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Company/Business Objectives

The ashburn town magazine is non-profit and will generate it's money through sponsorships, community donations and fundraisers. the site generates money through advertisements displayed on its pages as well.

Project Summary

The main purpose of the magazine is to form a community in ashburn. the idea is to encourage people in the neighborhood to work together to make ashburn a friendly neighborhood to be around. the purpose of the cd will be to encourage new settlers and people who haven't been participating to take part in daily activities in the neighborhood.

Project summary Prototype website

Home - This is where all the new updates will be posted.

Headlines - This section will contain the latest news about ashburn.

The Town - This section will be will contain vistor informatoin and locations that people in ashburn visit.

Events - This section is going to contain information on the latest events hap-pening in Ashburn.



Gallery - The Gallery section of the site will contain pictures of the ashburn.

Forums - The discussion forums will be used as a place for the community to get together.

Contact - This section of the site will include information on how to contact us. It will use a form.

About - This section will contain information about the magazine.

Design Summary

The magazine is going to use a 3 column layout. The color scheme of the site will be grey. the fonts that will be used are bignoodletitling (for logo, site images), arial, helvetica and verdana for writing.

Audience Profile

The target audience for the website are the people who live in the town of Ashburn.

Perception/Tone

Inviting and friendly

AUDIENCE PROFILE 1

**Name:**

Henry Light.

Age:

24 years old.

Race:

American/White.

Occupation:

Freelance Graphic Designer.

Life style:

He has a design studio set-up in his house where he does all his work for his clients.

Education:

Art Institute - Bachelors degree in Graphic Design.

Online Hours:

He spends most of his working hours online researching for various subjects relating to the design he is working on for the client.

Knowledge of the Web:

He is very knowledgeable of the web, he knows how to use the internet because he spends most of his work hours on the net. He also understands web design a little bit because he took web classes as an elective during college.

Browsing habits:

He uses Mozilla Firefox to browse the internet and he prefers to have a back button on the site to go back to the home page instead of using his browser back button.

AUDIENCE PROFILE 2

**Name:**

Sanjay Lal.

Age:

35 years old.

Race:

Indian.

Occupation:

Owns an Indian restaurant called Indian Curry, self-owned, he runs it independently.

Life style:

His business is open throughout the week and that is where he spends most of his time. His business is his life. He doesn't believe in wasting time. He likes to run his business, it keeps him busy.

Education:

Virgina Tech - He took business courses, attended college for four years.

Online Hours:

He uses the internet to advertise his restaurant. He has a website dedicated to his restaurant which lists the menu items etc.

Knowledge of the Web:

He likes to use the web to run his business so he knows how to use the internet but he doesn't know a lot about making a website which is why he has hired people to work on his site for him. He knows how to use a computer to browser the internet.

Browsing habits:

He doesn't care what browser it is as long as he can get his job done which is why he uses IE7 because it's default on his computer and comes pre-installed.

AUDIENCE PROFILE 3



Name:

Jake Henry.

Age:

23 years old.

Race:

White

Occupation:

Student

Life style:

He likes to hang out with friends, play video games, draw on his spare time.

Education:

Enrolled at Johnson and Wale's University.

Online Hours:

