

**MISSION:** To provide a showcase for the work of *Matthew Stryker* and the means of exchanging his goods and/or services for money.

**SYNOPSIS:** The High Epic website will have the theme of a market. It will have sections consisting of (1) **entertainment**, (2) **goods**, and (3) **services**. Each section will be comprised of various "booths" where guest can view various works, items, and/or services. In this sense the site can be broken down into booth objects with common properties and functions. As time progresses more "booths" can be added independent of any changes to theme and/or site structure.

**EARNING REVENUE:** As mentioned in the synopsis above, a guest must be attracted to the site, satisfied to an extent, and then allowed to pay further if agreed upon. This creates three separate milestones for development.

1. **Guests** must be allowed free access to the site's "playground". As a site standard this must include free visuals, extensive information, and a complimentary gift. Often times the guest is looking for something specific, so a clear presentation is a necessity. First and foremost is creating a good reputation, then comes securing the deal. This expands the plan's spectrum considerably. We now need,

**a. Guests**

There are many ways to receive visitors; the most effective would be paid advertising. By paying nominal fees to a search engine the site can be targeted by the millions of internet users each day. The free version of this is by simply submitting the site to search engines, carefully choosing the content of each page as well as <meta> information, and hoping the page is ranked "naturally" in search results. Search results are further enhanced by the number of visits, so submitting the site link to as many resources as possible can also help. One could also create animated advertisements and then pay other sites to publish them. This is probably the most expensive method, but also the most effective. An effective approach with minimal cost is to sell goods related to the site's theme through a heavy traffic site such as an auction site where many visitors, interested in the goods can also click on the website. Also casual networking, forms of media such as television, and radio, can also generate visitors.

**b. Free visuals, "Bite-sized entertainment"**

Upon entering the site, the user must be presented instantly with some sort of visual, if not the information which the user requested. A trivial news reader or relevant article can solve the need to download content while maintaining user interest. Various picture and news feeds can be used to provide random and/or current content. Browser support is also of issue, though various tweaks can allow the site to operate as expected for the vast majority of users. Overall, the site needs to be simple yet high quality. Quality over quantity though excessive details are often overlooked. Work the site as a forest with many trees, trees are important, but one must always be looking at the state of the forest. Users often expect a menu system; this field has much potential for innovation. Also expected are vibrant colors, and black text on white background for any lengthy reading. Animation is generally overrated, and any effects can be created with JavaScript. The trend is to use JavaScript in a dynamic with user input and XML data sets to create full-fledged interactive web applications. Avoid requiring plug-ins and browser security alerts. People seldom click on advertisements unless distinct or new and exciting (as in product) and should generally be avoided.

c. Extensive information

Aside from looking professional, content must be substantial and relevant. The writing should be clear and concise with sharp visual accents that draw the eye but still convey needed information. Various tangents to the page topic should be easily accessible and if any advertisements are to be included they should be simple links on the side clearly stating their intent of solicitation. Humor is generally best to be avoided with exception to light comments at the end of pertinent statements. It is also useful to use imagination and convey a sense of something greater no matter what issue discussed. If a page is devoted to a topic, people will judge the page based on its ability as a tool. In that regard, one should carefully present as many resources as possible to the user.

d. Complimentary gifts

Anything free and useful can both attract guests and leave guests with favorable opinion. Anything physical should be unique, perhaps pertaining to some user input, and should be low cost in production and shipping. Free and useful applications can also be used, provided they are easy to install, use no gimmicks, and look professional. Operating systems need to be taken into account, however tweaks can be made to accommodate the vast majority of users. Further, a gift is only a gift if nothing is expected in return, thus providing email addresses and other information as a means to obtain the gift, is never appreciated.

e. Something of value

Corporate Identity  
business cards  
stick man animation  
business plan  
PayPal integration  
visitor statistics page  
**tour**

## High Epic Tour Outline

## PAGE 1

The web today has become a powerful tool for providing information. From computing complex calculations, accessing databases, constructing real time visual aids, or communicating across international networks, the web has proven its versatility.

Here's an example: Capture the Flag

Calculations

Database

Visual Aid

Network

## PAGE 2

At High Epic we have streamlined the entire web design process. From idea conception to project deployment

The Glass Box, PayPal trend

## PAGE 3

Conclusion (with menu options)

### SECTION 1. Technical Issues

Server

Database

Schematic

Security

### SECTION 2. Applications

"Glass Box"

Project Estimator

Click on <http://estimator.highepic.com>

Create a new session in PHP, declare all variables

Type of job? Custom Package

Repair

Pay and Go

Create a new website

Upgrade an existing website

Repair an existing website

A website can be broken down into

Describe the work

Pages? (number \* \$20)

Graphics? (number \* \$10)

Words? (number \* \$0.10)

Scripts? (number \* \$20)

e-Commerce

Products?

PayPal?

Custom system?

