

Final Project Pre-Production

1. The second page in this PDF is the pitchboard for the project.
 - I chose two personas. The first represents someone who would be coming to the site for information about how to sail whereas the second persona represents users who are coming to the site to learn how to sail their own boat.
 - The comps are sites also dealing with sailing information.
2. The third page is the shorthand flow.
 - The shorthand flow is to represent how the users get to the information that walks them through the steps of how to sail for the first time.
3. The fourth through sixth page are the wireframes.
 - These sketches are of what the pages would look like when a user opens the site and the two other pages (first steps and the journey) look like. Due to not enough room I did not write out the paragraphs that will be included on the first steps and journey pages but this can be seen on my comp pages.
4. The seventh through tenth pages are the comps.
 - These pages are the best interpretation of what the site would look like when they come to the main page and shows the second and third page of the site. Pages eight and nine are of the first steps page but broken into two parts due to not all fitting on the same page. On the website users will be able to scroll to see the information.

Future Sailors

Future Sailors is an informative space where beginner sailors can find what they need to start their journey.

Future Sailors provides a place where those who are starting their journey to sailing a sailboat can find what they need to be successful on their first voyage. The site works to provide information regarding the basics to a sailboat so users can become accustomed to sailing a future sailboat. It also works to show users the steps involved in how to begin this journey. The customer's goals regarding their future as sailors is the main focus of this site in creating a space where users can accomplish these goals.

“I believe in fully dedicating myself to reading an informative site to gain the best understanding in whatever I am learning about.”



Hope Fry
Age 21, Female
College Student

About Hope

Hope is a college student who loves to learn. She has goals of learning about all kinds of various topics. Her next pursuit is to learn about sailing and how it works.

Considerations

- Looks at many sources to gain information and compare differences
- Needs to know what she is reading has

Goals

- Wants to understand at least the basics behind sailing
- Wants to be able to have enough of an understanding to be able to teach others

Tasks

- Study the physics of a sailboat
- View resources about gaining a deeper understanding

“I think it is possible to learn anything through simply research and practice!”



Lizzy Waldorf
Age 23, Female
HR Manager

About Lizzy

Lizzy is a manager in a firm where she lives. She lives on the ocean and hopes to one day be able to sail her sailboat. She is determined and dedicated to any new venture she tries. Her goal this summer is to successfully sail a boat by the end of summer.

Considerations

- Skeptical that she can learn how to sail from a website
- Willing to take risks to be successful

Goals

- Wants to one day be able to take family and friends out on her sailboat
- Needs to be able to successfully sail the boat on the ocean before summer is over

Tasks

- Plans to research her specific type of sailboat and know the parts of her boat
- Learn through reading the site how to get the sailboat ready to sail

Comps





Button that says "Head out on your journey"
Click Here!

→ Click button

→ Sees Info about going out for first time

→ Scroll down

→ See some fun photos of sailing

Menu w/
"Home", "First Steps" & "The journey"

→ Click on one of them

→ Takes user to the information given on pag



Future Sailors

Home
First Steps
The Journey

Steps to Sailing

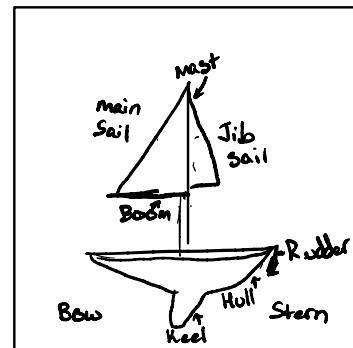
1. Setting up
the boat
2. What you need
to know first
3. Heading out
on your first
voyage