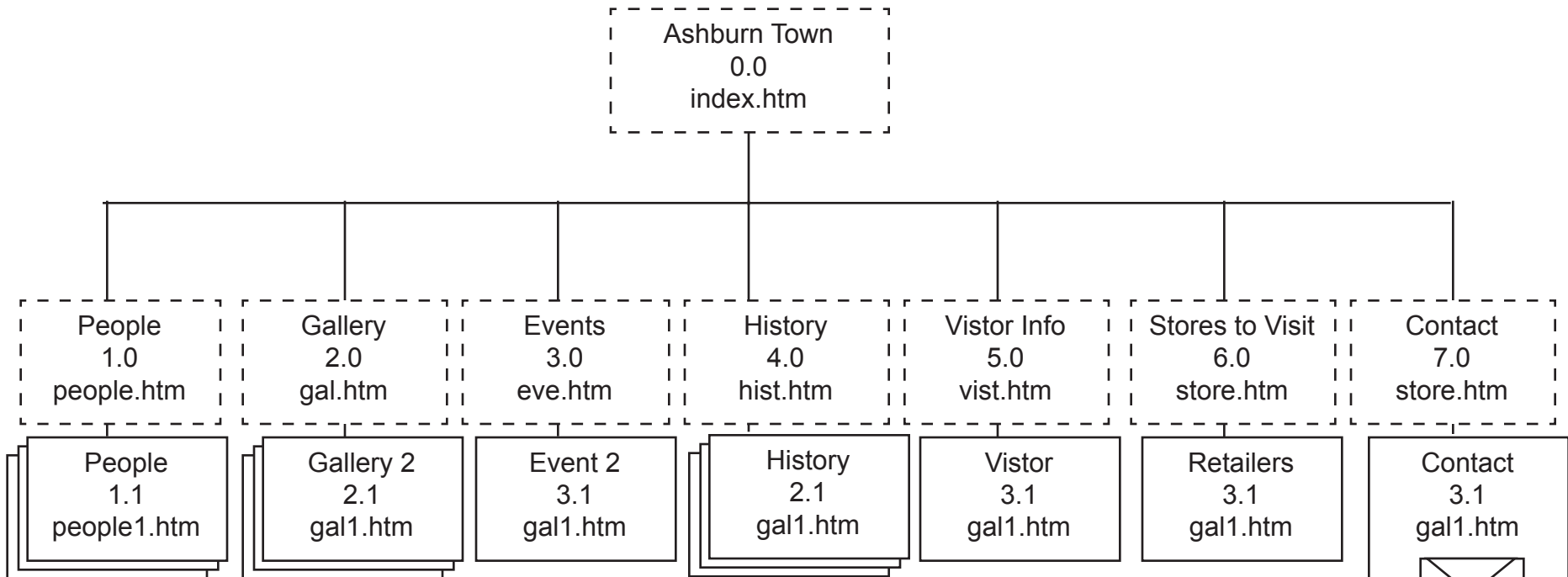
He spends his online time browsing internet forums, playing online multi-player games with his friends. He also runs a website where he showcases his art.

Knowledge of the Web:

He knows HTML/CSS and a little bit of scripting which he uses to run his website. He is very familiar with how to search and get information from the internet.


Browsing habits:

His favorite browser is Opera but he has IE7 and FireFox installed on his computer for cross browser compatibility testing.



