

WEB SITE PLANNING

<p>Phase 1: The purpose of the Site Answer these questions to determine the purpose of the web site: Goal (what is the site to do and do for your audience?) What is the site about? What is the site for?</p>	<p>Notes:</p> <p>Synapse Media is a complete media production studio that specializes in Web developing, but also does work in business branding, marketing, application development, audio production, animation and video production.</p> <p>The purpose of this site is to provide potential clients with a preview of the type of work Synapse Media can do for them to take their business to the next level.</p>
<p>Phase 2: Expected Outcome of the Web Site Basically, what does your audience/client expect the site to accomplish?</p>	<p>Notes:</p> <p>Synapse Media wants the Web site to provide users with a complete view of their company. They want to introduce the employees and show the users the type and quality of work they do. With this exposure, they hope to expand their business and double their revenue within one year.</p> <p>The users of the Web site expect to see information about who works for the company and what type of work the company does. They also want to see examples of that work, get an idea of the cost and contact the company for further information.</p>

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<p>Phase 3: Target Market Find out more about the client or target market that you are developing the site for. Start by answering these questions: Who is your audience/client? Who is their competition? Is the web the right medium for your audience/client?</p>	<p>Notes:</p> <p>The target audience for this site is wide-ranging, but it focuses on college educated 30 to 50 year old business owners that are looking for a new way to promote their business using the latest technology. The site will also appeal to bloggers and others with internet presences that are looking for something to spice up their site. Most users will be accessing the site with the latest browsers and high speed internet connections from their home and office.</p> <p>There is a lot of competition in this market, which comes from small freelance developers, large hosting companies like GoDaddy that provide in house Web design or templates, content management systems like WordPress and other media companies.</p> <p>The Web is the perfect medium for Synapse Media because it is where the type of work they do takes place and it gives them access to the largest audience.</p>
<p>Phase 4: Managing Content Make a list of all the content that the site will display to meet the needs of your client's audience. Then, organize the content list by grouping information in logical and manageable sections and subsections – these sections will become your prospective pages.</p>	<p>Notes:</p> <p>HOME</p> <ul style="list-style-type: none">• Images of previous work• Text providing an overview of their work <p>WEB DESIGN</p> <ul style="list-style-type: none">• Images of previous work• Text providing details of how the company works with the client to develop sites and the type of technology they use

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	<p>APP DEVELOPMENT</p> <ul style="list-style-type: none">• Images of previous work• Text providing an overview of the types of apps the company can develop for clients and where the clients can use those apps <p>BUSINESS BRANDING</p> <ul style="list-style-type: none">• Images of previous work• Text providing details of how the company works with clients to create logos and other branding designs <p>MARKETING</p> <ul style="list-style-type: none">• Text providing details of how the company helps get the clients' name out to the world through SEO and other Web marketing techniques <p>AUDIO/VIDEO PRODUCTION</p> <ul style="list-style-type: none">• Images and video of previous work• Text providing details of the type of audio and video the company can produce for their clients <p>CONTACT US</p> <ul style="list-style-type: none">• Form for contact information
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<p>Phase 5: Mapping Out The Site Show the flow of the site by making a flowchart showing the pages of the site (use a separate sheet of paper for drawing out the flowchart.) Then, once the flowchart is made, determine what the layout will be for each page of the site. These page layouts will show a bit more detail (use the wireframes on page 3).</p>	<p>Notes:</p> <p>(See Flowchart)</p>
<p>Phase 6: Development and Design Requirements Decide at the beginning what colors, fonts, graphical treatments and programming should be used throughout the development of all pages. You may note this on your style guide.</p>	<p>Notes: (See Style Guide)</p> <p>Programming:</p> <p>This site will use (X)HTML, CSS, JavaScript and ActionScript.</p>
<p>Phase 7: Site Testing This is where you put your development to the test and your design. Test the site on different platforms and use various browsers within the requirements to be sure the site functions and appears as planned.</p>	<p>Notes:</p> <p>Site testing will consist of two phases.</p> <p>The first phase will consist of testing by our developing team on multiple versions of Chrome, Firefox, Internet Explorer, Opera and Safari. In this phase of testing, our developers will ensure complete functionality and desired display on PCs, Macs and mobile devices with a variety of monitor resolutions, connection speeds and available bandwidth.</p> <p>The second phase of testing will consist of user testing, which will consist of a small focus group that will provide feedback on design, accessibility and usability.</p>

