

1155 Union Circle Dr,
Denton, Texas 76203
March 3rd, 2021

Ms. Rosemary Stimola
Stimola Literary Studio
308 Livingston Court
Edgewater NJ 07020

Subject: Attn: Rosemary S: Ms. Suzanne Collin's Website developmental edit costing loss in potential revenue.

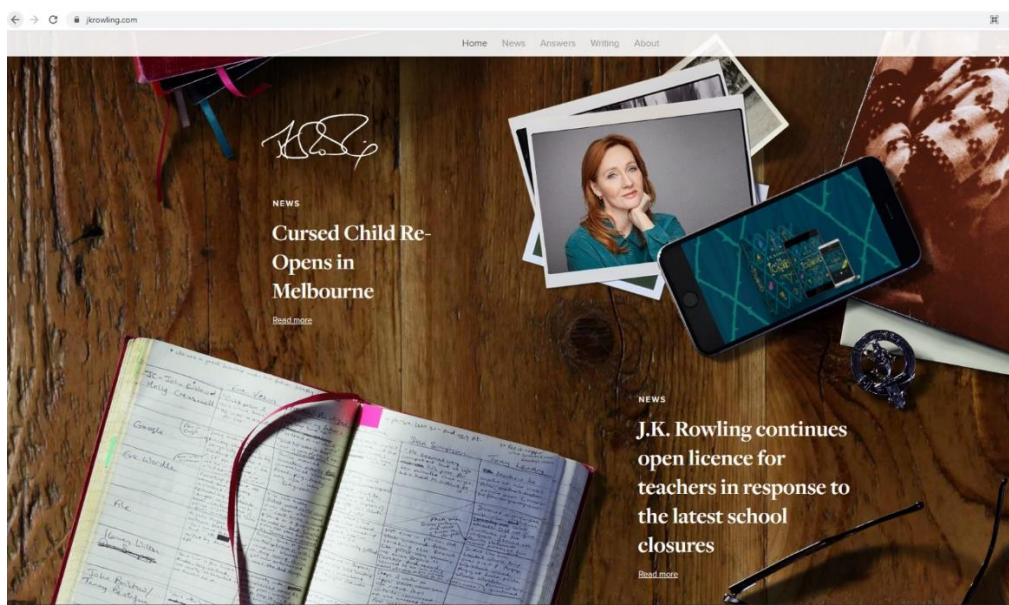
Dear Ms. Stimola,

Thank you for reaching out to me for the developmental edit for Ms. Collin's website, www.suzannecollinsbooks.com.

I am a big fan of fiction works by Collins and the excellent job she did with her masterpiece's 'The Hunger Games-Trilogy'. I have never come across such a piece of artwork that focuses on so much of detail, theme, and sense of scene in writing a book of fiction with a solid sensibility and premise. However, after a quick overview of her website, I find it very astonishing that it does not stand any close or does justice in representing 'The' Suzanne Collins that I or the world knows. As per our initial conversation, I have reviewed the websites that you liked from her contemporaries Meg Cabot, Neil Gaiman and Lee Goldberg, that gave me a better understanding of the expectations that you and Ms. Collins have for this edit. I propose a few design/layout edits, compatibility, navigation, color scheme and Graphics that would entail, drive up engagement and increase the usability/functionality.

The most famous author's website, www.jkrowling.com, is often considered the benchmark website that we could look at when we assess the usability and layout for any developmental edit. The flow and intuitiveness are flawless, and drives user engagement, with various web frameworks in use. For a successful author, I would focus more on user engagement to drive up revenues from hunger game enthusiast and balance with other book sales that aren't popular.

JK Rowling's Website:



Analysis

URL: <http://www.suzannecollinsbooks.com/>

Target Audience: Suzanne Collins book readers and The Hunger Games enthusiasts

Purpose: Engage audience into S.C. books

Sample Set: Meg Cabot, Neil Gaiman, Lee Goldberg and JK Rowling's Websites

Suggested Developmental Edits

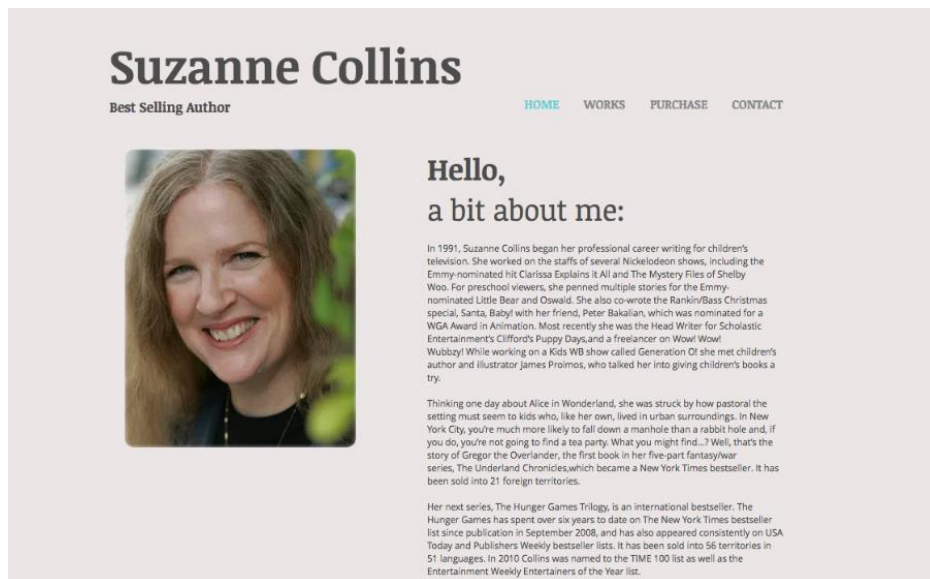
Page Layouts

The existing layout is minimalistic and inconsistent, that looks more like a blog rather than a website of a successful author. The layout does not provide any appeal to neither the existing Fan base or a potential book reader. I propose adding a streamlined flow starting with the home page that focuses on the author followed by her most successful books listed in the Works page/section. I have made it intuitive and user-friendly by adding a purchase section of the page, where all her work will be listed started from new releases to the most read which could be searched and sorted easily by a reader/visitor with an integrated check out option.

Of course, the main change I made was the organization of the information and images. I placed Collins' biography and photo on the home page, but this is where I would add a video instead.

Features:

- 1) Appealing to target audience
- 2) Consistent site header/logo
- 3) Consistent navigation area
- 4) Informative page title that includes her details.
- 5) Balance of text/graphics/white space on page





Entertainment Weekly Entertainers of the Year list.


Lionsgate released a film adaptation of THE HUNGER GAMES on March 23, 2012, directed by Gary Ross who also shared screenplay credit with Suzanne and Billy Ray. It broke multiple box office records and went on to become the 14th highest-grossing North American release of all time on its way to generating nearly \$700 million at the worldwide box office. Lionsgate released the second installment THE HUNGER GAMES: CATCHING FIRE worldwide on November 22, 2013, directed by Francis Lawrence from a screenplay by Simon Beaufoy and Michael DeBruyn and bringing back stars Jennifer Lawrence, Josh Hutcherson, Liam Hemsworth, Woody Harrelson, Elizabeth Banks, Willow Shields, Paula Malcomson, Donald Sutherland, Stanley Tucci and Lenny Kravitz along with new cast members Philip Seymour Hoffman, Sam Claflin, Jena Malone and Jeffrey Wright. It was the highest-grossing domestic box office release of 2013 and the 10th highest-grossing domestic release of all time. Lionsgate will release THE HUNGER GAMES: MOCKINGJAY - PART 1 on November 21, 2014 and THE HUNGER GAMES: MOCKINGJAY - PART 2 on November 20, 2015, also directed by Lawrence. All four films are being produced by Nina Jacobson of Color Force and Jon Kilik.


In September 2013, Suzanne released a critically acclaimed autobiographical picture book, YEAR OF THE JUNGLE, illustrated by James Proimos. It deals with the year she was six and her father was deployed to Viet Nam. It has been sold into 12 territories in 11 languages. Her first picture book, WHEN CHARLIE MCBUTTON LOST POWER, about a boy obsessed with computer games, was illustrated by Mike Lester and came out in 2005. It has been sold into 4 foreign territories.

Her books have sold over 100 million copies worldwide.

 Call
T: 123-456-7890

 Contact
suzannecollins@gmail.com

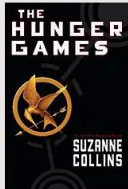
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Suzanne Collins

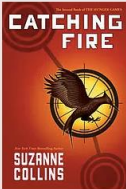
Best Selling Author

HOMEWORKSPURCHASECONTACT




THE HUNGER GAMES

Katniss is a 16-year-old girl living with her mother and younger sister in the poorest district of Panem, the remains of what used to be North America. Long ago the districts waged war on the Capitol and were defeated. As part of the surrender terms, each



CATCHING FIRE

Much to her shock, Katniss has fueled an unrest she's afraid she cannot stop. And what scares her more is that she's not entirely convinced she should try. As time draws near for Katniss and Peeta to visit the districts on the



