**INFORMATION ARCHITECTURE**



### 

### GENERAL INFO

**Your Name: Ava Daly**

**Site name: Revolution Aircraft**

### SITE DESCRIPTION

The introduction of the Revolution aircraft company and its projects.

the company is an aircraft manufacturer that has a prototype aircraft in development.

### WEBSITE OBJECTIVES

1. *Your site should have 2-3 objectives.*
2. *Include: what you want to achieve by creating this site AND why.*
3. *Think big picture goals and specific goals.*
4. *What are your conditions for success?*

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| **Primary Goal** Most important! | To introduce and advertise the SoloS Jet  To solidify Revolution Aircraft as a company |
| **Secondary Goals** | To attract potential investors |
| To connect potential buyers with information sources like social media |
| Create a reliable source of information |
| invite consumer feedback |

### TARGET AUDIENCE NEEDS

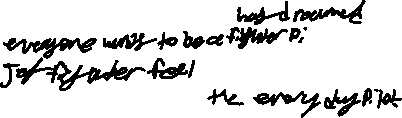
|  |  |
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| **PRIMARY TARGET AUDIENCE** | |
| **Description** of group. Include demographic and/or psychographic identifiers. | aviation Homebuilders / fanatics / Pilots |
| What does this audience **need** **or want from** your site? | Information on an aircraft that will potentially be for sale as a home-build kit. |
| What “activities” are they **primarily** doing on the site? | Consuming information, looking for connections to stay updated |
| What is this user group’s **technical ability**? | Large age range, large technical ability range. Assume lower technical ability |
| What **situations/contexts** are users in when they are on the site? | Likely viewing inside, should be mobile compatible in case of discovery through socials. |

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| **TARGET AUDIENCE 2 (Optional)** | |
| **Description** of group. Include demographic and/or psychographic identifiers. | Investors, |
| What does this audience **need** **or want from** your site? | Business potential and proof of concepts |
| What “activities” are they **primarily** doing on the site? | Consuming information, evaluating technical engineering ability |
| What is this user group’s **technical ability**? | Average to high technical ability |
| What **situations/contexts** are users in when they are on the site? | Likely inside |

CONTENT INVENTORY

1. *Describe the content and features on the site specifically and with as much detail as possible.*
2. *Do not include the content itself, rather an itemized list and description of your content.*
3. *AVOID grouping the content by page/section for now – this should be a non-hierarchical list. We will do a card sorting activity to help you arrange it into sections and pages.*

*Replace the example content below with your own.*



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| **CONTENT** | **REQUIRED ASSETS** |
| SoloS assembly overview | Close up of center seam  Text describing manufacturing standards/ processes used in building the kit  Text describing how the kit will be assembled by the homebuilder |
| Expected Performance | What is the expected performance based on the current design, and how does it compare |
| Possible / recommended powerplants | 2-3 potential options for powerplants, general specifications (hp, GPM, other relevant numbers) and price points |
| Kit components | List of the parts that would be included in the kit when it is manufactured  What are the materials used in the creation of the kit  Rendered images of some of the larger/ most recognisable components |
| Company partners | List of corporate partners   * What the partnership entails * How it would benefit the consumer |
| The SoloS vision | Paragraph on the vision behind the SoloS, why are we making it?  Inspirational render to accompany |
| The Revolution vision | Paragraph on the vision behind revolution aircraft, why are we different and why should consumers care?  Logo |
| Revolution Aircraft socials | Links to social media accounts, possible insert of posts |
| Revolution Aircraft contacts | Contact form including:   * Name * Email * Message |
| Who is Revolution | Paragraph about who is behind revolution, what qualifications do they have and why should the consumer care?  Photos of anyone mentioned in the paragraph |
| SoloS development history | Paragraph describing where the idea of SoloS came from and how it has changed over time.  Renders of previous versions / parts |
| SoloS physical specifications | Information on the SoloS aircraft such as:   * Hight * Wingspan * Length  * Cockpit width * Cockpit length * Legroom * Empty weight * Gross weight  * Build materials |
| 3D model viewer | Fully textured 3D model of the current design of the SoloS |
| Concept art | 5-10 rendered images showing different angles and features of the SoloS  Possibly simple animations of the SoloS flying |
| Revolution’s services | Quick blurbs on the different services that Revolution would offer to clients:  - kit manufacturing  - builder’s assist  - aircraft development |
| Other potential projects | Blurbs hinting at projects that are being considered by Revolution |
| Latest Development news | Blog-like posts on what the most recent announcement by revolution is  -blurb  -photo to accompany blurb |
| Projected pricing | Short paragraph about how the pricing will work,  Image to accompany paragraph  Actual expected pricing |
| SoloS jet overview | Paragraphs about the build, general details and comments accompanied by rendered photos |



INFORMATION ARCHITECTURE ANALYSIS

*In 1-2 sentences each, describe how the content on your site contributes to:*

1. *achieving your website’s objectives*
2. *meeting your target audience’s needs*

The content shares the idea of SoloS to the world, and by sharing content of SoloS, people will start talking about it like they would a car. Providing proof of concept images and telling/showing people how it would all go together along with providing technical details helps the consumers envision themselves with the product, making them more involved in the buying decision. If they are not interested in buying but instead simply following the development because they find it interesting, we are showing the development process for their own enjoyment.

Site Structure