Legend

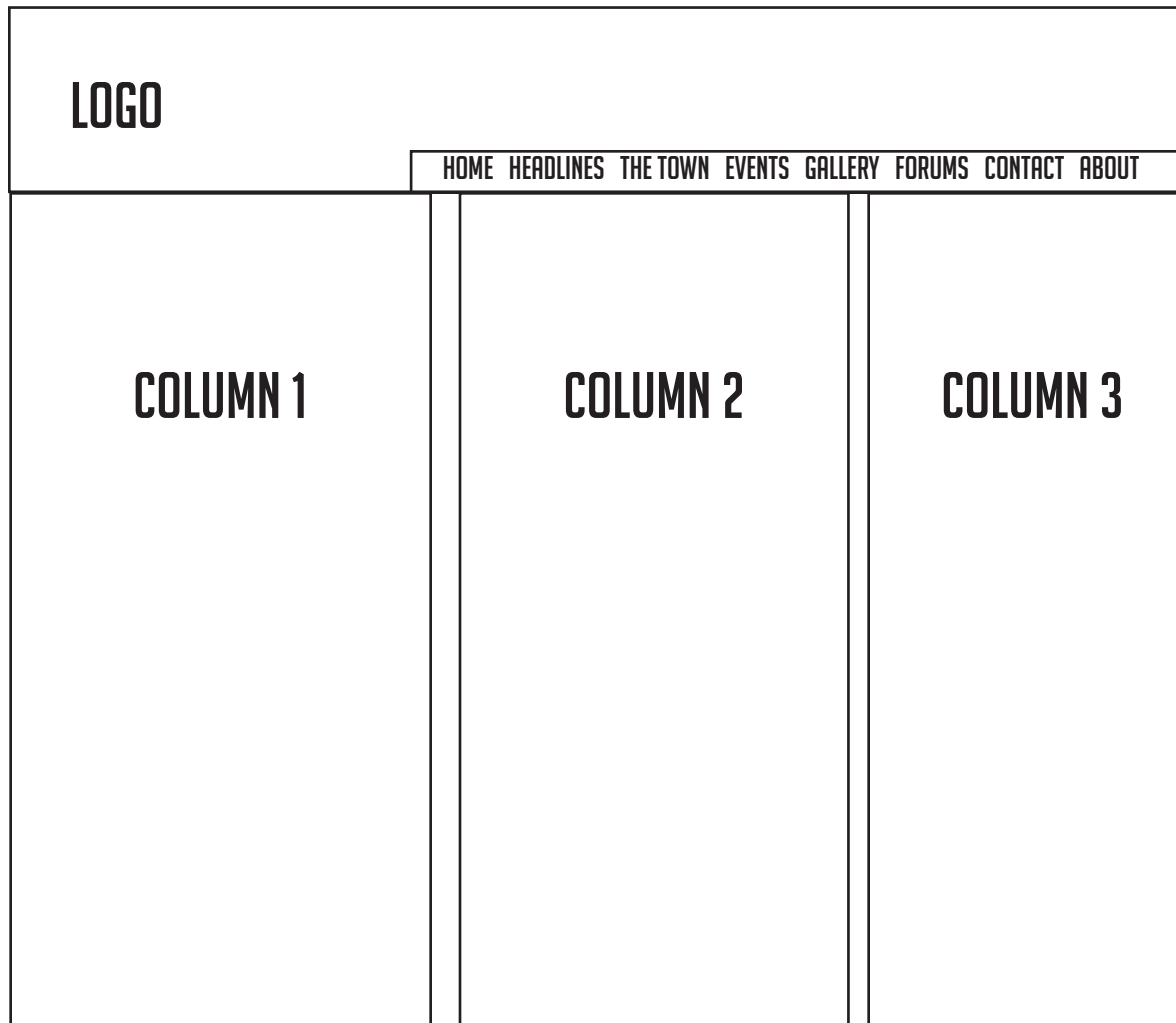
- Global Menu
- Similar Pages
- Forms
- E-mail



The legend defines the visual elements used in the navigation map: a dashed box for the Global Menu, a stack of three boxes for Similar Pages, a form icon (a rectangle with horizontal lines) for Forms, and an envelope icon for E-mail.



