**Project Proposal**

**Introduction**

The goal of this project is to “introduce a web-app for a service or business that a Character within a John Woo movie might have”. As such, the service I have chosen is an instant messaging application that can be used on various interfaces as well as share documents or photos. The web-app is called Flare.

The purpose of the web-app is to provide fast, reliable messaging across the internet. The website should promote Flare’s interface, reliable service, and usefulness, as well as showcase the upcoming mobile phone application and have installation instructions if one wishes to download the web-app.

When using the app, you can send instant messages over the web. The web-app offers customization of avatars, fonts, background themes, and privacy settings. You can also share various files through the service, be they documents or photos.

**Character & Backstory**

The character chosen is Jamie Archer. She is one of the secondary characters in the John Woo movie by the name of Face/Off. Jamie is the daughter of Sean Archer and Eve Archer, who was rescued from an abusive boyfriend and was at one point held hostage by Castor Troy, who hoped to use her to help his escape. Jamie managed to get free by stabbing Troy with a butterfly knife.

For this project, I have assumed this business to take place towards the end of the movie, with Jamie finally regaining her father and presumably being safe from danger as the family comes together. Having realized how a messaging web-app would have greatly benefited herself and family, she started up the idea, got others to help her build her business, and thus created Flare, an instant messaging service.

Flare would allow for quick, fast messaging, and since it can be accessed on any device, would allow better accessibility. In addition, it can share files such as phots or videos simply by pairing up with other devices connected with Flare. Users can create Groups and Forums to allow multiple users interacting and messaging each other. Users can also customize their avatars, themes, and other settings.

**Site Map**

**Site Listing**

|  |  |
| --- | --- |
| **Page** | **Description** |
| Home | The main page the user will visit, which will contain information concerning what Flare is, what Flare does, as well as links to the registration, installation, and contact pages |
| As taken from the initial project assignment information, the main page will use the PHP library to include the company logo, headers and footers, as well as the navigation menu |
| Use JQuery to create a few scrolling / toggle / hover effects to improve site interactivity. This will occur on most, if not all, pages |
| Start | The registration page where users can register for or login to use Flare. |
| Will use AJAX to pull data from the SQL back end |
| Will use SQL to set up the necessary database for logins |
| Contains a logon system using SQL as the back end |
|  |  |
| Install | The page which has installation instructions for the web-app |
| Contact | The page which holds contact information for the company Flare |
| Will have a form for users to send emails to Flare. This might use SQL. |

**Example Mock-Up**

See files in the git repository.

**Aesthetics Choices**

* Light background to make dark font easy to see
  + Allows easy user readability on any device
* Minimalistic style, with emphasis on Flare’s orange logo and general orange theme
  + Creates a binding between the site and the company
* Easy-to-read font of a large size to provide simple, captivating sentences so the user doesn’t get lost
  + Ensures the reader stays focused and also leads them towards favoring using Flare
* Curved edges to fit with the current aesthetic trends, as well as fit Flare’s circular logo
  + Aesthetically pleasing and also demonstrates modern style and attempts to continue improving the existing interface
* Patches of color to draw attention to different aspects of Flare
  + Engages the user / reader and keeps them focused
* Interactive hovers / buttons with transitions
  + Engages the user / reader
* Photographs to showcase happy people using the web-app or enjoying its services

**References**

* <https://en.wikipedia.org/wiki/Face/Off>
* The assignment page
* Some ideas drawn from Yak, Discord, and other instant messaging / social media applications