Separate Houses Website Project Overview

Alena Sokoloski - October 2021

Project Overview:

Dr Robert Shapiro – Ph.D. specializes in custody evaluations for couples going through divorce proceeding in Northern Illinois.

“Separate Houses” written by Dr. Robert Shapiro Ph.D. is related to the topic of managing conflict resolution in situations of parental separation and divorce, specifically where decisions of child custody hang in the balance.

“Separate Houses” was published nearly a decade ago, and the author wishes to share his work with a larger audience and has expressed interest in promoting the content of his book through a website interface.

The original version of the book is no longer in print. A copy has been obtained which provides the ability to extract (via OCR; Optical Character Recognition) the text from the book, with the hope of reformatting the text into ‘web-ready’ content. Client is interested in creating content to read as if you were turning book pages online. The author has full rights over the content, promotion and distribution of the book.

The author would like to create an updated version of this publication and has intentions of publishing an updated version of this book via Amazon Publishing https://amazonpublishing.amazon.com/ .

Site Purpose:

Educate audience on issues covered in book by providing free content of previously published book (full text) in a page-to-page reading fashion. This website will help further promote the updated version with links to purchase through Amazon.

Site Audience:

Family and guardians of children in, or in situations leading to, family separation and divorce.

Other institutions/organizations in related industries including higher education, psychological associations, law firms, and opinion leaders (publishing houses, bloggers, talk shows etc) that might lead to help promote Dr. Shapiro help bring awareness and exposure to further promote Dr. Robert Shapiro as a documented expert in his professional field as a custody evaluator who consistently places the welfare of children first through the process of divorce in court in the 6 of the northern Illinois counties, along with 2 published books, Separate House: A Handbook for Divorced Parents and the Co-Author of a second book Helping Students Cope with Divorce.

Site Traffic Plan:

Free content of chapters to view, with links leading to Amazon for purchase of updated content.

Links to Dr. Shapiro’s office via Google Maps, Social Media feeds, contact the author forms.

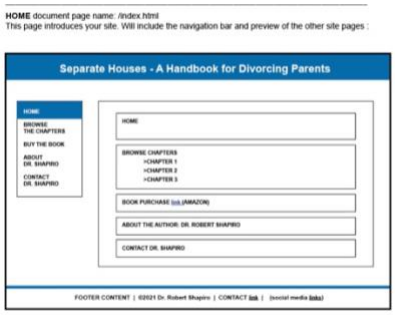
Site Economics and Tracking

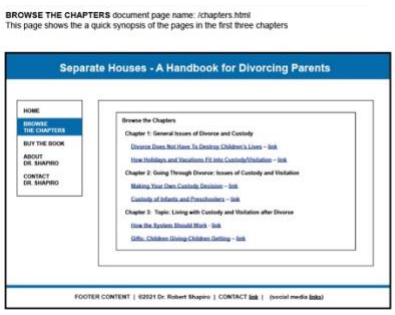
Google Analytics

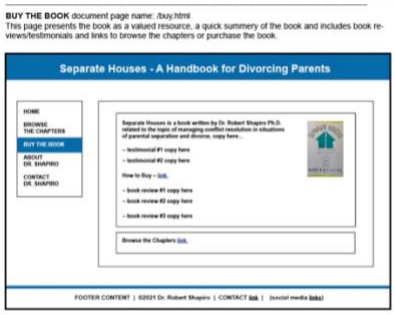
Site Design

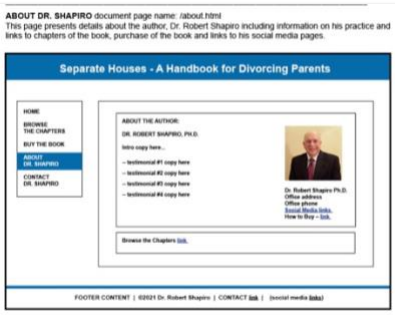
HTML / CSS / JavaScript / Bootstrap coded site. Can use database to capture customer info for later use of marketing.

Thumbnails of 5 main pages: /index.html, /chapters.html, /buy.html, /about.html, /contact.html









Social Networking Sharing LinkedIn
Possible future Social Networking Sharing (Facebook, Twitter, YouTube, TedTalks or LinkedIn)

Affiliate Linking to Amazon; This can be for both the book through Amazon publishing, as well as to any other product or service that Amazon lists.

