

Midterm Project Plan	<ul style="list-style-type: none"> • Tyler Mechura • Old Glory Tattoo Parlor • Dynamic Web Application • NYU School of Engineering • Fall 2016
Project Goal	Design a basic prototype for Old Glory Tattoo Parlor's website. Final design will include Google Calendar integration for appointments, Instagram API functionality, tagging, profiles for the artists, and admin controls for moderation, tagging, and profile setup.
Motivation	The website is for a tattoo parlor that I frequent. I am commissioned to do this website, and these are some of the elements that will be in the end design. While I am waiting for the owner to clear up his schedule a bit after a crazy summer, I am going to learn what I need to do for the commission before-hand.
Target Audience	The website is being built for Old Glory Tattoo Parlor and is for their guests and customers to browse artist portfolios and set up appointments with artists.
Competitive Analysis	<ul style="list-style-type: none"> • Current Website: http://www.oldglorytattoocompany.com/ (instagram) • https://www.instagram.com/electrictattooj/?hl=en <p>There is a distinct lack of actual <i>websites</i> for tattoo parlors. Most use instagram/facebook for their business. With an actual website, the Old Glory can have more tools under their belt for their business and for other customers to use.</p>
Content Analysis	<ul style="list-style-type: none"> • Color Palette of company (Yellow/Black/Red) • Logo png • Company Type-face • Instagram API code <ul style="list-style-type: none"> ◦ Tagging system • Google Calendar API <ul style="list-style-type: none"> ◦ Facebook/Google+ sign-in • Artist images/profiles (add tags)
Technical Requirements	
Creative Brief	
Future Iterations	
Risks	