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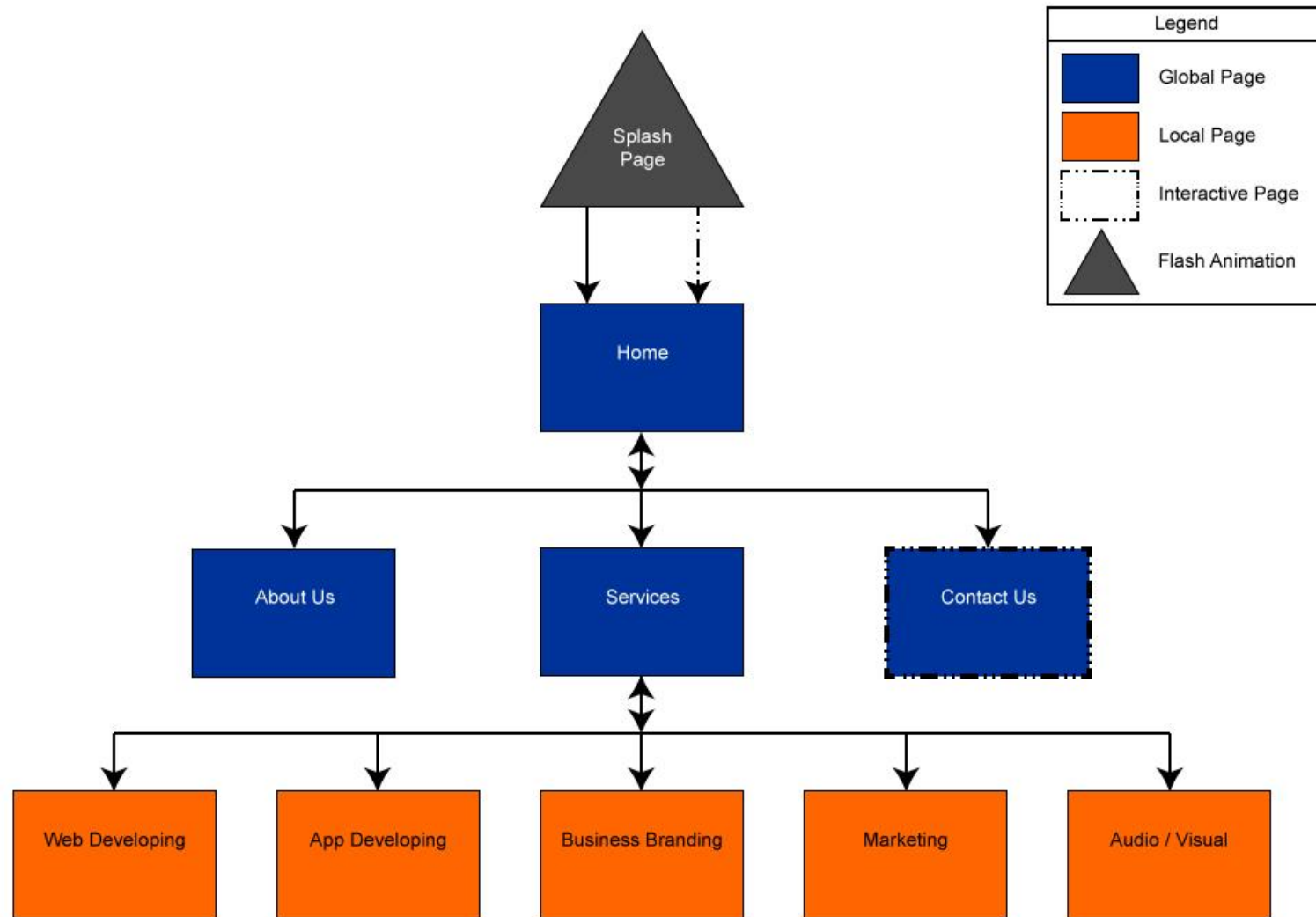
Phase 8: Site Deployment After the site has been thoroughly tested. The final version of all files that make up the web site are placed on the servers for viewing on the web.

Notes:

After testing has completed, the site will be uploaded to the server.

WEB SITE PLANNING

Navigation Chart



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Style Guide

Color Swatches:



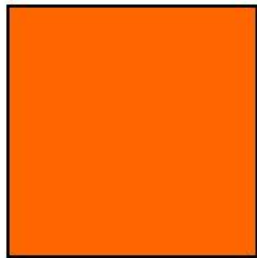
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RGB: 0, 0, 0



Blue
HEX: #003399
RGB: 0, 51, 153



Gray
HEX: #666666
RGB: 102, 102, 102



Orange
HEX: #FF6600
RGB: 255, 102, 0

Image Treatment:



Fonts:

Logo:

**N02STUDIO
REGULAR 30
PT.**

Global / Local Navigation:

Verdana Regular 18 pt.

