

## PROPOSAL

### **SITE GOALS**

Oh Snap! The 90's, a 90's Flash Back, is an informative site dedicated to the Era that is, the 90's. It will be a visual walk through popular iconic troups of what is arguably the best generation.

### **TARGET AUDIENCE**

It will pull from nods to the 90's such as patterns and colors that were popular at the time. The main page will be very vibrant in color and will be responsive and available for proper viewing on any device. Images will be vector and able to resize to fit that purpose.

### **VISUAL PERSONALITY**

People looking for a nostalgia from their past, or younger people looking to learn about an era that they misses out on.

### PERSONA

#### **STATS**

**NAME: Regina Burger** 

**GENDER: Female** 

**AGE: 35** 

LOCATION: Portland Or OCCUPATION: Waitress

#### **PERSPECTIVE**

GOAL: A walk down memory lane

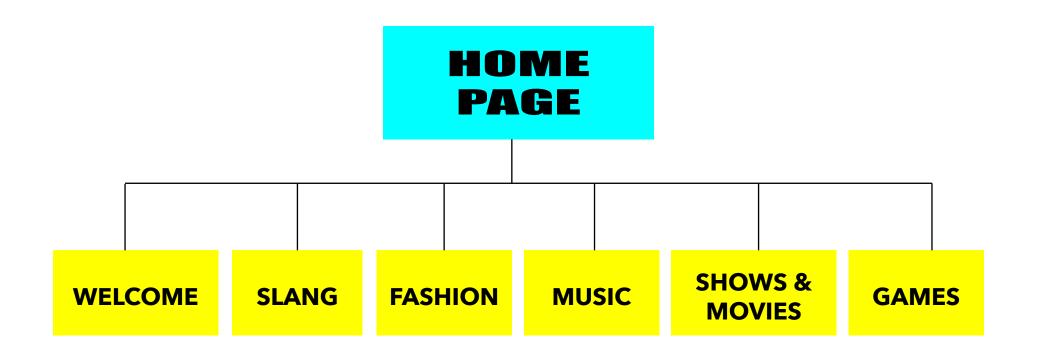
FRUSTRATIONS: There are not many websites that are high quality and informative at the same time.



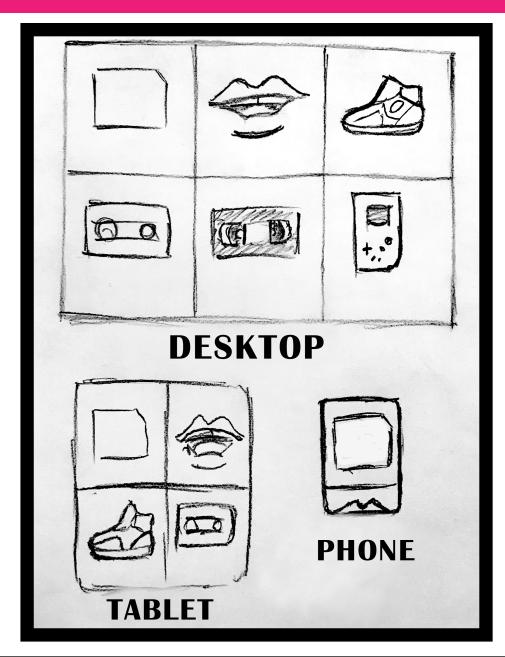
#### **MOTIVATIONS**

Regina grew up through the 1990's and these years encompass a large part of her childhood. She loves waxing sentimental, so a visit to this website is the same as turning on her Pandora radio and listening to 90's music.

## SITE MAP



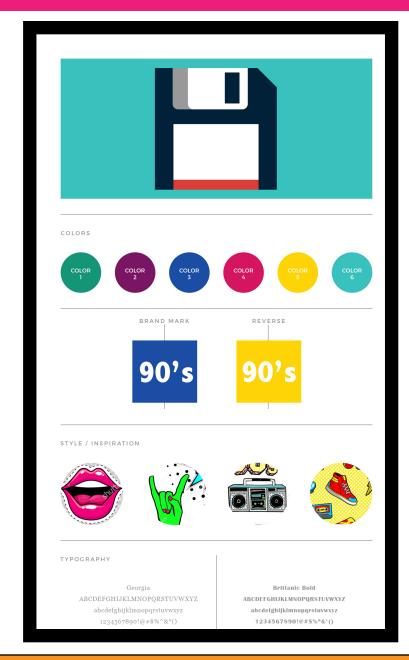
# SKETCH



# WIREFRAME

IMAGE	IMAGE	IMAGE
IMAGE	IMAGE	IMAGE

# STYLE TILE



## PAGE COMP

