Design Document

1. **Goals**

This site is a way for people to connect with each other, and the creativity of many to and reach out to others by creating and sending e cards to people who are in need of hearing the Message. I am going to have these users spread the Message to those in need of it. The site that hosts animated e cards will be accessible through other users and will be able to be sent to others through email. The card will have a premade or custom message, accompanied by Scripture. My primary target is the people who are in desperate need of hearing the Word and need the touch of the Holy Spirit in their hearts. These cards will bring hope to them. I am bringing a useful tool people can use to testify and proclaim the love of Jesus.

**2. User Experience**

2.1 Audience Definition

People who are visiting the website for the first time could be going for fun, for interest, for a purpose or to pass time.

2.2 Senarios

**Patricia May Dalton-** Patricia is a lightweight, Caucasian woman in her mid-sixties. She frequents her local Baptist church in the downtown area of Madison, Wisconsin. She reads her Bible every day and enjoys long walks by the road. She was first introduced to the Internet in the early 2000s by her son Robert, when he brought her a computer that ran Windows 5. She did not want anything to do with it, as she said to him that it was "Too innovative" for someone like her. But as time passed, she found herself using it more and more, ever since her son had shown her how to use one. She became aware later on of the famous Google search engine and used it one day to search "bible" out of curiosity. Surprisingly, there were more than 300 000 000 results! She began to search other things such as "prayer requests" and "morning devotionals". When she looked up “comfort messages" she began browsing a few sites, some of which she thought were good and others where she would look forward to for more improvement as to content. Suddenly, she came upon my site. She looked around for a bit and thought it interesting. And so on she scrolled down through the list of animated e cards. Most were very generic but some were heart-touchingly beautiful. She especially loved how each of the cards were accompanied by a verse of Scripture that seemed to perfectly fit in with the topic of the card. She looked through the top part of the site and something caught her eye. "Custom...” Upon clicking on the tab, the site directed her to the Create section. She experimented a bit then came up with her first card; it was addressed to Robert (as soon as Mrs. Dalton found out about the SEND TO EMAIL button), who was going through a trauma of his eldest son dying. She hit the SEND TO EMAIL and waited a bit. A message popped up saying her card was sent. Once again interested, she began making more cards and started sending them off to whomever she knew that had an email. Now, she uses it weekly, and is starting to think if she can introduce some of her younger friends to it too.

**James Louis Wright-** James (or Jim, as people call him by) is an athletic, teenage boy who enjoys spending time with his friends or by himself, surfing the Web. His parents frequent a Seventh - day Adventist church in his town and he enjoys family time with a little bit of excitement. He is very creative and social. He was at home one day, relaxing on his couch from playing about an hour of football in his backyard. He was about to start his homework when suddenly his younger sister came by carrying her notebook, not really looking upward or forward. James told her she would eventually bump into a wall if she kept walking around like that, and then asked her what she was doing anyways. She replied she was creating an e card to send to her friend Jessie at school with this new site she found online. James did not mind much of it, and simply went to finish his Algebra assignment. The next day, he could hear among the feeble talk and murmurs around school that there was a "thing" going around now about sending e cards to each other. James thought it was just a coincidence, however, he also looked at the possibility of his sister spreading it to her friend that spread to her friend, and the next and so on. Pretty soon the whole school was doing it. James was surprised and curious foremost. So he informed himself and soon found himself in the same situation as everybody else. He found it interesting that the site imitated DeviantArt, as the people who used it rated other creations and commented on these. He found it to be a very social place with a warm, innocent atmosphere, and began using it more often, even before it stopped being a "thing" in school. He used it on adults and distant friends. He especially loved the Holiday cards! He found it to be very efficient tool, and still uses it.

**Raven Amy DeLacourte**- Raven is a quiet, ebony youth who lives in her dorm with her roommate Kara. She is more reserved and prefers reading and long conversations on chat rooms rather than short talk about whatever topic out on the street with others. She is a recently baptized member of the Adventist church, of which she had swapped from her original, Methodist denomination. She wanted to find a new way to pass time so she tried figuring out what to do. She was not an artist, though she did like to write. The only problem with writing was that she was often too occupied doing other things, thus not bringing any fresh, original content to her mind. She needed something quick and effortless. After some talk with her roommate, she eventually came across the possibility of making little "snippets" as she referred to the animated e cards she used to make on my site some time ago. But then she had not really considered it being a pass time. So she thought about it; not to long though because out of boredom she eventually got a hold of her laptop and typed in the address. She was immediately greeted with a welcome sign and animation. There was a window saying what the site was, what was its purpose, etc... Raven closed the window and ventured into the site itself. She took note of all the new gifs that could be used in the cards and more fonts. Also the webpage itself had improved with the use of web applications that made the site run smoother and cleaner. Somewhat satisfied, Raven spent about the whole afternoon creating "snippets" for her mother, father and her two older brothers. Surprisingly one of them, Tyrone; who was also an Adventist and the one who suggested her frequenting the church numerous times before her conversion, had replied asking what she had used to create those cards and said it was "cute" of her. Raven then shared the site along with her brother and they both became both somewhat addicted to making e cards. It was so simple and it only took a few moments, at least in contrast to the other amount of time spent in creating all of the other cards. But it was fun to do and she found some interesting Bible passages along the way. She spends her day now, after studying and reading, making a few e-cards before doing something else. She has also met some interesting people along the site who she wishes to meet personally. For now, she stays as she is; quiet and shy, but also kind, attentive to others and precious to those in need.

2.3 Competitive Analysis Summary

I, as for now, have two big, main competitors; Jackie Lawson Cards and Hallmark Animated e-Cards. They have really put effort into the making of sites. I am assuming, from browsing along the site, that Jackie Lawson Cards is an independent, non-profit site. I could be wrong, however. Hallmark, of course, is known as the famous, wide-selling card company. The site is easy to navigate through and web applications make it look neat and smooth. As for Jackie Lawson, each animated card can be interacted with after its preview. Say a jigsaw puzzle of the card or a game based on the theme of the card. However these site do not feature the social ranks or factors that my site is yet to achieve, and they also do not bring the Message as relevant to the site, they are more general. Thus here are some of the results.

Spreadsheet displaying competitors.

**3. Site Content**

3.1 Content Grouping and Labeling

3.2 Functional Requirements

**4. Site Structure**

4.1 Metaphors (or summary)

4.2 Site Structure

4.3 Global and Local Navigation Systems

**5. Visual Design**

5.1 Layout Grids

5.2 Mood Boards

5.3 Page Mock-ups

**Appendix A:** Competitive Analysis

**Appendix B:** Content Inventory

**Appendix C:** Site Structure Listing (optional)