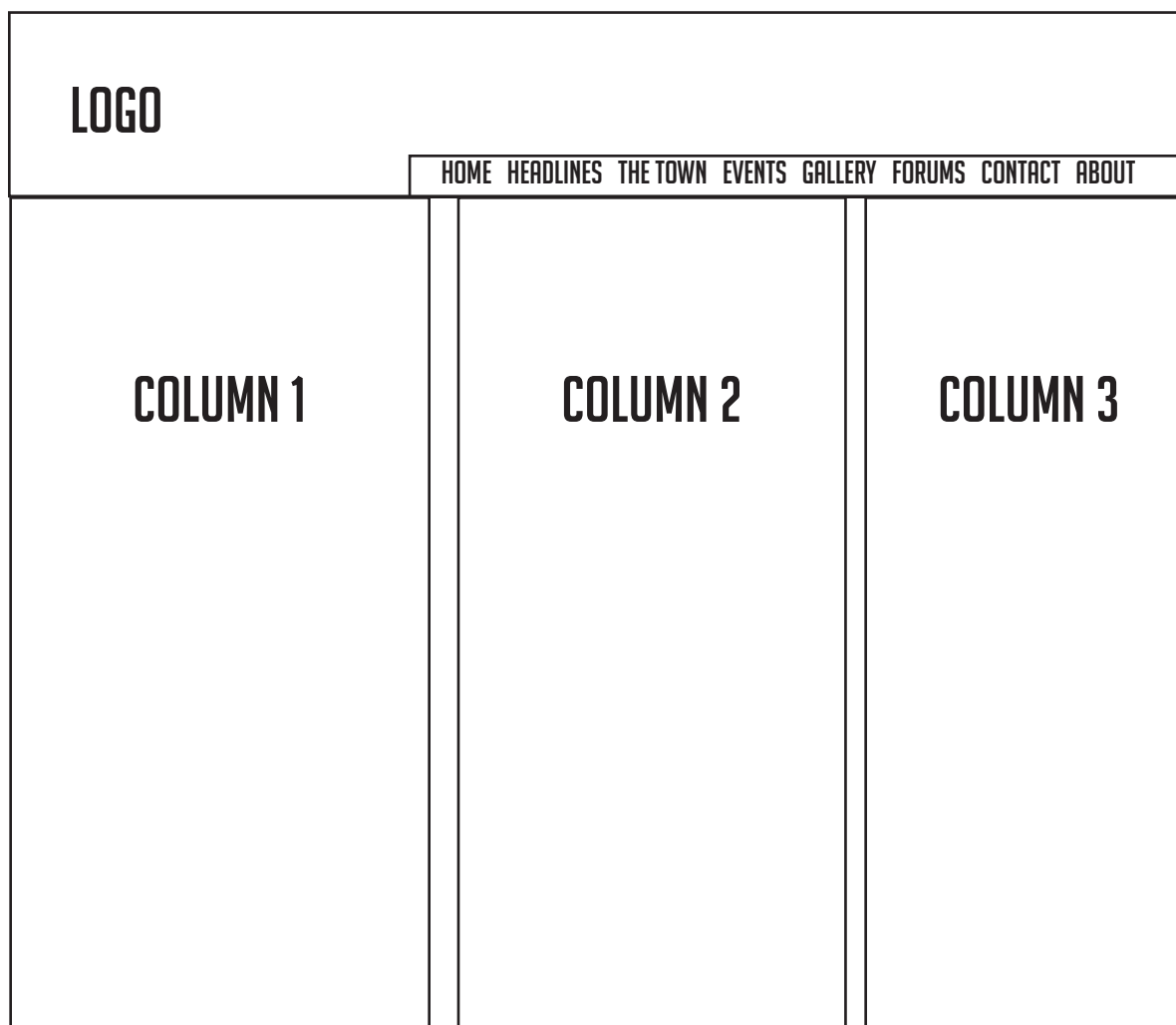
WIREFRAMES



HOME PAGE
740 WIDE



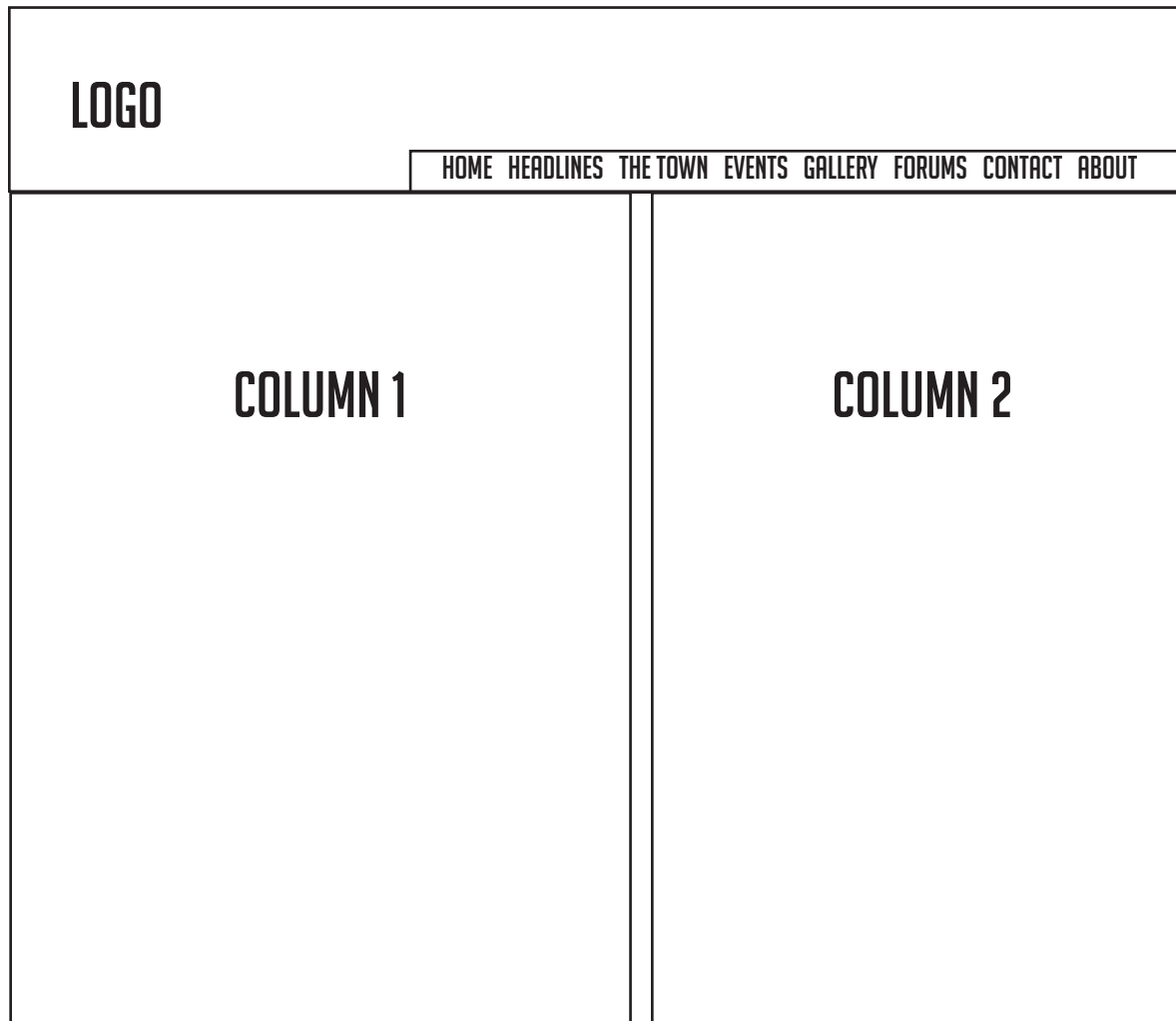
WIREFRAMES



HEADLINES
740 WIDE



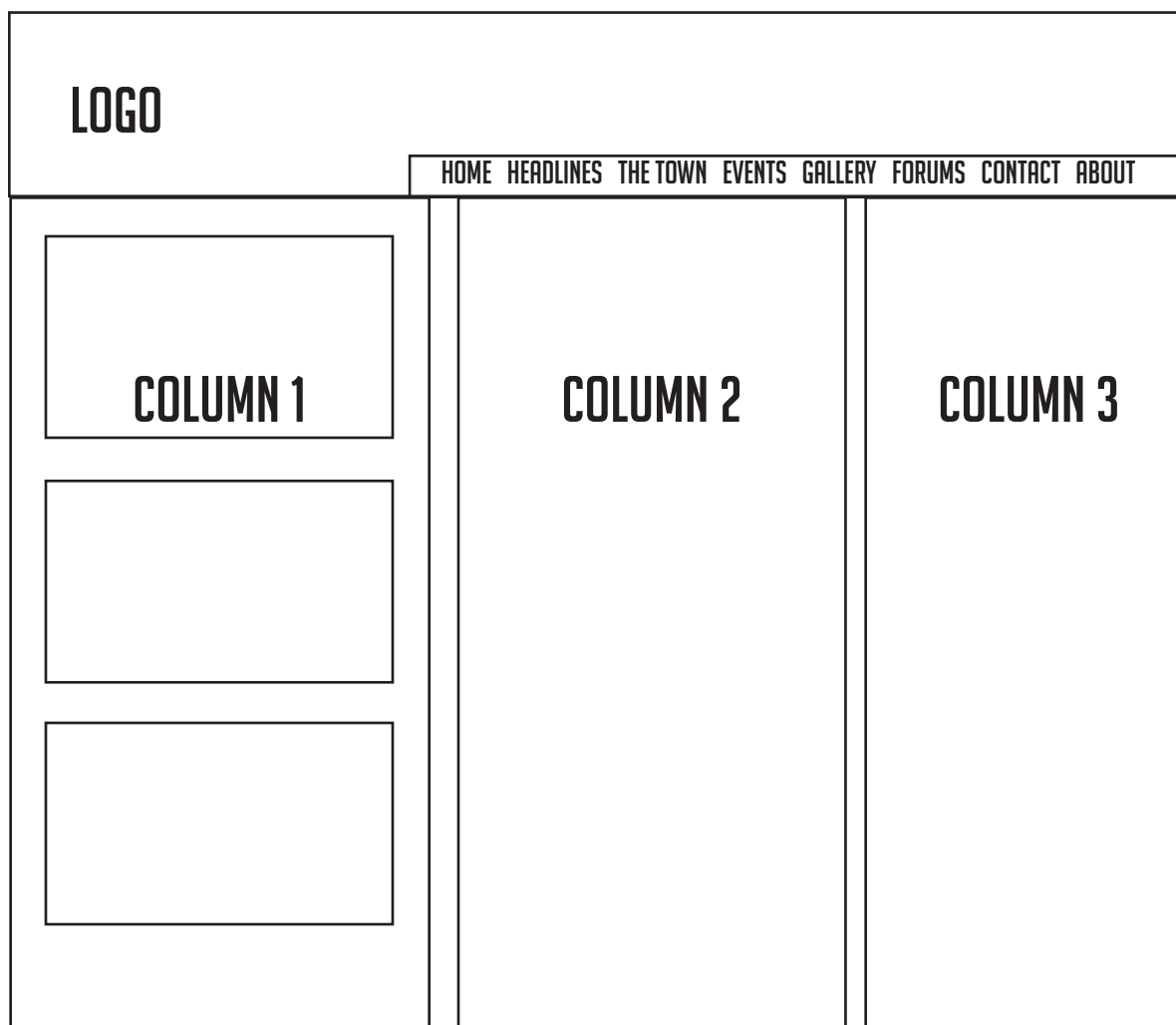
WIREFRAMES



THE TOWN
740 WIDE



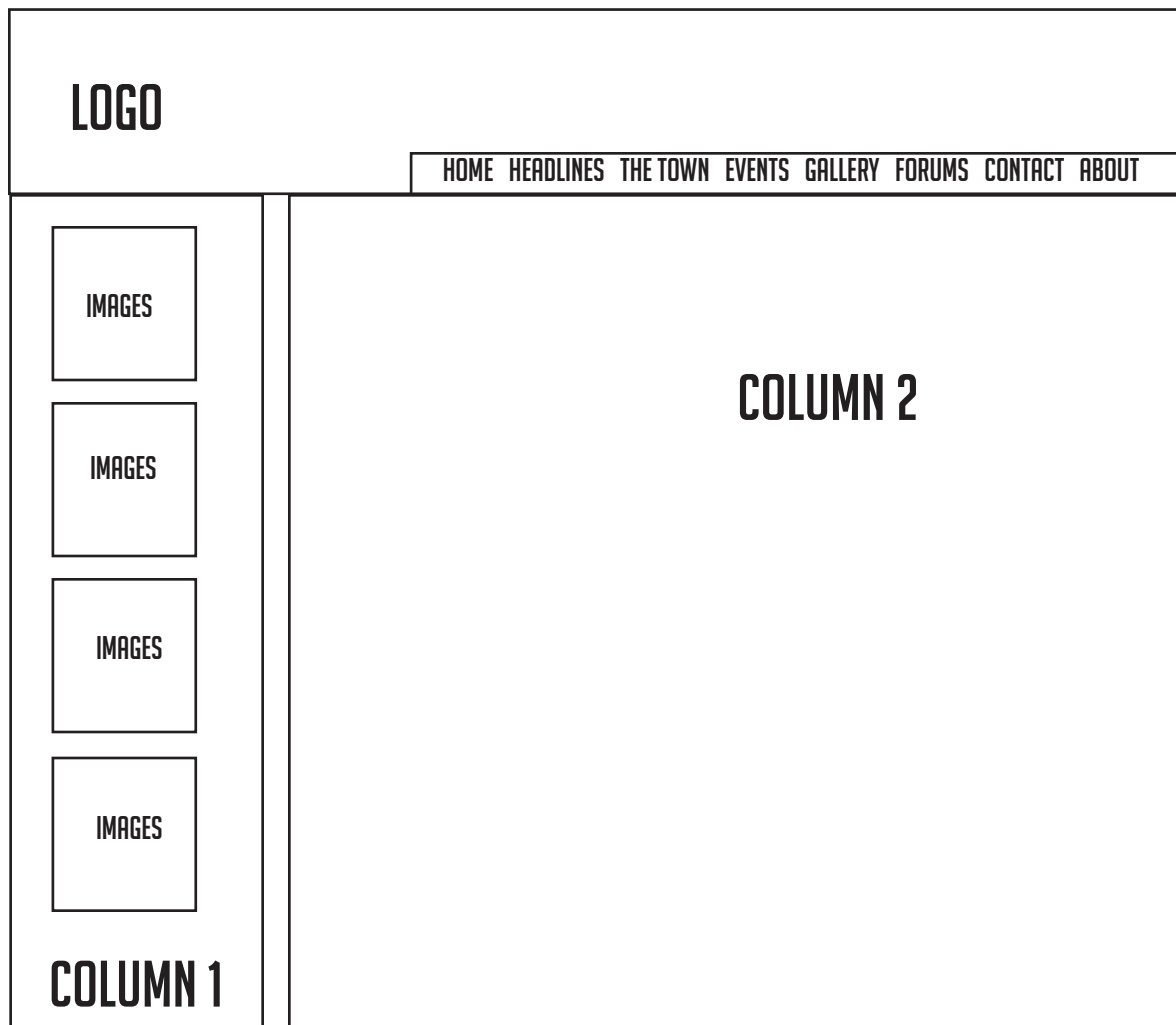
WIREFRAMES



EVENTS
740 WIDE



WIREFRAMES



GALLERY
740 WIDE



WIREFRAMES

LOGO

HOME HEADLINES THE TOWN EVENTS GALLERY FORUMS CONTACT ABOUT

COLUMN 1

CONTACT
740 WIDE



WIREFRAMES

LOGO

HOME HEADLINES THE TOWN EVENTS GALLERY FORUMS CONTACT ABOUT

ABOUT
740 WIDE

COLUMN 1






STYLES AND SPECIFICATIONS

STYLES:

