**Website Brief**

Hockey Fanz

**Name:** Stephen Urbaniak

**Client:** Self (Stephen Urbaniak)

**Current URL:** [www.hockeyfanz.com](http://www.hockeyfanz.com) (Current content is used for this course only)

**Project Summary**: This project is information-based only. This is a not-for-profit site. There is no business or commerce evident. Content will change periodically, some pages more often than others, depending on the content.

**Goals and Objectives:** The goal of the site is enjoyment for the visitor. By providing a variety of items of interest to Red Wings fans, it is expected that this site present its contents in a satisfying manner. Media queries for three different breakpoints will be used, as well the utilization of both jQuery and JavaScript.

**Target Audience:** The website targets individuals or groups who like hockey – Detroit Red Wing hockey, specifically. Whether it be watching games, studying scores, reading up on players’ bios, or looking for news on injuries or trades or contracts, this is the site for them. Because od its sports-oriented nature, it is expected that most of the visitors would be male, but we welcome female fans as well. Geographically, it is also expected that the vast majority of visitors to the site would reside within the Metropolitan Detroit area. We are well aware that there are super Red Wings fans all over the world.

**Content Strategy:** Flexibility is oh so important today. With the variety of web-enabled devices, we want our site users to have full accessibility on laptops, tablets and Mobile phones (both landscape and portrait views). They would expect flexible images on their media of choice. These fluid layouts get them to that point. Git will be used as a version control tool.

**Workflow:** A brief is prepared. A design is developed. Then the development (construction) begins. The brief researches the purpose of the site, targets its audience. The design breaks the site into pages, each with their own wireframe layout.

My project for this course is to create a responsive web design. A six-page website can be set up with these pages:

Main Page. Provides an overview of the information provided. Includes history of the Red Wings team since its inception.

Roster Page. Provides information about current team, including photos and pictures of the jerseys worn by the players.

Coach Page. Provides picture and data about the current coach of the team.

Standings and Schedule Page. Provides the current schedule, dates, time, place.

Hall of Fame Page. Has photos and information on favorite Hall of Famers.

News Page. Provides pictures and news about the team.

The construction phase consists of both structure (the foundation and support), and styling (aesthetic enhancements).

**Project Timeline:** It is expected that this project will be completed on or before June 10, 2015.