**Click to start
your journey**

Types of Sailboats

Monohull
Catamaran
Multihull

Parts of a Sailboat

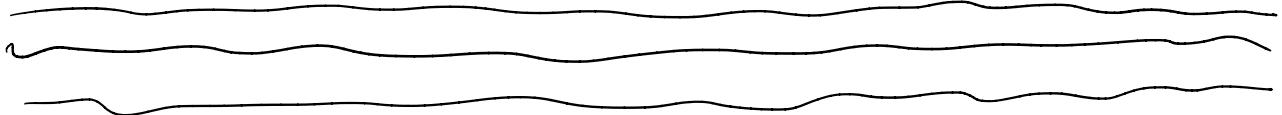




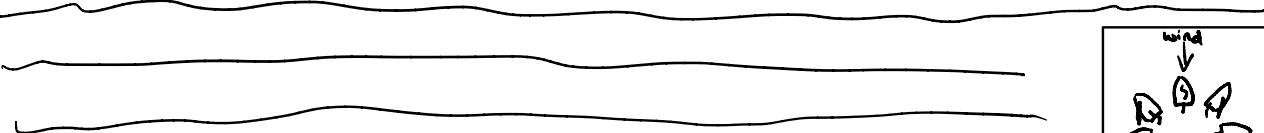
Future Sailors

Home
First steps
The Journey

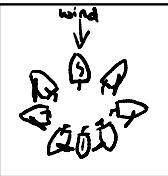
Setting up your Sailboat



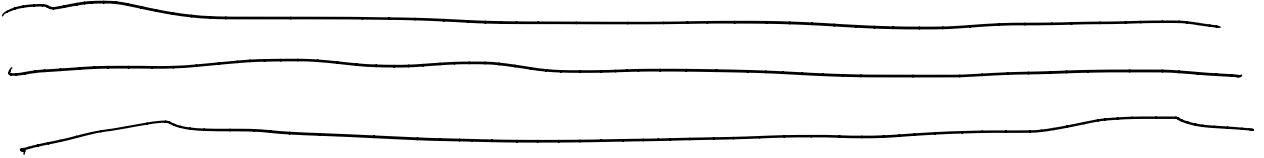
What you need to know to go sailing



Ready to start sailing! [Click here!](#)



For those curious about the physics of Sailing

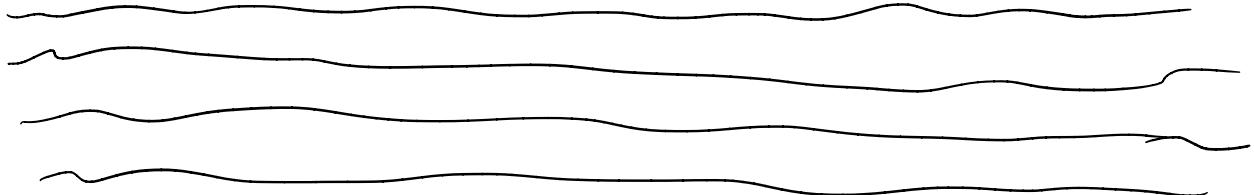




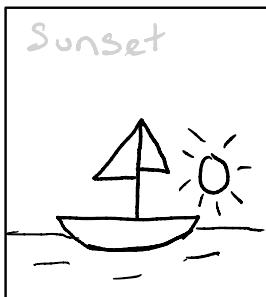
Future Sailors

Home
First Steps
The Journey

Heading out on your first voyage



Fun Photos of sailing to get you inspired!



will need to scroll to see all info.



Steps to Sailing

1. Setting up the sailboat
2. What you need to know
3. Heading out on your first voyage

Click to start your journey!

Types of sailboats

Monohull
Catamaran
Multi-Hull

Parts of a Sailboat





Setting up your sailboat

Before you can even begin setting up your sailboat, you must first know what type of sailboat you are using and the parts of a sailboat. Make sure at the very least you know the parts of the photo on the home page. While the picture does not show all the parts to a sailboat, it gives a good idea of the main ones to know moving forward. One other note is these steps will be relatively basic to keep this simple and also due to their being a variety of sailboats that are all setup slightly differently.

