

One Pager - Week 3

...

Caleb Eckman

Short Pitch

A website which displays the digital artwork and professional skills of Caleb Eckman.

Long Pitch

This website will be both a digital repository for artwork and a first point of contact for potential employers. It will display the skills of Caleb Eckman in a fun *and* professional way. It will be designed in a way that provides maximum flexibility in design and minimum required maintenance. The website will showcase digital art, other web projects, and will also offer necessary materials (contact information and resume) needed in a competitive job market.

First Persona - Ben the Peer Enthusiast

Ben is someone who works or goes to school with Caleb, and is therefore interested in his art. Although he's not especially versed in digital media, he's an avid internet user who enjoys discovering new things.



Second Persona - Dorothy the Relative

Dorothy is grandmother to Caleb Eckman, and is very proud of her grandson and his accomplishments. Even though Dorothy has nearly zero computer experience, she would still like to visit the site from time to time to see how he's doing.



Third Persona - Greg the Realistic Businessman

Greg is the owner of a small local business who's looking for someone to design a website for his company. While he enjoys creativity in web media, he is mostly interested in how a website will affect his bottom line.

(see separate PDF for further details)

