

Purpose:

To establish a site for customers, both current and new, to view a list of services and contact Erika Slovikoski.

The site will list basic information on Erika like her personal skills, training experiences, and expertise. It will also show which services she currently offers as well as a way to contact her in order to hire her for a service or request more information. There will be a testimonials section that visitors/customers can contribute to by filling out a form on the page. There will also be a gallery to showcase her training in action with pictures and video, and a blog-like section where she can post new links to training and other articles related to her field.

Audience:

Dog owners in the SF Bay and surrounding area. Age can range from 20– 60. They can either be uneducated or educated about the ways of positive dog training. The site will need to be concise and provide easy access to more information for those who are not educated about this particular type of training.

Design Proposal:

Erika is a positive reward-based trainer and the site should reflect this by using light colors. The main colors will be bright and cheerful reds and oranges. Soft blues will accent these colors and add a more relaxed atmosphere to the site while still making it seem upbeat.

The design will need to be simple and easy to navigate. The top banner will have a logo plus a short navigation. The navigation will stick to the top of the page when the user scrolls down, so that the menu will always be easily accessible.

RESEARCH-----

Strategic:

I decided to include this portfolio because it is different from my other works and shows that I can create a site for a personal, small business.

<http://www.dogwalks.com/> - The new client button is prominent and noticeable, so new clients know exactly where to go. Testimonials are also visible and noticeable on the front page. A business code of ethics is provided in the footer. Resources include helpful, relative links.

<http://dogsoutsf.com/> - Who let the dogs out! makes their site eye-catching by including a blog with photos and linking to social media for customers to follow. This way, customers can see their dogs having fun and playing, making them a more trustworthy business. The number to contact them is prominent. They include an F.A.Q. as well as testimonials. Awards won are displayed on the main image.

Technical:

- HTML, XHTML, CSS
- Javascript, jQuery
- flash plugin (for youtube videos)
- resolution minimum: 1024 x 768
- medium: desktop
-

I plan to include a video aspect on the website I am creating. Videos are tricky because the players do not always work on every browser. I plan to use youtube to host and play the videos because 1.) it is easy for my client to upload videos to, 2.) it is the safest choice in regards to cross-browser compatibility, and 3.) most users will already be familiar with the controls for the player. Youtube also comes with closed captioning so that subtitles can be used to make it more user friendly.

Resource: <http://ewic.bcs.org/content/ConWebDoc/13413>

Functional:

The users will be able to browse the site through a persistent navigation that will stick to the top of the page as they scroll down. There will be a link at the bottom of the page for the user to scroll back to the top. The gallery will be visible on the "Our Services" page and will have thumbnails for users to manually select photos, as well as arrows to view the next and previous image in the set. Each page will also have links to other pages (e.g. "Read about our services!" on the About Us page) to provide a flow for users who may not know exactly where they want to go next.

Schedule:

Beginning date – April 22nd

End estimate – June 3rd

Due on...

- May 6th: Process book
- May 13th: logos
- May 20th: wireframes, mock-ups
- May 27th: coding
- June 3rd: q/a, user testing

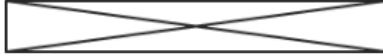
Creative:

The front page will give an overview of services, as well as snippets of testimonials. From there the user will view the about section and read about the trainer, her training and experience. There will be a link to the services page for viewers to find more information. On this page, a run-down of the basic services offers will be listed as well as an estimated price and a brief description. There will be a gallery on this page showing the trainer in action. There will also be a Positive Reinforcement section to find out just how these services are trained. The positive reinforcement section will go over basic details about the training style, provide outside links, and also provide a link to the contact page for more information. The testimonials page will also be linked in the top section. On the contact page, the trainer's number and email address will be displayed alongside a form that the user can fill out to email the trainer. IF for some reason they prefer to not fill out the form, they can call or email using the information provided. Links to the trainer's Facebook page will also be provide on that page as well as the footer, so viewers can see more photos of her in action.

In order to test if the site flows the way that's intended, I plan on documenting the order of pages that were clicked during user testing. I'd check if users went to the navigation to proceed to other pages, or if they clicked the links within each page instead. Questions I would ask testers are:

1. Did you know what the site was about?
2. Were you provided with enough information about the subject?
3. Were you ever lost or confused? Explain.
4. What would you like to see more of?
5. What did you like most?

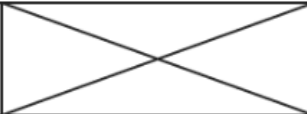
Wireframe Mock-ups:



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