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WATS 3010
Intro to Bootstrap

Name of the Site/Company

Incognito

About the Site/Company

Incognito is part store and part community center which was inspired by Dave Eggers' TedTalk¹ and his non-profit organization. In the front, is a detective-themed store. It opens to a large community space in the back with tables, chairs, and a few computers. During the day, the community space is mainly used for after-school tutoring and writing workshops. At night, the space is used for open mics for music/poetry and other community-building events.

Target Audience

Demographics

Educators—20s to 60s; all ethnicities and gender identities; mainly low- to mid-income

Parents—20s to 60s; all ethnicities and gender identities; all income levels

Potential donors—20s to 90s; all ethnicities and gender identities; mainly mid- to high-income

Potential volunteers—Mid-teens to 70s; all ethnicities, gender identities; all income levels

Motivations

Educators—Looking for additional academic support for their students

Parents—Looking for tutoring services, looking for after-school care

Potential donors—Looking for causes to support and/or to name in their will

Potential volunteers—Looking to give back to their community, looking to fulfill volunteer hours for school

Hope to Accomplish with Design Concept/Approach

Capture visitors' attention

Inform target audience about the company

Recruit more donors and volunteers

Sell items to support programs and pay for cost of operation (rent, utilities, etc.)

Description of Design Concept/Approach

Bootstrap's Modern Business theme and Shop Homepage template allow us to spend less time/resources on the design. The templates are somewhat minimalist which draws attention to the content. Image carousels on the homepage and the shop page creates more interest. Throughout the site, color-scheme helps to establish the company brand. The images used clearly communicates main ideas to help reinforce the message of written content.

Other Websites for Comparable Businesses

<http://www.826boston.org/>

<http://826la.org/>

<http://826dc.org/>

<https://826valencia.org/>

<https://826nyc.org/>

Other Websites for Inspiration

<https://826-boston.myshopify.com/>

<https://www.timetravelmart.com/>

<https://astoundingmagic.com/>

<http://shop.826valencia.org/>

<https://www.superherosupplies.com/>

¹ https://www.ted.com/talks/dave_eggert_makes_his_ted_prize_wish_once_upon_a_school