



Project X

💡 [Notes on Collins](#)

🏃 [Competitors](#)



Project Plan

1. Project Definition

1.1 Client (Simulated)

The **simulated client** is the representation of author **Suzanne Collins** and her stakeholders (e.g. her publisher or web team). In this scenario, we assume Ms. Collins (or her representatives) has commissioned a redesign of her official website to better serve her fan base. The client's expectation is a modern site that truly reflects the author's **personality, creativity, and iconic writing style**, while meeting contemporary web standards. The author is internationally renowned for *The Hunger Games* series and others, so the site is expected to uphold a professional image befitting her success. As the only official online presence of Suzanne Collins (she explicitly notes she has no social media accounts) suzannecollinsbooks.com, the website is a critical touchpoint for her readers and must be treated with the same care as a valuable brand asset.

1.2 Team (Individual Project)

This is an **individual student project** undertaken by a single **Fontys ICT & Media Design** student. The student will act as the **designer, front-end developer, and project manager** for the entire redesign. No additional team members are involved, though the student may consult with instructors or peers for feedback. All project roles – from UX/UI design to coding and testing – are the responsibility of the student. This means the student will plan the new layout, create the visual design, and implement the site using the chosen technology stack. The project thereby serves as both a portfolio piece and a practical exercise in managing a full web redesign process single-handedly.

1.3 Current Situation

The **current official website** (suzannecollinsbooks.com) is functional but widely regarded as **outdated in design and structure**. Critics have pointed out its poor layout, drab color scheme, excessive white space, and generally bad design. The site still uses an antiquated three-column layout with two static sidebars, a format that feels clunky and reminiscent of an early-2000s blog rather than a modern author platform. While the site does contain basic content (a personal greeting, book quotes, a biography, lists of works, etc.), it is **visually unappealing and cluttered**. In fact, the design has been **publicly criticized** on web design blogs for years indicating a consensus that it fails to do justice to a bestselling author's online presence.

Moreover, the **content and user experience** on the current site are lacking by today's standards. The site provides very limited interactivity and **no dynamic features** to engage visitors. It was not originally built with mobile devices in mind and lacks a responsive or mobile-friendly interface, making it difficult to read or navigate on phones and tablets. Some information is presented in confusing ways; for example, the homepage displays book review quotes in both a sidebar and the main content, duplicating information and wasting space. Certain UI elements are not utilized effectively – the "Quick Links" sidebar lists external sites (Scholastic, NPR, etc.) but **fails to link directly to the author's books**, missing an obvious opportunity to guide fans toward her works. Overall, the site's structure and aesthetic have not been substantially updated in many years, resulting in **stagnant content and a poor user experience**. The current structure "inhibits users from interacting with the website" and

suffers from an overall lack of engaging content and features. This dated web presence is especially problematic given Suzanne Collins' fame and the expectations of her modern audience.

1.4 Problem Description

Due to the above situation, the **core problem** is that the official website is **not meeting the needs or expectations of its users or the client**. The site's outdated look-and-feel and limited functionality create a disconnect between Suzanne Collins' acclaimed, dynamic works and the dull online experience representing her. In its present form, the website is **out-of-date and provides no avenue for the author and fans to engage or interact**. Fans and new visitors may be **underwhelmed or frustrated** by the clunky navigation and lack of mobile support, potentially causing them to leave the site without getting the information or inspiration they came for. Important content (like news about new books or the ability to easily find/buy her novels) is not highlighted effectively, which means the site is **not fulfilling its purpose of promoting the author's work** and engaging her readership.

From the client's perspective, this is a serious issue: a website is an author's public face online, and a poor website can **undermine the author's brand image**. Suzanne Collins' writing is imaginative and iconic, yet the current site does little to convey that spirit. There is a clear **mismatch between the author's success and the quality of her website**. In summary, the problem is that the existing site's design and structure **fall short of modern standards**, failing to captivate visitors or reflect the **success, personality, and creativity** associated with Suzanne Collins. This project is needed to address that gap.

1.5 Project Goal

The goal of this project is to **redesign and redevelop the Suzanne Collins official website** into a modern, visually appealing, and user-friendly experience that **truly represents the author's iconic body of work**. The new site will align with contemporary web design practices and **reflect the tone and quality of Collins' storytelling**. Concretely, the project aims to **modernize the visual design**, improve the site's structure and navigation, and ensure the site is fully **responsive** (optimized for desktops, tablets, and mobile devices). By the end of the project, the website should be stylish, engaging, and easy to use, encouraging visitors to explore Suzanne Collins's books and world.

Key objectives include:

- **Visual Enhancement:** Introduce a fresh **typography and color palette** that resonate with the themes of Collins' works (for example, a sleek modern typeface and a color scheme inspired by her book covers or genres). The design will use contemporary aesthetics to replace the bland look of the current site.
- **Structural Improvement:** Reorganize the site's layout and information architecture into a clear, intuitive format. This means simplifying navigation (possibly reducing the overuse of sidebars), highlighting important content (e.g. latest book releases, major series like *The Hunger Games*), and removing or revamping elements that caused confusion.
- **Responsive Front-End:** Develop the site using **React or Next.js and Tailwind CSS**, resulting in a fast and responsive front-end. The website will automatically adapt to different screen sizes, providing a first-class experience on mobile devices (addressing the current lack of mobile support).
- **Engagement and Branding:** Make the site more engaging to readers by incorporating updated visuals (such as high-quality images of the author and book covers) and possibly subtle interactive elements (for example, a carousel of featured books or an image gallery). Although no heavy backend interactivity is in scope, the goal is to encourage users to spend time exploring content. The site should embody Suzanne Collins' brand – **professional, imaginative, and reader-friendly** – so that fans feel connected and new visitors immediately recognize the quality and significance of her work.

