

LITERARY NORTH BEACH: PROJECT BRIEF



Project timeline: Ready for launching, Dec 20, 2017

Site goals: To create a site for tourists/adventurous city dwellers to visit North Beach with and experience some of its "literary landmarks."

Target audience: Tourists, travelers, urban explorers, San Francisco/Beat literature aficionados and publishing professionals.

Competing sites:

www.kerouac.com (Beat Museum website)

www.donherron.com (literary tours of sf)

www.burritojustice.com (SF history and mapping blog)

Site content: Lists of topics and their associated literary landmarks (ie, bars/cafes, literary streets, etc). Small descriptions of each as well as location information and one large visual per page. Contact button and external/social media links.

Visual personality: Old paper/book image background, Courier display type for "old-fashioned" literary feel, contrasting sharp photos of neighborhood and sites for modern context, and photo gallery for armchair travelers to get their North Beach fix from the comfort of home.

LITERARY NORTH BEACH: COMPETITIVE ANALYSIS

	The Beat Museum www.kerouac.org	Up and Down the Mean Streets www.donherron.com	Burrito Justice www.burritojustice.com
			
Content			
Example Content	Press Page	Press Page	Links to items for purchase
Example Content	Walking Tour	Tour Details	Links to SF history resources
Example Content	Events Calendar	Book Details	Blog Roll
Example Content	News Blog	Blog/Collected Essays	Blog
Technical Features			
Example Feature	Search bar	Search Bar	Recent post archive
Example Feature	Mailing List Form	Email Link	Social media feed
Example Feature	Shopping Cart	Blog Archives	RSS Feed
Example Feature	Donation Form	Tags/Categories	Wordcloud
Look & Feel			
Example Design	Three Columns	Two Columns	Two Columns
Example Design	Strong Color Palette	Not too technical	Cluttered Navigation bar
Example Design	A little cluttery	Side bar is really loooooong	Otherwise well-organized
Example Design	Responsive Design	Responsive Design	Not Responsive

LITERARY NORTH BEACH: PERSONA

JENS HOFFMANN

**Gender**

Male

Age

35

Education

Master's

Occupation

Publishing industry

Income

Professional

Residence

Frankfurt

Defining Adjectives

Literary, Adventurous,
Self-directed

Persona Profile

Jens is a publishing professional from Frankfurt, Germany. Like many Germans, he enjoys traveling abroad and has six weeks a year vacation to do it. He especially enjoys being able to combine his professional interests with his vacation habit, which makes a pilgrimage to literary North Beach pretty much a "must-do."

Technical Profile

Jens uses a lot of up-to-date software at work and recreationally, but is of the age where a solidly-crafted website still has some old school appeal.

Device Use

Uses Lenovo Notebook and Ideapad, plus a Samsung Galaxy S7 for work, and a Samsung Galaxy S6 for personal use.

Site Appeal

A consummate explorer, Jens likes to supplement the usual guidebooks/brochures with small, independently-maintained websites that detail single topics or feature interesting neighborhoods or areas. Jens wants a site to give him the information he needs to locate places of interest, but be open-ended enough for him to be able to choose-his-own-adventure.

Potential Frustrations

Non-responsive or slow-loading websites will annoy Jens, as do websites written in superficial market-speak, he seeks passionate amateurs over corporate tour guides.

