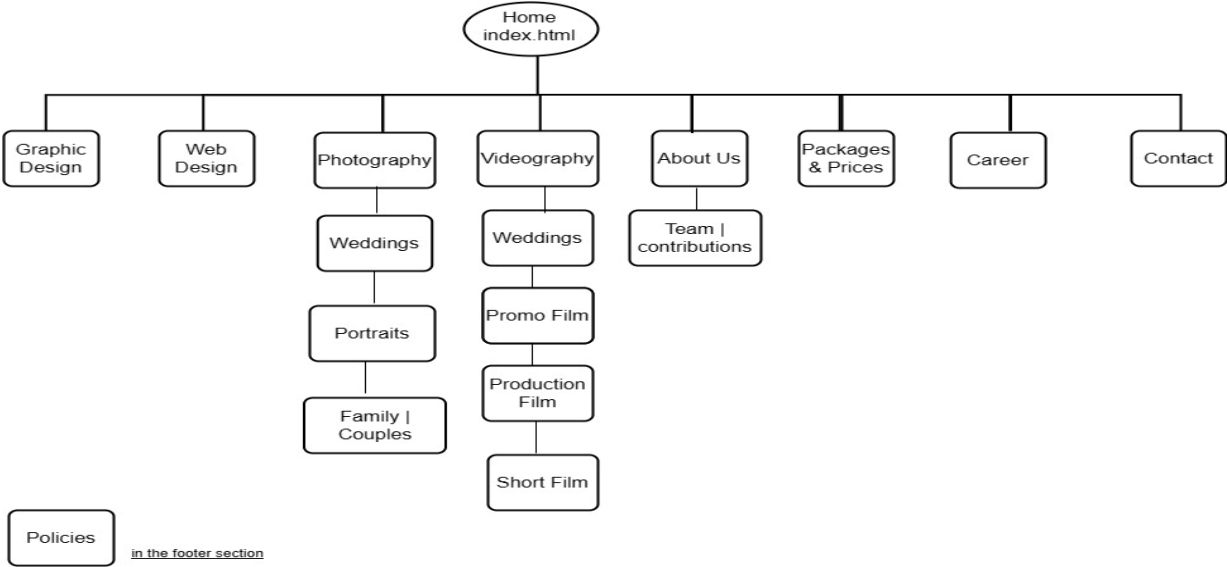
In reviewing the different organizational structure possibilities, the hybrid structure works best. All the web pages will be accessible to the home page and each other. I believe this structure will be the most user-appealing and have the most flexibility, navigational clarity, and quickest accessibility for clients to reach their desired page.

I will organize the content into ten web pages, with the following main topics: Home, About, Graphic design, Web design, Packages, Videography, Photography, Careers, Contact, and the Regulations (Policies) in the footer.

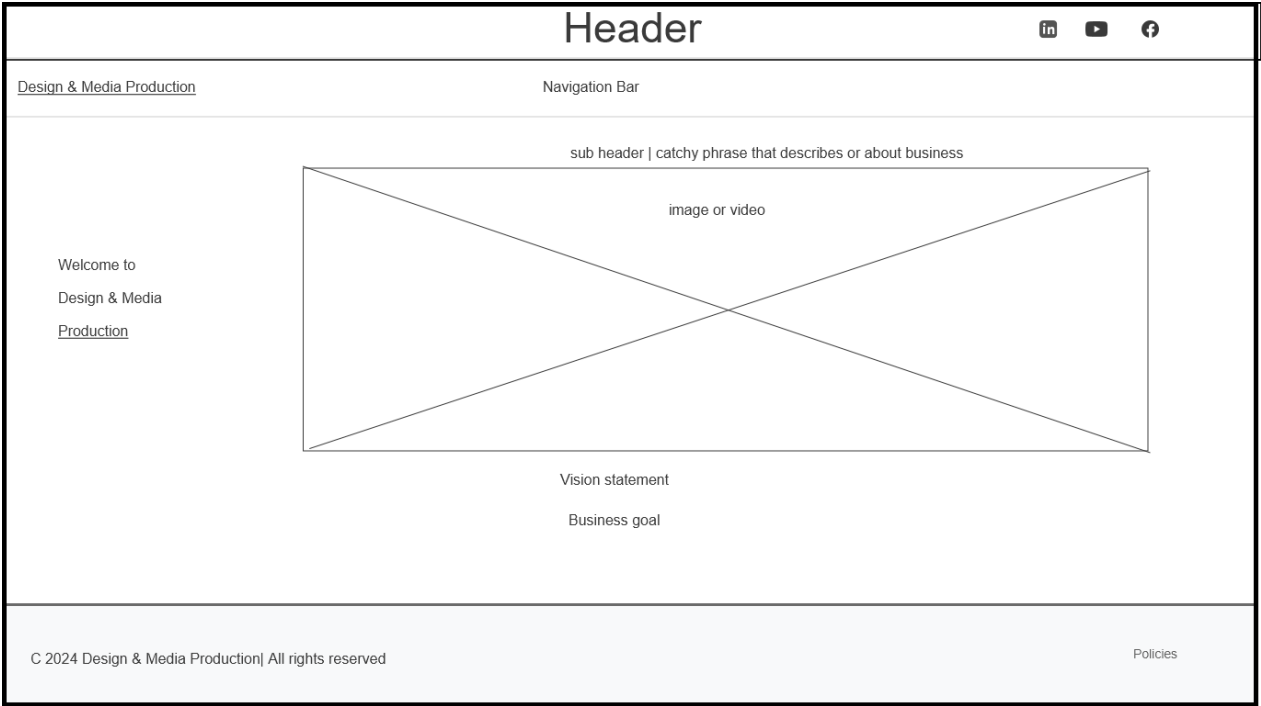
The website will cover a few subtopics on some of the leading web pages. The About page will include subtopics on Team members and contributions. The Videography page will consist of various types of video services, such as weddings, promo videos, production videos, and short films. The Photography page will cover portraits, family, couples, and weddings.

