

Note to teaching staff: I accidentally overlooked the due date on this assignment, but I wanted to submit it anyways to communicate that I put thought and preparation into my final project.

Ryan Ballenger's Project Planning

1. New Englander

2. The site will serve as an ecommerce site for a clothing company. It will be a digital boutique that will try to capture the precision and high quality of a retail store for a company like New Englander.

3. <http://www.oldnavy.com/> and <http://www.aeropostale.com>

4. Primary audience: customers. Customers are anyone considering buying merchandise from the company or more generally, anyone who will spread the word about New Englander to a potential customer.

Secondary audience: business affiliates. This is anyone interested in the business such as associates, investors, and partners who should experience the high quality and attention to detail that embodies the company through the site.

5. Mainly, the site will display merchandise. It will also provide organization to the shopping experience with collections and new arrivals featured on the site. It will also seek to remind the customers of the place where they wear New Englander clothes. For example, this will include the docks, the beach, the boat, family family dinner, and more.