

How will your users understand the content of the project?

There will be an intro/artist statement at the head of each zine issue. There will also be a page with bios of the artist and writer contributors with each explaining their intentions behind their work.

How will your users understand the primary objectives?

From the above issue-specific artist statement, as well as an “About” page which will, on a higher level, explain the objectives of the zine as a whole. There will also be a video introduction on the homepage, with clear links to the “About” page for further details.

What content and features do your users need, and in what form do they need it?

Users need interactive, engaging content, in the form of JavaScript and CSS animations and user-input related interactions, as well as easter-egg surprises, popups, videos and audio to keep users interested, curious, and searching.

How do your users think your interactive projects should work and what are their experience levels with the type of media you are creating?

They should work in the form of traditional digital media formats. Anyone with internet experience should be able to navigate the site, although the experience is not meant to be optimized for ease — users should be searching and experimenting with the content.