This suggestion page shows the page layout and navigation. It will include a header with the Design and Media Production name. For navigational clarity, each page will be accessible from the client's current viewing page. The content for each page will be included under the header, and the footer will be included at the bottom of the pages.

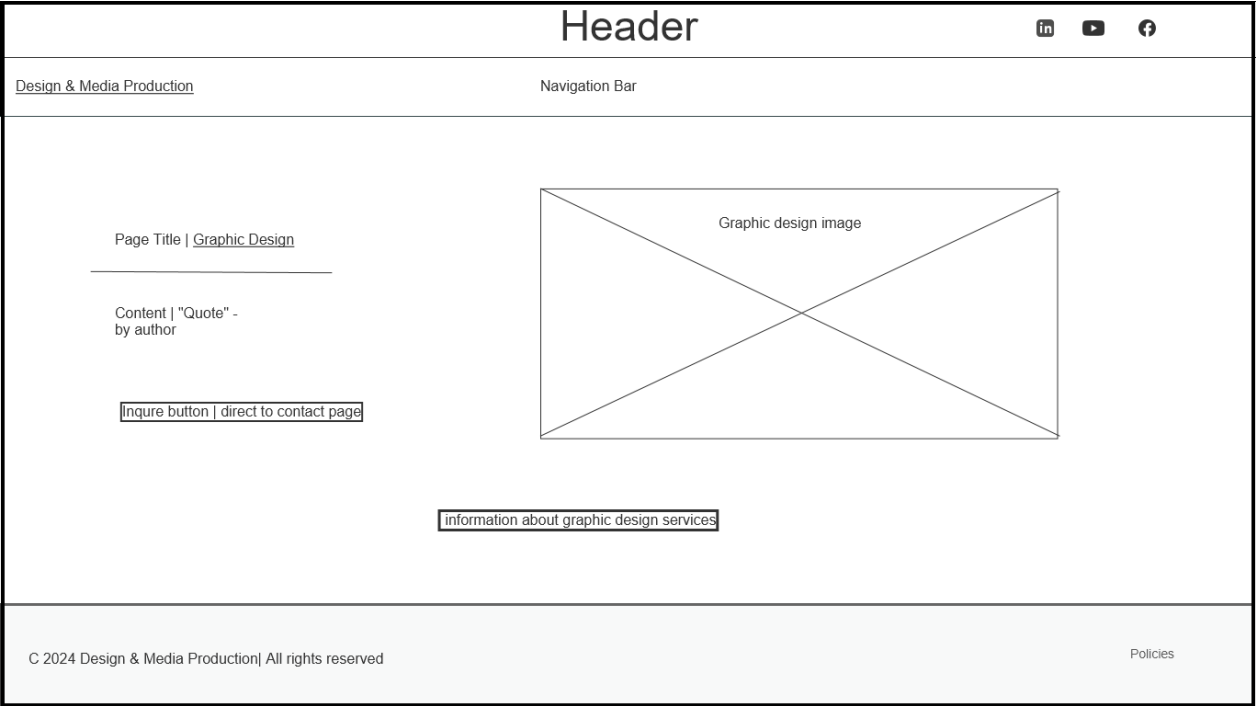
The diagram of the Design and Media Production website is below.



