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| Title | * Mahe N Dewan * *Client: Jackie Alexis, actor/model* * Web Studio * NYU School of Engineering * Fall 2015 |
| Project Statement / Goal | This is a resume and portfolio website for an actor and model, showcasing modeling pictures and samples, video examples of previous work, biographical content, and interviews that would sum up an actor entirely. The website should be able to sell Jackie. |
| Your motivation, drive, and/or purpose | This is the perfect way to hone and use my photography and videography skills and showcase them. Jackie has been a subject for much of my work so it’s sort of a double edged sword. This also creates a template for me for other prospective clients and for myself when I need a resume page. |
| Target Audience | The target audience is employers and casting agents in need of Jackie’s specific talents. |
| Competitive Analysis | A main competitor would be **imdb.com** for professionals which allow actors to create their own page in the database. IMDBpro includes information for agencies, both for casting and for modeling, with very unbiased language that tries to put every actor on the same, level playing field. IMDBpro, however, doesn’t include examples of the people’s work other than titles and credits. For my website, everything you could possibly want to know when hiring Jackie will be native to the site so users don’t have to do additional research. I would, nevertheless, like to borrow the “Contact This Person’s Agent” feature in IMDBpro except it would be a form on the website that would link to my email. |
| Content Inventory | The site will consist of UI that leads to galleries that will split into multiple sections. Those sections namely are videos, interviews, modeling pictures, writing pieces, history of previous works and places she’s featured in. It’s a collection of documentation. |
| Technical Requirements/Functionality | The site needs to be able to play videos and audios without interfering with each other. The links need to be shiny and chrome without being too 90s. That’s mostly all. |