Each page on the site must have a unique URL, page description and keyword which is relevant to the actual content on the page.

SWOT: Strengths, Weaknesses Opportunities and Threat/Challenges

Strengths:

Content (main component of the site) is already available.

Dr. Shapiro is an expert in his field and has made many appearances on television and radio interviews.

Topic content (family separation) will not disappear as long as marriage/divorce is a common event in society.

Weaknesses:

Text from old book will need to be created as an online flip book version.

Client has no HTML knowledge and cannot update an HTML site (for example to create a new page of content). WordPress or Blogger can be used to make updates, but this would have to be integrated into an HTML site, or the entire site would need to be run as WordPress or Blogger.

Opportunities:

New pages can always be created.

Site can be used as promotional portal for a new book or for author engagements.

Author can use this site to self-promote through other social media channels: Facebook, TedTalks, YouTube, etc.

Blog can be used to connect with others for professional and economic purposes

Threats/Challenges:

Personal data of examples or author data could be exposed if proper care is not taken

Creating a way for the client to add new content if he wants to at a later date.

Creating a solution for ways the client can interact with audience.
The topic is an emotional one for the audience. Any conversation that might take place (for example a person responds to a blog post, or a person shares a snippet of the book to a social media site) could generate issues (social or legal issues). How will site be policed? Will there be a moderator to police negative posts? Will there be a review of any outside content being posted?

Site Theme

Professional, clean and approachable.

Black text on white backgrounds. Only color allowed is e color for the site are Yellow and Blue (Swedish Flag colors), and only one logo exists.

The only images to be used is the logo and Dr. Shapiro's headshot.

Content of the book is given to us in a text-document. Book content pages to be "flippable, as if reading a book"

Client would like site to be mobile friendly. Bootstrap.

The default font should be large enough to easily be parsed on any device, and scrolling should be provided on mobile, however larger screens may be able to handle the entire section content in a single screen.

Page Categories

Home: /index.html,

Chapters (Book - page by page through all pages): /chapters.html

Book (Sale, Overview): /buy.html

Author (Biography, CV, Resume): /about.html

Contact (form, map of office location): /contact.html

Wireframes

Wireframe for Home Page (menu location, content area and footer)

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HOME document page name: /index.html
This page introduces your site. Will include the navigation bar and preview of the other site pages :

Wireframe for Chapter Content

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BROWSE THE CHAPTERS document page name: /chapters.html
This page shows the a quick synopsis of the pages in the first three chapters

Wireframe for Book Sales

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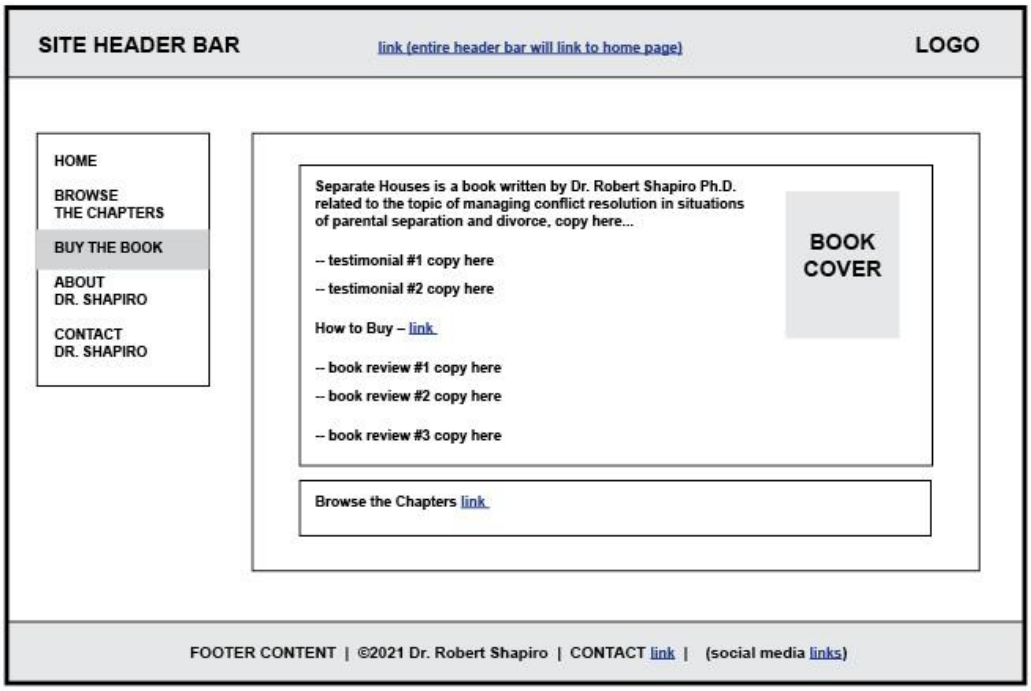
BUY THE BOOK document page name: /buy.html
This page presents the book as a valued resource, a quick summery of the book and includes book reviews/testimonials and links to browse the chapters or purchase the book.



