NANATELLS.COM PERSONAL BLOG

-- Website development strategy --

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OBJECTIVES

Nana is a 19-year-old freshman who goes to college in a different city from her home. In order to capture her memories and share her experiences with others, she wants to open a personal blog. Nana hopes to inspire others and leave them with positive feelings after visiting through her website.

Key success factors
- The blog runs smoothly
- All links and images work
- Audience contacts frequently (via social media and email)
- Low bounce rate, high average time spent

METRICS

- Number of visitors per month
- Bounce rate
- Average time spent on website
- Call to action rate
- Click through rate

TARGET AUDIENCE

- The age range preferred is from 17 to 25
- Female

SPECIFICATIONS

1. Target web browsers
Target web browsers include Google Chrome, Mozilla Firefox and Safari as they are currently the most popular browsers.

2. Supported screen resolutions

The website will support 360 x 640 and 1920 x 1080 screen resolutions since they are the most used resolutions for mobile and desktop, as of February 2021 (according to *gs.statcounter.com*).

3. Media technologies

Because the blog acts as a diary, the website will be fairly simple with hyperlinks, images and texts to create a sense of closeness and antique. Rich media such as short videos might be added, but they are currently not a priority.

COMMUNICATION OBJECTIVES

1. Messages

- Inspire to have a positive mindset and a will to learn/experience
- Content is helpful and entertaining
- Open for discussion and connection

2. Actions

- Follow author's social media
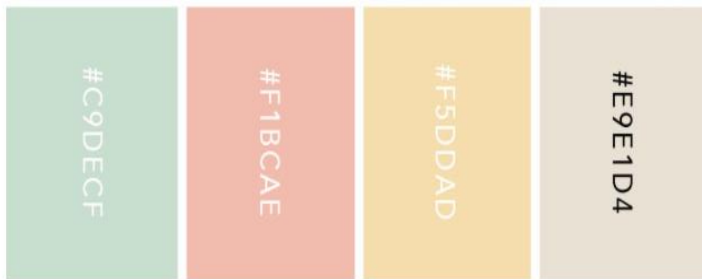- Share the website with their friends

CREATIVE DIRECTION

1. Color palette

Focus on pastel, muted and neutral colors for a delicate and gentle atmosphere

Option 1

#C9CBE0   #CCDBE2   #ECD4D4   #EFEFF1

Option 2

#C9DECF #F1BCAE #F5DDAD #E9E1D4

Option 3

#DADAFC #EFBAD6 #FFD6AA #FEF5D4
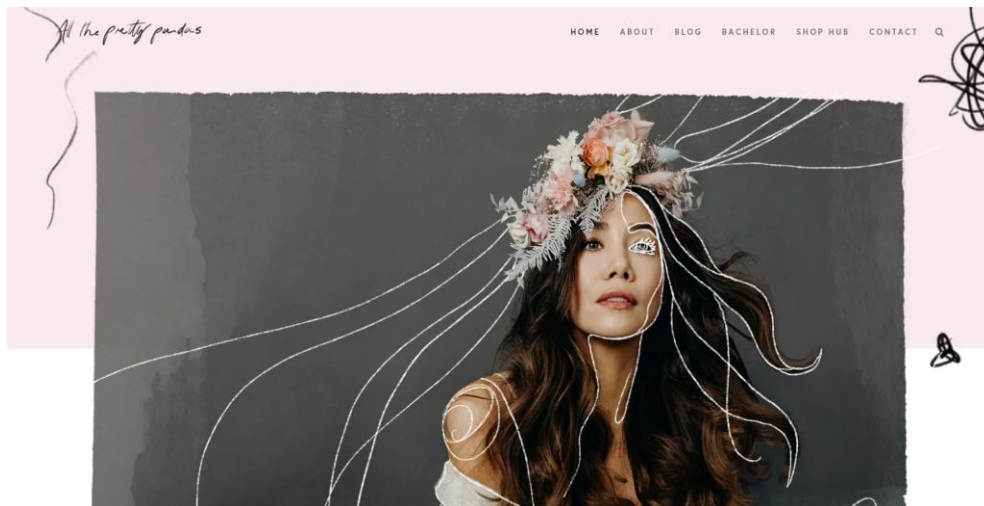
2. Imagery / Theme
Minimalistic and feminine.

