

1. Background Summary: Who is the client? What is the product or service? What are the strengths, weaknesses, opportunities and threats (or SWOTs) involved with this product or service? Are there existing research, reports and other documents that help you understand the situation?

I am the client for this website, as it is my own portfolio. The product/service is my qualifications and experience that I am able to provide. Strengths include my experience and abilities that appeal to readers. Weaknesses include any part of my profile that would deter prospective employers from the website. Existing research, reports or documents that can help to understand the situation include my resume, LinkedIn profile, and previous portfolio.

2. Overview: What is the project? What are we designing and why? Why do we need this project? What's the opportunity?

The project is a portfolio of myself. We are designing an interactive, responsive website that clearly organizes my experience, accomplishments and work. The project is meant to be a simple route to my work from my resume and media profiles, as it would be linked. We need this project to ensure that my audience have an easy and effective way to view my profile. The opportunity is to be able to connect with those who are looking for work that is of my abilities, as well as people searching for employees with my achievements.

3. Drivers: What is our goal for this project? What are we trying to achieve? What is the purpose of our work? What are our top three objectives?

Our top three objectives include: to connect with employers, to showcase my artistic abilities in a simple manner, organize my resume to be easily navigated online.

4. Audience: Who are we talking to? What do they think of us? Why should they care?

We are talking to prospective employers or people to connect and network with. Specifically, people in arts and communications.

5. Competitors: Who is the competition? What are they telling the audience that we should be telling them? SWOT analysis on them? What differentiates us from them?

The competition includes other students around my age in the same major and with similar experience. They may be telling the audience about their achievements that I do not have. Research on this would allow me to decide what I need to continue doing/ what I experience I should gain. My design page differentiates myself from them because they cannot have the same content that I have, since it is all original.

6. Tone: How should we be communicating? What adjectives describe the feeling or approach?

We should be communicating by linking the website on my various social media pages, so that it is easily found. As well, we can communicate by sending out my resume to various employers with the website linked. The site has a button that one can press to leave their contact information, which is one way for me to start communicating with others straight from the website.

7. Message: What are we saying with this piece exactly? Are the words already developed or do we need to develop them? What do we want audiences to take away?

With this piece, we are saying what I have experience in, my achievements, how to contact me, and examples of my work. We want the audience to take away all of those aspects in order to use them for their benefit.

8. Visuals: Are we developing new images or picking up existing ones? If we are creating them, who/what/where are we photographing or illustrating? And why?

We picked up existing images that are part of my art portfolio.

9. Details: Any mandatory information that must be included? List of deliverables? Preconceived ideas? Format parameters? Limitations and restrictions? Timeline, schedule, budget?

The due date for this project is December 8th at 5pm. Limitations and restrictions include having to study for other exams, taking other exams and, therefore, being unable to start this project early enough. There is no budget restrictions unless I am able to purchase my own domain name. The format parameters are similar to what we have learned over the course of the semester and are listed in the assignment.

10. People: Who are we reporting to? Who exactly is approving this work? Who needs to be informed of our progress? By what means?

We are reporting to Eliot Rodriguez, the CIM 111 professor. He is approving my work and ensuring the code works. He will be informed of my progress during each class and ultimately when it is turned into him, through Teams, on the 8th.

Inspirational Websites:

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

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

<https://www.theseptemberco.com/about/>

<https://www.jesseherzog.com/contact>

<http://www.brandonwoelfel.com/photography-1>

