**Group: Irish Wrecks**

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**Needs Analysis for Content Strategy**

**Site**

The website www.irishwrecksonline.net was chosen because it is unattractive, confusing, and was created entirely using table layouts.

The very bare landing page consists of four buttons, three of which are links to advertisements that have nothing to do with the images presented on the links, the fourth being the actual entrance to the site and the page even has to tell the user to where to click to enter.

From the landing page the user has to visit a difficult to read Conditions of Use page before being allowed to truly enter the site. Finding where to click is difficult as Items look like links and most of the real links are not obvious.

The shipwreck lists are done in “click on me” blue, but aren’t links. With all of these issues and more there is definitely room for improvement.

**Audience Profile**

This website is designed to attract a variety of divers, from the occasional tourist diver to hard core adventurers. It is also attractive to treasure hunters, maritime history buffs, and sea life lovers who want to explore and get up close.

**Subject Matter**

This site provides divers with a listing to the locations of over 10,000 ships that have wrecked off of the coast of Ireland from 1288 CE to the present. A small percentage of the listings provide additional information and a picture of the ship before it wrecked.

**Desired Outcome**

An attractive, informative site that is easy to read and navigate. One that every experience level and type of diver can understand, but that also excites and encourages the users to explore the site and to begin their under the sea adventure.

**Voice and Tone**

Well thought out, informative, authoritative, eco and environmentally friendly, nautical, and helpful.