Describe the service

Meetings? (number \* \$20)

Prototype? free

Maintenance? (months \* .05% cost of website)

Target date? Rush jobs are 1.5x rates

Gather contact information

Legal information

Payment plan

## A. Type of Job ?

☐ Custom ☒ **Package** ☐ Repair ☐ Pay and Go

## B. Site Description ?

# of pages   
# of graphics   
# of words   
# of scripts

description

## DATE NEEDED ?

ASAP ☐

-or-

day

month

year

## C. Ecommerce ?

# of products   
PayPal? ☐ Yes ☐ No  
Inventory? ☐ Yes ☐ No

## D. Development ?

# of meetings   
Prototype? ☐ Yes ☐ No

## E. Maintenance ?

# of months

INFO \_\_\_ DATE \_\_\_ A \_\_\_ B \_\_\_ C \_\_\_ D \_\_\_ E \_\_\_ Total = \$

Payment System  
PayPal Integration  
Board Room

## SECTION 3. Tools

Web Tools  
Research  
Web Technology  
Browser Restrictions  
Client Support  
Email  
Phone

## SECTION 4. Business

Process  
Legal  
Registration  
Patents  
Copyrights  
Client Contract  
Finance  
Bank Account  
Marketing

- Search Engine Submission
- Advertisements
- Business Cards
- About
- Business Plan

## **SECTION 5. Web Site**

- Art
  - Logo
  - Icons
  - Style
- Layout
- About
- Technology Information
- Contact and Support

## **SECTION 6. Sample Clients**

- Ed's Bread
- Ecoria Designs
- Molecular Imaging
- Game Relics

## **SECTION 1. Technical Issues**

### *Server.*

Objective: Establish a fully functional server to handle multiple requests. These requests include web requests, database queries, message transfers (email) and file requests. The server should be connected to the Internet at all times and should monitor and log various performance statistics.

Flow Chart

Web Requests

Email Messages

File Transfers

Statistics

Database

Database.

### III. Security.

## **SECTION 2. Business Applications**

### II. "Glass Box"

Design

Code

Layout

Implementation

### III. Project Estimator

Design

Code

Layout

Implementation

#### IV. Payment System

A.

#### V. Database.

VI.



# "The Glass Box"

## STAGE

1. Process = Mapping system's development
2. Technology = Flash
- 3.

## LEGAL

1. Have access to project files.
2. Can "see" development.
  - functionality
  - images
  - programming log
3. Have a current timeline.
4. Can alter process/comment anytime.

1. Refund policy
2. Final terms  
"the hand off"
3. Time policy

① Log \*cancel at any time → since files are available anytime  
 (Help) Flow To / Page ③ Pay as you go approach → more work done, the more  
 Problem Errors ③ you pay (completely customize payment options) (LOGO)

- ① Meeting
- ② Overview
- ② News/Updates
- ② Gallery
- ② Timeline
- (Archive) Documents/files

- ① Comment/Command
- Preferences ③
- ① Payment



handwritten "promotional"  
code written on  
back

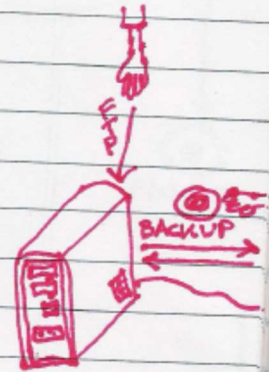
ProjectOverview → ~~Summary~~ <sup>Project Plan</sup> <sup>Statistics</sup>News Status → ~~Report~~ <sup>Current (statistics)</sup>Timeline → ~~Log~~ <sup>Visual flash</sup> ①Gallery → ~~Current~~ <sup>Past</sup>

D1 Archive → Documents, Art, Technical

CommunicationSpeak <sup>Comment</sup>  
~~Command~~ → ~~Speak~~ <sup>Grade</sup>, <sup>Command</sup>, <sup>Question</sup>

Meeting → Schedule, Start, History

D2 Log → Personal, Developer's (Accordion)

HelpTraining → <sup>html</sup> How To, <sup>D3</sup> FAQ, <sup>Flash</sup> TourProblem → <sup>Errors</sup>, <sup>Report</sup> <sup>html</sup>AdministrativePreferences → <sup>D5</sup> Email, Account, UsersPayment → History, Status, Make  
PayPal