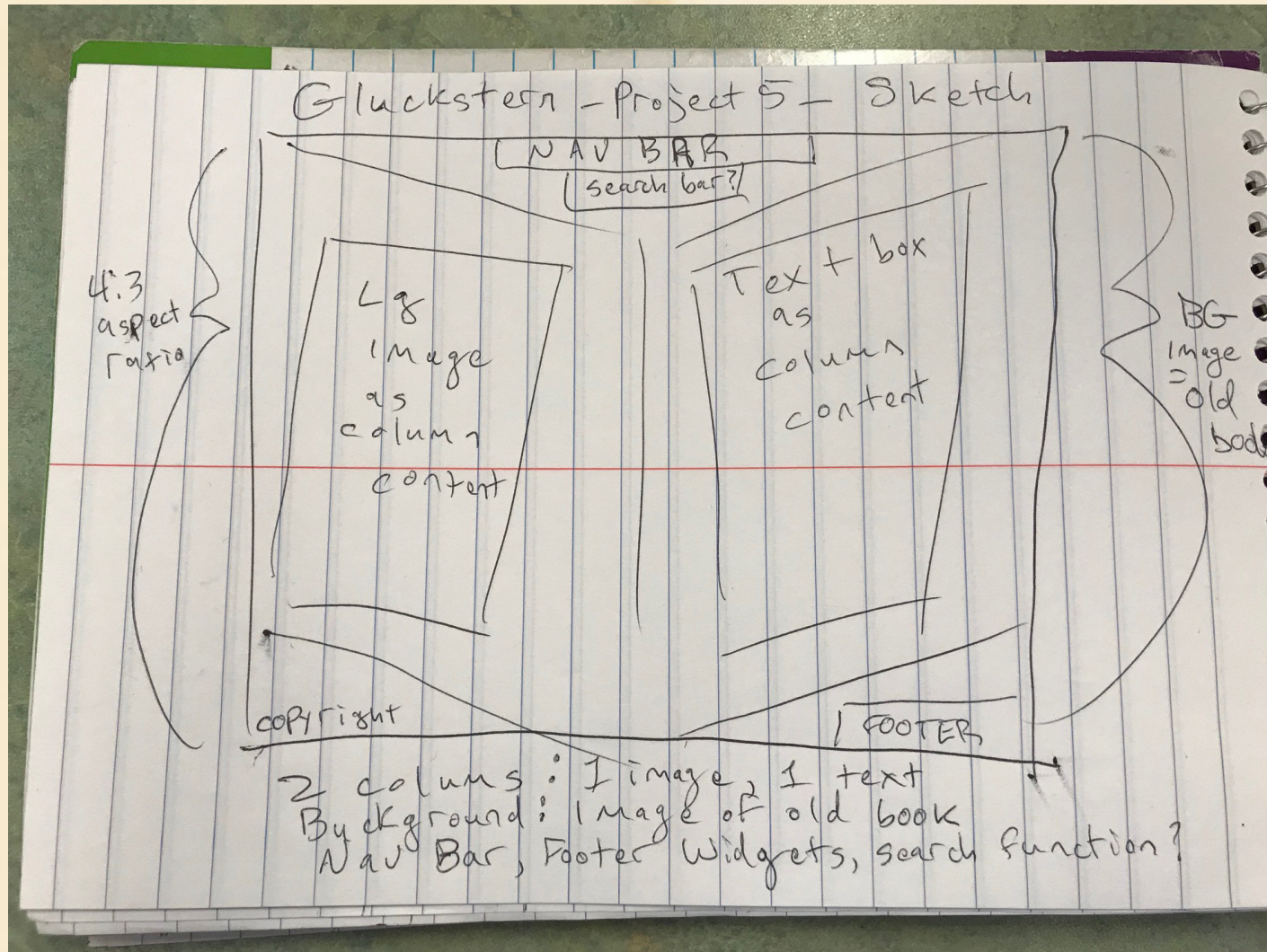
Conclusions

Jens is going to really appreciate the succinct yet passionate overview of literary North Beach, especially if we can make it responsive.

LITERARY NORTH BEACH: SITE MAP



LITERARY NORTH BEACH: SKETCH



LITERARY NORTH BEACH: WIREFRAME

NAVIGATION BAR | SEARCH BAR FUNCTION

PAGE CONTAINER = LARGE IMAGE (BOOK)

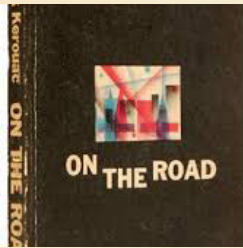
COLUMN ONE
LARGE IMAGE

COLUMN TWO
TEXT BOX

SOCIAL MEDIA AND EMAIL BUTTONS

LITERARY NORTH BEACH: STYLE TILE

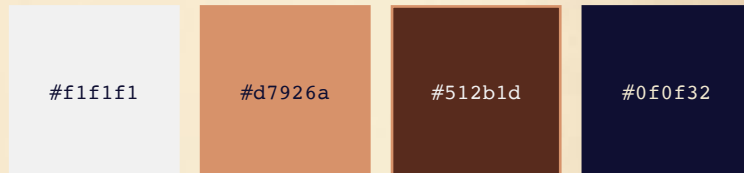
INSPIRATION:



ADJECTIVES:

ECLECTIC,
INTELLIGENT,
INSPIRATIONAL

COLORS:



Display:

Courier Bold and Courier Regular

Courier offers the look and feel of a typewritten manuscript without sacrificing legibility.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

BODY TEXT:

Palatino Regular

Palatino is an elegant but legible serif font that gives the body text an erudite but accessible look and feel.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

LITERARY NORTH BEACH: PAGE COMP

[HOME](#) | [LITERARY LANDMARKS](#) | [LITERARY BARS/CAFES](#) | [LITERARY STREETS](#) |

[SEARCH SITE](#)



Lorem ipsum etc etc...