MILESTONES
1. Design Brief: March 8, 2021 -- **ON TRACK**
2. Content Creation: March 15, 2021
3. Framework Creation: March 22, 2021
4. Website Creation: March 29, 2021
5. Testing & Feedback: April 5, 2021
6. Editing: April 12, 2021
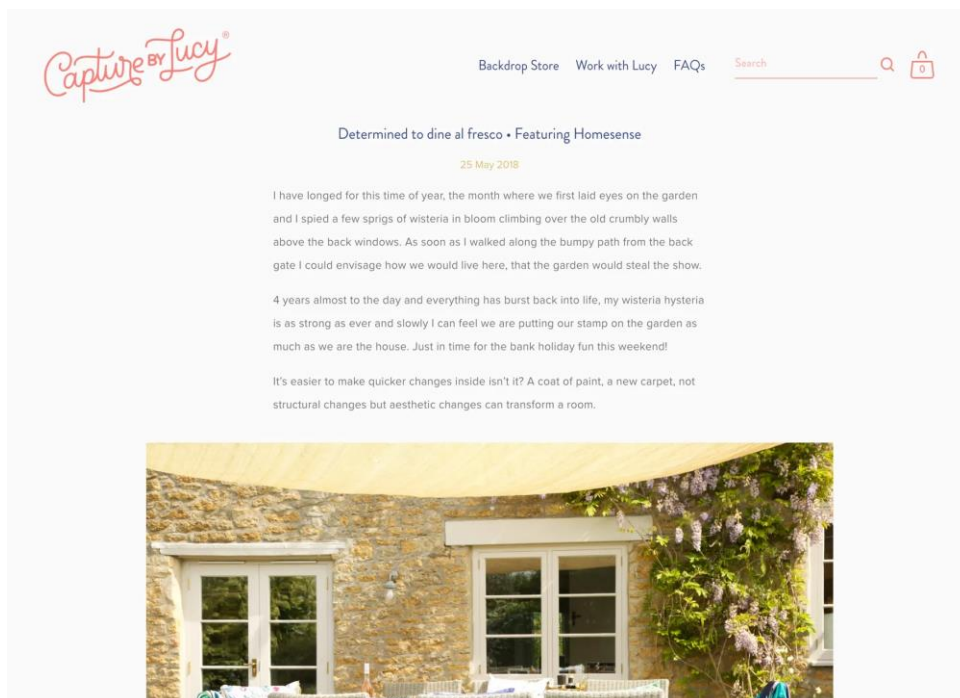7. Polishing & Launching: April 19, 2021
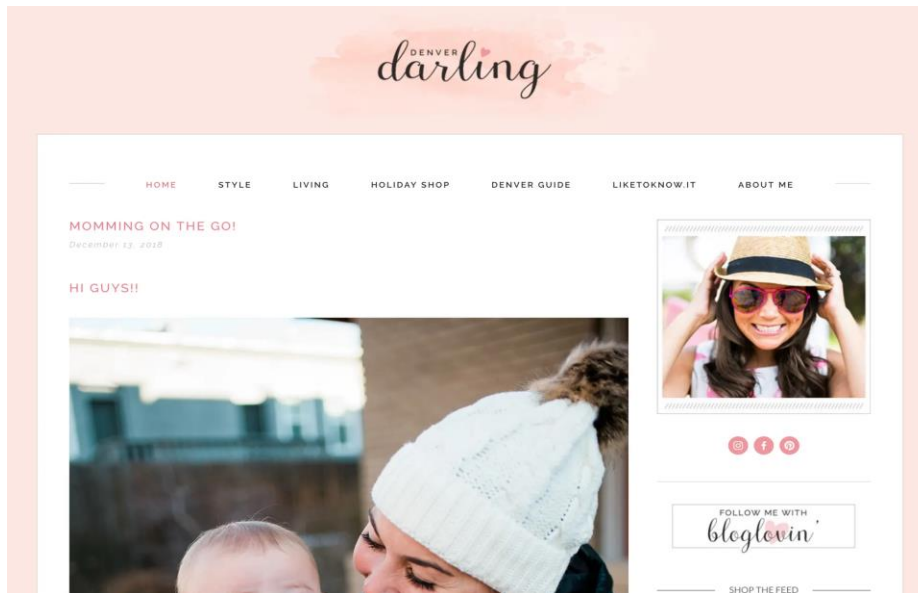
INSPIRATIONAL SITES

1. All The Pretty Pandas

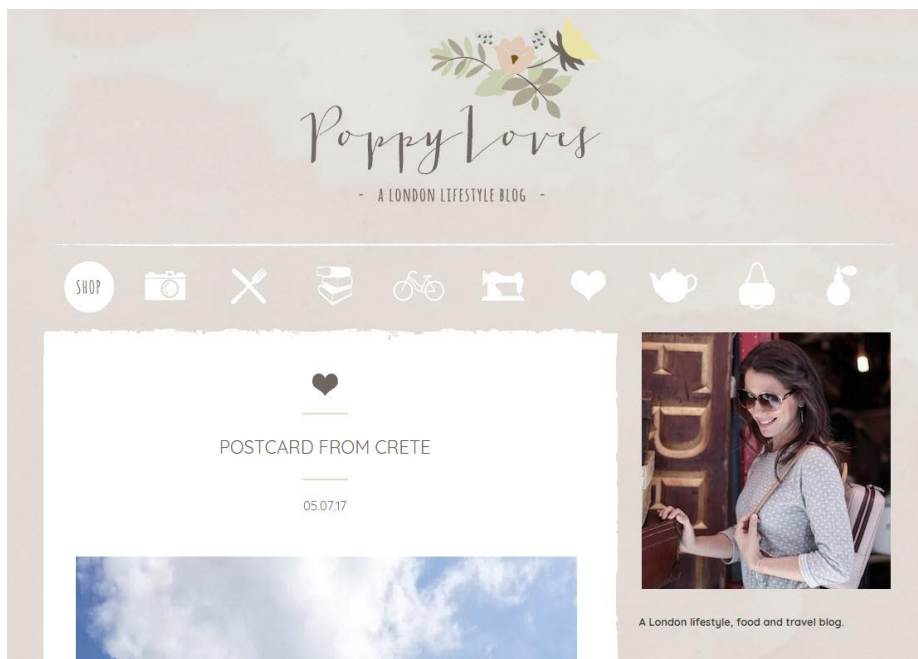*http://www.alltheprettypandas.com/*

2. Capture By Lucy

https://www.capturebylucy.com/blog

3. Denver Darling

http://denverdarling.com/

4. Poppy Loves

http://www.poppyloves.co.uk/

5. Amanda Rach Lee

https://www.amandarachlee.com/

SITE MAP

HOME — **BLOG** — **ABOUT** — **CONTACT**

Image x3 (carousel)	Books I've read	Bio paragraph	Social media
Introduction paragraph	Products I've bought	Profile image	Email address
	Activities I've tried		

Related images

Related texts

Instagram
Youtube
Twitter

Menu

Categories

Content