~~start Date, target Date, end Date, abstract, description, files~~

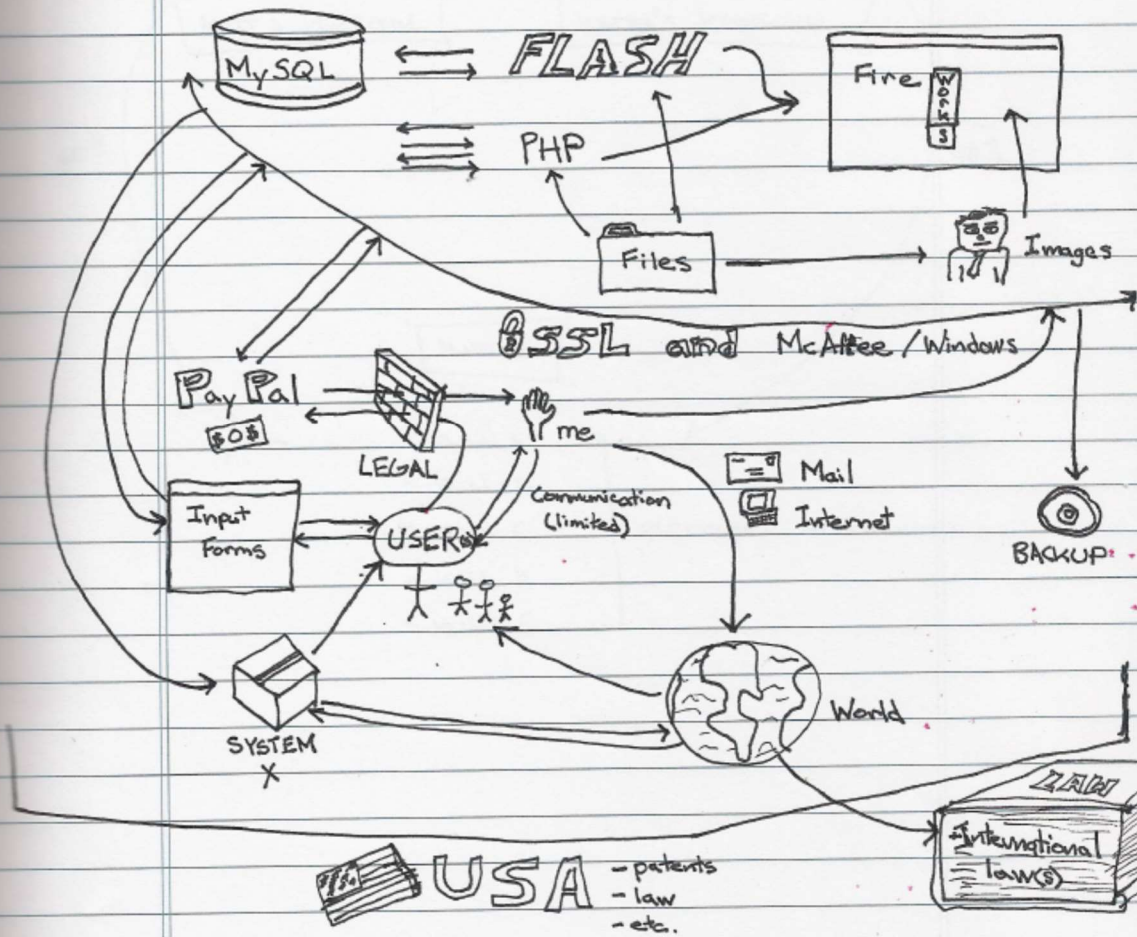
- ①
- D1 Filename, Date, <sup>Relative Path</sup>, Category, Date Modified
- D2 Date, Subject, Entry, Author, LogID <sup>ArchiveID, Description, Modification</sup>
- \* Date, Task, Note, LogID, TaskID, Time
- D3 FAQID, Question, Answer, Rank
- D4 ErrorID, Error, Solution
- D5 AdminID, Email, EmailPref, UserID, Password,

*"The Handoff"*

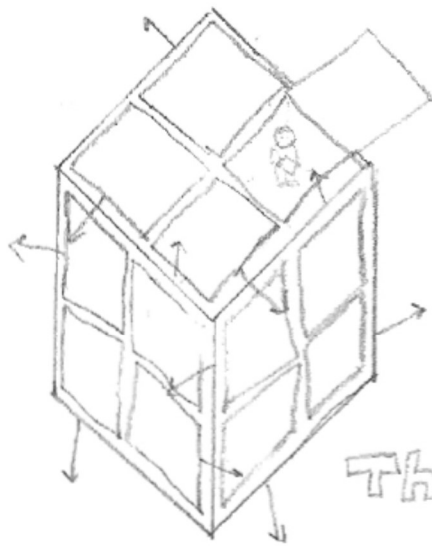
High Epic  
Game Pelics  
Eds Broad

# "The System"

Date 8-20-2005



use DHTML  
with static images



→ has 12 stages (boxes)

- vision - white
- design
- art
- code
- data
- rough
- revise
- final - black
- payment - green
- info
- archive
- maintenance

vision  
design  
art  
code  
data  
rough  
revise  
final  
payment  
info  
archive  
maintenance

## The Glass Cube

(use clear reflective color  
tones, like glass)

### spectrum

Simple  
Flash  
ad EASY

Inventory/  
shopping cart  
HARD web site