**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 |

## JENS HOFFMANN

**Gender**
Male

**Age**
35

**Education**
Master's

**Occupation**
Publishing indusrty

**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 neighbor-hoods 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 passion-ate 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

WIDGETS

SEARCH

CONTACT US

FOLLOW US

HOME PAGE

LITERARY LANDMARKS

LITERARY BARS/CAFES

LITERARY STREETS

# LITERARY NORTH BEACH: WIREFRAME
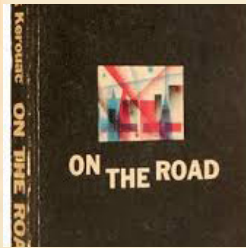
PAGE CONTAINER = LARGE IMAGE (BOOK)

COLUMN ONE
LARGE IMAGE

COLUMN TWO
TEXT BOX

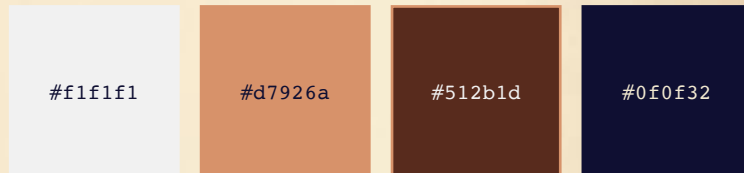SOCIAL MEDIA AND EMAIL BUTTONS

# LITERARY NORTH BEACH: STYLE TILE

**INSPIRATION:**



**ADJECTIVES:**

ECLECTIC,
  INTELLIGENT,
    INSPIRATIONAL

**COLORS:**

| #f1f1f1 | #d7926a | #512b1d | #0f0f32 |
|---------|---------|---------|---------|

**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 accesible look and feel.

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

Lorem ipsum etc etc...