Fonts, html generated: Verdana, Arial and Helvetica

Fonts on Images: BignoodleTitling

Colors:

-  Body background color: # 6a6a6a
-  Banner background color: # adadad
-  Background content: # 9c9c9c

Findings

Portal needs to be centered

Links don't work

Layout needs to be more organized

Methodology

A group of three Interactive Media Design students were selected to view the proto-type website and they were presented with an evaluation form where they rated the site with a rating scale of one to six where one was considered poor and six was considered excellent. The group was to look at the site and fill in the form with their thoughts on the site design.

Results:

Initial Response: Nice logo, color scheme works. Nice balance throughout page. Menu is easy to identify. Portal page is nice, might help if it were centered.

After brief examination (less than five minutes) describe your impression: Nice Layout, the map helps identify the target areas of magazine.

Ratings:

Layout: 5/6

Color scheme: 6/6

Links work? No

Links are easy to navigate? 6/6

Meta tags present? Yes



EVALUATION

Relevant: 6/6

Grammar: 6/6

Usability: 6/6

Design: 6/6

Navigation: 6/6

Legibility: 6/6

Image quality: 6/6

Logo design: 6/6

Consistency: 6/6

Conclusion:

Portal will be centered.

Links will be fixed.

Layout will be improved, will be more organized.



Sources

Image Credits:

All the images on the site were taken by me using a digital camera except the Van Metre Logo.
Van Metre Logo - It was taken from <http://www.vanmetrehomes.com>

Article Credits:

Loudoun Easterner - <http://www.easterner.com/news/>
Atlantic Indoor - <http://www.atlanticindoor.org/>
Topix.net - <http://www.topix.net/city/ashburn-va>
Ashburn VA Blog - <http://ashburnvablog.com/>