Strategic Brief

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Project Name: Flash Website   *Date:* Saturday, March 17th, 2012

The Project

The primary goal for this project is to build a beautiful flash project site that has a blog-esque inspiration and a Tumblr feel by combining flash elements with our individual interest in a way meant to capture attention for possibly whoever stumbles across it. The secondary idea beyond this project is to show employees and recruiters our ability to combine Flash, Html, CSS, and JavaScript, seamlessly and effortlessly in order to create a beautiful flash driven website.

The Objectives

The short term goal of this project is to have a repository of interest stockpiled for us. This will be an information portal for those interested in art, photography, and just wasting time.

The long term goal of this project is to create a lasting impact that will promote our marketability and paint our "company" in a positive light: allowing employers to see what our company is capable, and hire us for it. Our site seeks to showcase new technologies, concepts, urban and anything we find to be of interest.

The Target Audience

The main target audience will be bored students that just want to check out what other students find interesting and explore the content. The other side of our target audience will be corporations and companies that are in need of front end engineering gurus.

Personality and Tone

The tone of our project is attention seeking: we want our website to leave a lasting impression on recruiters, and curious students. We want to capture the imagination of our site viewers.

Current Mind Set

The current perception we need to overcome is trying to make the site too "web 2.0" and overly generic. Though these sites look simplistic and great, we feel that they lack some personality. The site viewer will want to be impressed by current and emerging technologies.

Selling Proposition/ Key Target Audience Insight

We want our visitor to come away thinking they want to return to our site to see the next cool concept we stumble on, the next cool movie we suggest, and generally the next cool thing we find and decide it needs a place to showcase itself on our project page. They will have seen something that can inspire conversation.

Communication Strategy and Substantiation
Rational:
The visitor will find a quick summary of a concept or comment on upcoming technologies from the perspective of college students working in the tech field but greatly influenced by captivating designs.
Emotional:
The visitor/user will be able to interact with a sleek site, see videos, view artwork and photos about some lesser known interesting topics on futurism, and movies.

Call to Action
We will promote a positive outcome by giving the user an incentive to comeback at look at the site on a regular basis expecting to see something fresh, similar to Imgur, or Tumblr.

Measurement Strategy
Qualitative:
We can check to see how many times our page is linked and what is being said about it, or we can create a comment page, or a contact page.
Quantitative:
Google analytics can be used to find out how many people are using and returning to the site.

Technical Specification
The access speed of our flash files will be medium to fast similar to animallogic.com. We will focus on Chrome and Firefox as our browsers and our graphic file types will be jpeg or png. We plan on keeping an information bottleneck to limit loading times and information overload. This is done with student users in with university internet access but also when they go home to slower speeds.

Legal Mandatories
Code and images will only be the possible copyrighted material; if so, we will agree with copyright terms. We will follow standards for using trademarked or copy written material. Content and images will be linked back to the author to provide credit and traffic back to the site.

Content Specification
Our content will include movies, concept art from sites such as Yankodesign.com, company concept art, upcoming technologies from places such as CES, and less known content.