

Project Plan

Project Statement

This website will be a business center for my customers to get in contact with me for computer consulting.

Motivation

The motivation for building this site is to have a center of advertisement and convenience for customers. I am discovering how to create a simple design where customers can figure out if my services are what they are looking for, ask questions if they aren't sure, and quickly navigate to appropriate pages if need be. I am exploring how to make a convenient user experience for my business.

Target Audience

Customers of my business. They are there to see if my services can be of use to them. Specifically, people who are not computer savvy enough to handle basic computer care on their own.

Competitive analysis

Most of the websites for Computer Consulting business are extremely text heavy and very basic. Here are 3 major competitors. Each one's site is similar, but at the same time has their own styles.

- <http://www.ccsi.me/>
- <http://www.mtsfix.com/index.html>
- <http://www.cmitsolutions.com/>

Each one has a few things in common:

1. A scroll bar with big pictures and/or important information.
2. A phone number and contact us information in the top right corner
3. Logo in the top left, also serves as a link to the homepage
4. A navigation bar with lots of information

Underneath the important information front are important links to frequent users or commonly used pages of what their customers might be looking for. There are many specific services to identify, and the target audience will be using these links the most.

The CCSI website is rather basic and text heavy. It is not modern and a user can seem overwhelmed by the amount of information on the front page. The MTSfix website, on the contrary has a really good user experience, with big pictures and minimal text, but the information present is so small that it is impossible for a user to even make estimated guesses on where they are supposed to go for their services.

The best UX I found was the CMIT website. It's information bar is large, circulates well, and keeps the important information consistent. The important link bar below the scrolling pictures is simple and quickly tells the user where they might properly need to find. If a customer is unsure, the Testimonial link is highlighted off to the side, and the Services list is also easy to read. For customers looking for more information, which is rare, a more detailed and text-heavy information based section is available at the bottom of the homepage. If I pick out a perfect competitor website to analyze, it would be <http://www.cmitsolutions.com/>.

Personally, my website would follow the same basic format as CMIT, but would have a mix of navigation from MTSfix. One thing to note is that my customers will not be very computer savvy, so there is a need to make things *simple* and make information easy to process and absorb.

Content Inventory

Reserved space for file names and other text as it goes. Remember, use these for examples:

- <http://www.ccsi.me/>
- <http://www.mtsfix.com/index.html>
- <http://www.cmitsolutions.com/>

Technical Requirements/Functionality

Technical Requirements

- Knowledge in HTML – Basic
- Knowledge in CSS – Basic
- Knowledge in JS – Basic

Functionality

- Adaptable to different screen sizes
- Changes based on device used
 - Tablet
 - Apple/Android/Windows
 - Phone
 - Same
 - PC
- **Usable on older computers**
 - Cannot take up too much CPU (surprisingly, some new websites can do this)

Creative Brief

Look and feel will be similar to <http://www.mtsfix.com/index.html>, but at the same time will have the important information and layout of <http://www.cmitsolutions.com/>. Basic format applies, logo top left, phone # top right, search bar next to it. Navigation bar follows scroll-wheel. Simple background required for easy reading. Social Media links are important, but difficult to manage. Will probably have one or two. Facebook and LinkedIn are appropriate.

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An easy to read Typography, such as a Sans Serif will be used for titles and content. Thicker, bolder lines will be used for titles and content will be have thinner lines. Colors will be white and a light shade of purple as the theme, classic NYU colors to represent the origin and roots of the business.

Future Iterations

MTSfix has a great example of everything I'd like to include for the first iteration, from a consistent scroll-bar to pop-up menus. I might not be able to implement all of those on the first iteration, but as I gain more experience or have more time I'll be able to add more features that make navigation easy for anyone.

Risks

- Lack of Time
- Lack of Knowledge of code