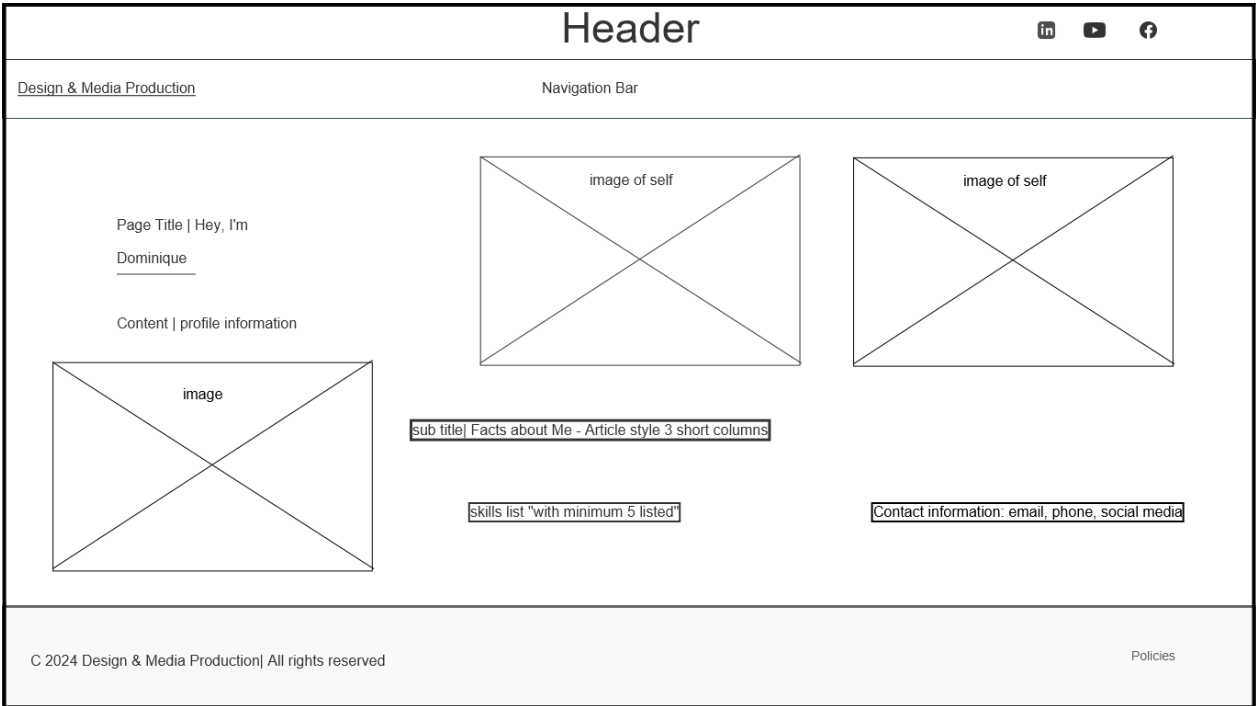
Home page wireframe



Graphic Design wireframe



About Me wireframe



The layout of each page will use these three features: vicinity, contrast, and repetition.

- Vicinity –pages of similar relations (i.e., video and photography and web- and digital design) are located near each other for symmetry and relativity.
- Contrast—Through color, the unassociated pages, and the differentiating elements (e.g., navigation, content, header, and footer) will be easily recognizable. This contrast should help the important content information stand out.
- Repetition—consistency throughout the pages is important. I want returning clients to know what to expect when revisiting the webpage. Good design principles should be exercised in choices such as font styles and sizes, colors, and content-related videos and photos for the website.

Web Hosting

Since web hosting is an online service that makes a website's content accessible on the Internet, there are a few crucial factors to consider. These factors include the server's reliability, security, cost, support, and backups. Based on my criteria above, I will narrow down the web hosting options to the top three. Note that extensive security features will be important as clients can make online purchases for services.

Since many guests can purchase services online, the website will require specific technologies like online payment processing, purchase confirmation emails, and SSL for data sent online. The website will be JavaScript-supported, as it can be used with HTML5 and has user interaction capabilities.

An available domain name that would work for the website I am planning would be designandmediaproduction.com. This domain name would be a good choice for the website as it clearly defines what the business is and does. The other choices available did not include the .com ending, which is more vital than .net or .info. Although .org is also a good domain, .com is more popular. When searching, most people use .com as the default unless they are already aware of .org.

Marketing

The website will be marketed using Search engine optimization (SEO). SEO is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. My optimization focus is -keywords and meta-tag descriptions, YouTube videos, print advertisements, and radio commercials if cost-efficient. Later, once more products have been established and the business has a stable client base, the use of social media (Facebook, Twitter, Instagram, etc.) will become part of the marketing plan.

Security

The Design and Media Production website will have an e-commerce component. Clients will be able to choose a service package that aligns with their ideal goal. The website will also contain protected content, such as the client's payment information.

As a web designer and developer, I can take steps to aid in website security: HTML and CSS validation. Implement an error page within the design and utilize website scanning tools to double-check the entire website for vulnerabilities and limit hackers' information access. Lastly, use more secure https over http on the website.