Wireframe for About:

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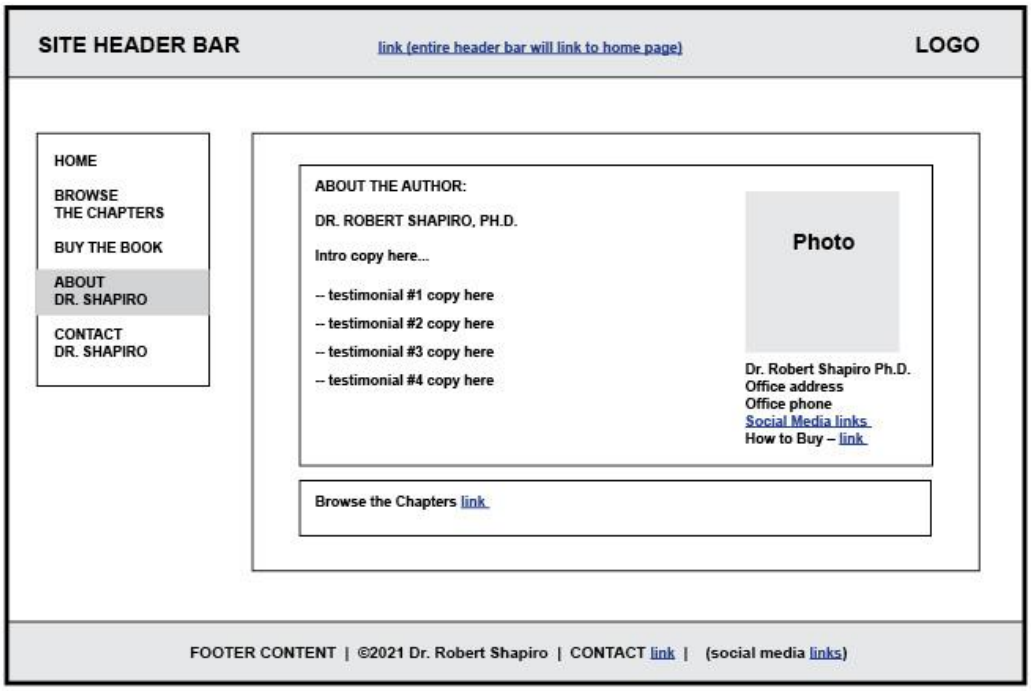
ABOUT DR. SHAPIRO document page name: /about.html
This page presents details about the author, Dr. Robert Shapiro including information on his practice and links to chapters of the book, purchase of the book and links to his social media pages.



Wireframe for Contact Page

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CONTACT DR. SHAPIRO document page name: /contact.html
This page allows people to contact the author via form. Also shows map of office location, phone number, address, social media links, book purchase link and browse the book links.

Development Timeline

Site design submission October 26, 2021

Initial Review October 19, 2021

Specification October 12, 2021

Wireframes October 5, 2021

Late October

Work Breakdown Structure (Tasks and Deadlines)

Key Stakeholder of project is Dr. Robert Shapiro

Additional Stakeholders of project and their roles as follows:

Clinton Garwood – (client/boss) also key source for interview questions. Clint has a firm knowledge basis regarding Key Stakeholder-Dr. Shapiro's needs and wants. Source for any questions. Site reviewer.

Self – (team development, coder and designer of team) Responsible for Analysis, Wire-framing, Mockup, Initial site specifications, Draft of Site, Internal testing/proofing. Final Site development and deployment.