MOCKINGJAY

Katniss Everdeen, girl on fire, has survived, even though her home has been destroyed. There are rebels. There are new leaders. A revolution is unfolding. (Scholastic Press, 2010)

As part of the surrender terms, each district agreed to send one boy and one girl to appear in an annual televised event called, "The Hunger Games." The terrain, rules, and level of audience participation may change but one thing is constant: kill or be killed. When her sister is chosen by lottery, Katniss steps up to go in her place. (Scholastic Press, 2008)

to visit the districts on the Capitol's cruel Victory Tour, the stakes are higher than ever. If they can't prove, without a shadow of a doubt, that they are lost in their love for each other, the consequences will be horrifying. (Scholastic Press, 2009)

2010)

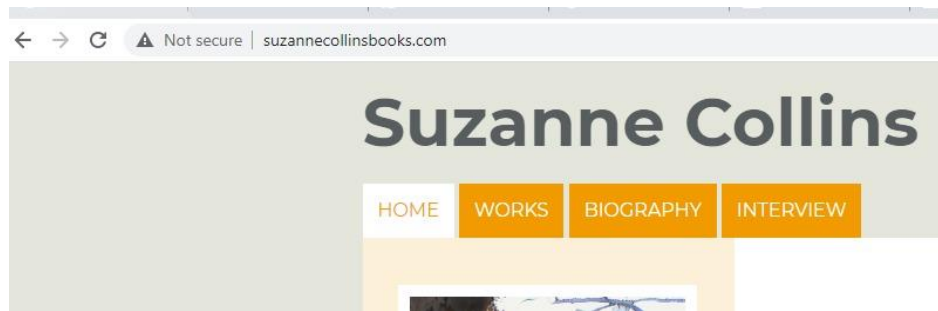


YEAR OF THE JUNGLE

When Suzy's father is called to war in a faraway jungle, she struggles to deal with his absence. (Scholastic Press, 2013)

Browser Compatibility

The website lacks an SSL certificate making it suspicious and less secure from cyber-attacks. This would cause suspicion among the visitor’s who intend to make purchase online via credit/debit cards. This could be an easy edit, with a simple SSL certificate installation and would broadly increase the credibility by heavy folds.



Navigation

The navigation panes are inconsistent with the labels and many of them do not work or properly re-direct to appropriate landing pages and the structure does not follow the order while moving from different sections. The navigation aids should add site map and a skip navigation link to a particular page to provide a reference point. I placed the books from most popular to least (not all books are shown in these images), so the Hunger Games series first of course. On the “works” navigation page, I provided her books (good-sized images included) with short captions. Ideally, when the user clicks on the title of the book it would take them to the page where they can purchase that book if they are interested. The purpose of this was to get the user’s attention at a glance of the webpage. Lastly, I made sure to provide the contact information, social media accounts and last updates on every page.

Color/Graphics/Font

Color also represents feelings, people, countries, cultures, and color symbolism. Color scheme is also limited to a maximum of three shades plus the neutrals. The background of Ms. Collins appropriates to her most successful book, *Mockingjay*, which has a perfectly balance cover page theme that can be used as a graphical background for both contemporary and fiction works. Text color contrast. I have wanted the colors to be a bit more adventurous, that was the purpose of the green at the bottom of the navigation pages.

Multimedia

A website including a biography, of an author is more subjective to opinions and an audio or video serves a purpose of enhancing, engaging, and avoiding distracting from the sole purpose, Ms. Collins website is intended for. Something I would add to make the website more engaging is a video that could catch the user’s attention. The video could be an interview with Suzanne Collins or perhaps even a trailer of The Hunger Games series which were turned into movies. This would definitely be a huge improvement to captivate the viewers. For anyone that is a Hunger Games enthusiast and is familiar with Suzanne Collins work, this website would probably be disappointing. Compared to Collins’ adventurous and enthusiastic work as an author, her website is not as appealing as you would expect. A more appealing look and purposeful information would be of great use. The other feature that I would suggest is to have captions readily available to cater diverse readers/visitors. It would highly stand out for a client like Ms. Collins with huge background of successful works, reputed ratings from various critics, to have a slideshow on the front page timed with the best reviews and rating from publisher and her critics.

I have crafted this edit based on complete analysis of Ms. Collin’s background, work experience and success alongside the inputs drafted from the suggested website by you and I hope these edits would bring more value to the website and satisfy her major fan base (Hunger games readers) for the very longed overhaul that was awaited.

I am looking forward on hearing your and Ms. Collin's valuable feedback on my suggested edits and starting a relationship as an Editor for her upcoming projects.

Adil Afroze Mohammed
Editor