How to rig the sailboat

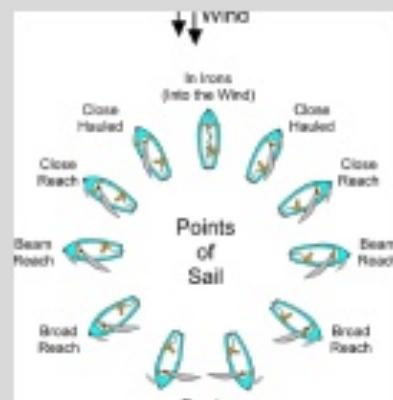
1. Start by sliding the mast into place. Then make sure to fasten it down using the available fittings.
2. Attach the boom to the mast so that it is securely fastened.
3. The mainsails front edge (luff) then needs to be attached to the mast by using the sail slides. Also attach the back corner (clew) of the mainsail to the boom using the clips or other fastenings.
4. Raise the mainsail by using the rope (halyard) to pull it secure
5. Attach the mainsheet (rope that controls the boom) to the boom.
6. Lastly, attach the rudder to the sailboat.

A couple things to also note are that some smaller sailboats do not have a keel so they may have a removable (wooden) daggerboard that may need to be inserted in the middle slit of the sailboat. Also some larger sailboats have a jib sail that may need to be attached to the mast. This can be setup similarly to that of the mainsail.

What you need to know to go sailing

One of the things you need to do before you go sailing is to take boater's safety. It is important to know information like proper safety equipment, what boats have the right away, and various other safety measures. This will not be discussed further on this site but again it is very important to have the proper safety training before operating any boat.

Now once you have your sailboat rigged up properly and know the parts of a sailboat, the fun part can begin! The first aspect to pay attention to is knowing the direction that the wind is coming from (and also make sure to know what the weather conditions are). You also should know the following diagram which shows where your sail is at based on what direction to the wind you are turned.





Future Sailors

Home
First Steps
The Journey

You don't necessarily have to have this diagram memorized but knowing the general idea will help when it comes to actually getting out there and sailing. It is also important to note that when going downwind and you have to flip the sail this is called gybing but be careful! It can be dangerous to do because of how fast the boom moves. Also in order to go upwind you have to tack which is basically a zig-zag pattern back and forth across the wind. While sailing you want to make sure to balance the sailboat because leaning too far one way can cause the boat to tip. Also know that when your sail seems to have slack in it you will want to trim (pull) it in more. The more you trim it in the faster you can go but the more you will have to balance the boat to avoid tipping over.

This information can seem like a lot and while it is, the biggest way to really learn is to go out in a sailboat and practice just like you would a sport. Make sure though that when you go out you do it safely, have proper safety equipment, let others know when you go out, stay close to shore when practicing, and start small.

Ready to start sailing! Click here!

For those curious about the physics of sailing

Understanding the physics behind sailing is not required to sail a sailboat, however it is interesting to know!

The physics behind sailing can be described by Bernoulli's Principle. This principle is the idea that as the wind blows on the sail it creates a higher pressure on one side of the sail leading to lower pressure on the other side. Due to the pressure difference the system tries to get back to a state of equilibrium which in this case is the high pressure air trying to move towards the low pressure side of the sail. Once the sail is able to "capture" the wind it then is able to travel in the direction of the resultant force. The resultant force is the combination of all the forces acting on the sail.



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Heading out on your first voyage

At this point you have all the necessary information to head out on your first voyage! There are plenty of topics that I did not dive into but I have laid out the information needed to go on your first sail. I highly recommend though that if you do have the chance to go sailing with an instructor that you do.

One final tip that I have to go sailing is to realize that sailing is a lot about letting the wind and the waves guide the boat and then balance accordingly. It takes lots of practice but there is something so freeing about being in a sailboat that is solely controlled by forces outside of your control! Also know that the amazing part of sailboats is that while they can be easier to tip, they also have the amazing quality that they are extremely hard to sink. In fact if you do tip your sailboat you can flip it back up by pushing your weight down on the keel/daggerboard and it should flip back up relatively easily.

Fun photos of sailing to get you inspired!