Body Copy:

Arial Regular 14 pt.

Heading 1:

Verdana Bold 20 pt.

Heading 2:

Verdana Bold 14 pt.

Hyperlinks (Unvisited):

Arial Regular 14 pt.

Hyperlinks (Visited):

Arial Regular 14 pt.

Captions:

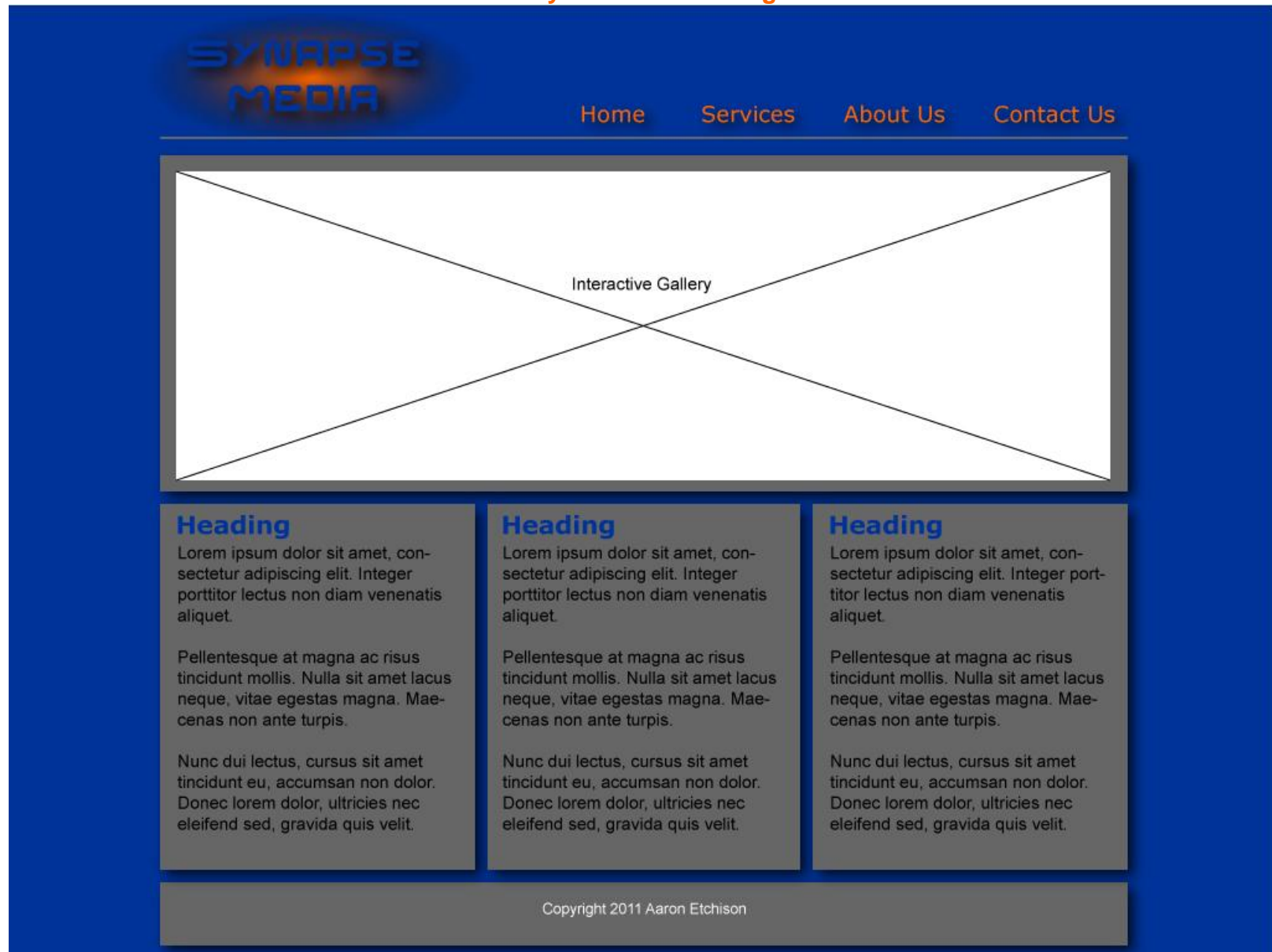
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Footer Text:

Arial Regular 12 pt.

WEB SITE PLANNING

Storyboard - Home Page



WEB SITE PLANNING

Storyboard - Internal Page (Services)

