

Nina Saluga

Design Specification Document

Background Statement

For my final course project, I've decided to create a personal blog as my website. The goal of this site is to establish a personal aesthetic and a place to showcase my skills in content creation and curation to visitors. I hope to establish a relationship with visitors that will inspire them to create their own content and to return to my site for updates, like an online magazine of sorts. However, on a very fundamental level my site is for all intents and purposes, a personal blog to generate my own content and thought catalog. By having this site, I hope to create meaningful content that others can enjoy and draw from.

Site Requirements

My site will include seven semi-functional pages that will categorize the following content: Home, Blog, About, Contact, Fashion, Food + Fitness and Travel. The home page will offer a general overview of who I am, what my site is and essentially, why the visitor should care. It will include a short general overview of the author and an idea of the type of information you will find on each page of the site. The blog page will offer personal blog entries –much like journal entries- for the visitor to peruse. The fashion page will also offer blog posts, but these will be suited more along the lines of fashion-oriented posts. These posts would include content created by myself, along with pictures and captions. Food and fitness will offer a gallery style view of new places to eat, coffee shops, fun workout classes, all sorts of events that visitors might take an interest in. The travel page will also display as a gallery view, with short captions and blog entries that will accompany each photograph. About will offer a short summary of who I am as the author and a little about myself personally and professionally. The contact page will include a brief call to action, and then an input form that will allow the user to submit an email to me to inquire about contributing the site or to offer feedback.

Description Users

The user groups I would expect to be using this site are the general public and students. The needs of these users include quick transmission of key components of each page. Students and the general public are often very busy and have very slight attention spans. My site will need to answer key questions and convey key information without too many words, too many technical terms and content with little significance. The target users of this site will be females ages 18-25 with an interest in blogging, fashion, travel, food and aesthetics. My design will reflect the age and interests of the targeted user group by being aesthetically pleasing, rich in meaningful content and easy to navigate quickly and communicate relevant information effectively.