

The Anonymous Aspirer

“Write, Vent, Aspire!”

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The

The Anonymous Aspirer

The Anonymous Aspirer is an independent blogging website where users will have the ability to create and update their own blog at will. This website will appeal to those who have a need to express their opinions/ thoughts to the world with no cost to them. Users will not need to pay upfront for access to the site and its features, however, users must sign up first to validate their membership.

Why Choose The Anonymous Aspirer?

My goal for this project is to provide users with a different solution to blogging by creating an easy-to-use platform that can be utilized on both desktop and mobile devices.

The Anonymous Aspirer will stand out amongst its competitors due to these three reasons:

- A responsive layout will be utilized by the official website. Most other blogging websites do not utilize a responsive layout and instead have a separate mobile site intended for mobile users only. I personally believe in one specific layout and that is why I intend on making this website responsive.
- This website will be very easy-to-use and convenient. It will not contain any unnecessary information or clutter that will disrupt the user's flow while blogging or browsing other blogs.
- Anyone can sign up and become a member and users can post as much content as they wish with no cost to them, however, in order for the user to receive any payments for their blog revenue, they must become a premium member. Users can apply for a 7-day free trial, but must pay \$9.99 a month to keep their premium account active.



Who Is This Project For?

The Anonymous Aspirer can be utilized by anyone of any age, ethnicity, or orientation with a keen interest in blogging. This website may appeal to those who are technologically savvy to those who only need a blog to keep track of their day-to-day lives.

The idea behind this project was based mostly around my need for a more organized life. I wanted a place that I could post my thoughts and keep track on what's going on with my peers as well. I believe that there are others who would enjoy having a reliable blogging site where they can post content freely without any unnecessary costs or delays.

What is this Project For?

- Writers/Editors can use this website to post content for professional use. Users will have the ability to post content as well as use their blog to keep track of their day-to-day schedules.
- Anyone with a keen interest in blogging can use this site to generate revenue. If you're a professional blogger or just someone who is charismatic with a lot to offer, then this website is for you. Although the users are free to use this site for just about anything, they must become premium members in order to receive payments generated off of blog revenue.
- This website isn't intended primarily for those with a professional background. Heck, you don't even have to be a blogger. You can just be an average Joe looking for a place to vent your everyday thoughts. You may even think of this website as a diary or journal, and that's perfectly fine.



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Anonymous Aspirer | User Profile 'Angela'

Name: Angela Green

Age: 22

Location: Los Angeles, California

Profession: Freelance Blogger

Salary: \$24,000 annually

Education: High School Graduate

Technology: Mac OS X 10.9, iPhone 6 plus

Hobbies: Blogging, Shopping, Browsing the web



Goals: Angela Green is a high school graduate with a passion for blogging. She is currently earning up to \$3.50 per day from freelance blogging. Angela is very tech savvy and currently has a large following. She maintains this following by staying up-to-date with the latest trends and gossip.



Anonymous Aspirer | User Profile 'Michael'

Name: Michael Clark

Age: 43

Location: Atlanta, Georgia

Profession: Executive Assistant

Education: Associates Degree in Business

Technology: Windows 8, Samsung Galaxy s5

Hobbies: Working, Traveling



Goals: Michael Clark is a simplistic person with a business background. Michael is a workaholic that rarely stays home. He requires a blog that is mobile friendly and isn't too complicating for him since he doesn't consider himself to be the tech savvy type. He mostly uses this blog to keep track of his day-to-day tasks since he tends to become un-organized while on the job.



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Design/Development:

- HTML
- CSS/CSS3
- JavaScript/JQuery
- PHP
- MySQL
- A responsive layout will be implemented

Social Media:

- Twitter Handle: @anonaspirer
- Url: <http://twitter.com/anonaspirer>
- Email: myblog@anonaspirer.com



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Anonymous Aspirer | Style Guide

Branding:

Logo Font: Trebuchet MS | Bold | 30 pt.

Logo Color(1): RGB: 51 | 51 | 51

HEX: #333333

Logo Color (2): RGB: 49 | 69 | 110

HEX: #314566

Logo Text Color: RGB: 255 | 255 | 255

HEX: #ffffff



Weeks 1-2:

- Research potential features/information
- Create an outline documentation of site flow
- Begin designing and outlining logo/branding
- Purchase domain for site hosting
- Utilize social media to promote project by activating Twitter account
- Present concept, budget, and timeline
- Have concept, budget, and timeline approved before continuing

Weeks 3-4:

- Revise concept, budget, timeline if necessary
- Create a flowchart that represents the site layout structure
- Create a sitemap to demonstrate site flow
- Obtain feedback for flowchart and sitemap
- Begin sketching low fidelity wireframes for each page/create multiple versions
- Create page templates with different color schemes for each
- Present wireframes/page templates for a final decision
- Create final release schedule with information on the final website as well as its features
- Update Twitter page with screenshots of final wireframes/page templates

Weeks 5-6:

- Begin developing each page with ideal structure, but use dummy text as a placeholder for the official content
- Implement desired page templates for each page
- Create final flowchart/sitemap for website
- Begin building database for site
- Create a small 3-5 minute video explaining the concept of the site before moving on to the final stages



The

Weeks 7-8:

- Replace placeholder dummy text with the intended content for each page
- Finalize code for each page
- Begin the beta stage for week 7 by testing the functionality of each feature (Registration, Log in, Log out, Etc)
- Complete user testing stage before week 9

Week 9-10:

- Begin debugging any errors that may have occurred during beta testing (if any)
- Review site structure and continue to test for any errors if necessary
- Update Twitter account with announcement for final testing stage

Weeks 11-12:

- Begin final testing stage
- Launch website by end of week 11
- If any errors were found after launch, debug before end of week 12



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Anonymous Aspirer | Budget (Simulated)

Budget (Simulated)	Hrs	Hr Cost	Total
Preparing the Brand	5	\$30 per hr	\$150
Setting Up Domain	1	\$25 per hr	\$25
Creating Site Structure	25	\$45 per hr	\$1,125
Designing Visual Layout	35	\$50 per hr	\$1,750
Verifying Site Copyright	15	\$35 per hr	\$525
Front-End Development	75	\$50 per hr	\$3,750
Back-End Development	75	\$50 per hr	\$3,750
Promotional Video	10	\$45 per hr	\$450
Usability Tests (2 users)	25	\$25 per hr	\$1,250
Total Amount	331	-	\$12,775

By providing your signature and today's date below, you agree and understand the overall intent of this project and are willing to move forward with the next stages of this project. If you have any questions, please feel free to contact me personally.

Signature: _____ Date: _____
Client

Signature: _____ Date: _____
Project Manager

Proposal Version: V2