Ultimately, the project's success will be measured by a **fully functioning, well-designed website** that meets modern usability standards and satisfies the (simulated) client's desire for a site that **"better reflects [the author's] personality and creativity" with modern design and technology**. It should be a site that both the author (as client) and her fans can be proud of, effectively supporting her legacy and ongoing promotional needs.

1.6 Deliverables

This project will produce a set of deliverables centered on the completed website redesign:

- **Redesigned Website Front-End:** A fully implemented website for **Suzanne Collins** with an entirely new front-end codebase (using React or Next.js and Tailwind CSS). This includes all primary pages re-developed with modern HTML/CSS/JS. The site will be delivered as a deployable web application (for example, a Next.js static export or similar), ready to be hosted. The new site will encompass pages such as:
 - **Home:** A welcoming landing page featuring an introduction from the author, highlights of new or popular books, and clear navigation to other sections.
 - **About:** An author biography page with updated text and an author photo, presented in an engaging layout.
 - **Books:** A section showcasing Suzanne Collins's works. This may be divided by series (e.g. *The Hunger Games trilogy*, *The Underland Chronicles*, etc.), each with book cover images, brief descriptions or blurbs, and links to learn more or purchase (external links to retailers or publishers). Any **interview** content (previously a separate "Interview" page) can be included here or given its own page, restructured as a reader-friendly article or Q&A.
 - **Audio Books:** A page listing available audiobook versions of Collins's novels, possibly with links or references to where they can be purchased or sampled.
 - **Illustrated Edition (HG Illustrated):** A page dedicated to *The Hunger Games Illustrated Edition* and any similar special editions, including details and images.
 - **Educational Resources:** A page providing resources for teachers and educators (e.g. reading guides, discussion questions for Collins's books), as indicated by the current site's "Educ. Resources" section. This will be neatly formatted and updated if needed, making it easier for educators to find relevant materials.
 - **Contact or News (Optional):** If appropriate, a simple contact page (or "News" page for updates) can be included, though any contact form will be static (e.g. mailto link or instructions) given no backend. (*This would depend on content availability and is subject to scope.*)
- **Modern UI/UX Design Assets:** As part of the redesign, deliverables include a **new visual identity for the site**:
 - A defined **typography scheme** (e.g. selecting a pair of web fonts that complement Collins's style and ensure readability).
 - A cohesive **color palette** (for example, colors that might evoke the atmosphere of her novels, used consistently for backgrounds, text, and accents).
 - Updated **graphics and images**: high-quality images such as a recent author photograph, book cover images, and possibly decorative graphics or background images that add visual interest. All images will be optimized for web and appropriately integrated into the design.
 - A **layout framework** that is clean and uncluttered, replacing the old 3-column format with a more modern layout (likely a single main content column with a top navigation bar and a footer, plus responsive grid sections as needed). This layout will be documented via wireframes or mockups delivered during the design phase.
 - **CSS styling with Tailwind CSS:** The styling will be largely handled via Tailwind utility classes, but custom CSS or Tailwind configuration will be provided for any unique design elements. The end result is a **consistent and polished look** across the entire site.
- **Quality Assurance and Documentation:** Though not a tangible "product" for end-users, the project will also deliver:
 - **Responsive design validation:** The new site will be tested on various screen sizes to ensure all elements display properly and the site is easy to navigate on mobile devices (a key deliverable requirement).
 - **Clean, maintainable codebase:** The React/Next.js project files with clear structure and comments. This includes component-based code for easy maintenance or future expansion. A short developer **documentation/README** will be provided, explaining how to run the project, how the code is organized, and how to update content (since without a backend, content updates would involve editing the source).
 - **Presentation materials:** For academic purposes, the student will prepare a brief presentation or demonstration of the site, including before/after comparisons to highlight improvements. This may include screenshots of the redesigned pages and an explanation of design choices. (These materials support the portfolio presentation at Fontys UAS.)

In summary, the deliverable is a **fully modernized, responsive website front-end** for Suzanne Collins, packaged with its design assets and documentation. The outcome will be a site that the author (client) could theoretically deploy in place of the old one to immediately elevate her web presence.

1.7 Non-Deliverables

For clarity, the following items are **out of scope** and will *not* be delivered as part of this project:

- **Backend Functionality:** No server-side features or databases will be implemented. The project is front-end only, so there will be *no* content management system, user login, commenting system, or e-commerce backend. For example, while the site may include links to purchase books (external links), it will not have its own shopping cart or account system. Any interactive elements will be purely front-end (e.g. a client-side image slider).
- **Original Content Creation:** The project will use existing content (text and images) about Suzanne Collins and her books. It is not within scope to write significant new content (such as new author biographies or interviews) or to create original illustrations. The student will update wording or organize content as needed for design purposes, but **will not produce new literary content**. Any placeholder text for future content (like a blog) will be clearly indicated as such.
- **Social Media Integration:** Since the author is not on social media (and explicitly states so on her site), integrating social feeds or creating social media accounts is not part of this project. We also won't create any **user forums or community features**, as those would require backend support and moderation.
- **Search Engine Optimization (SEO) and Analytics:** While basic good practices (semantic HTML, proper page titles, etc.) will be followed, a full SEO strategy or analytics setup is not a deliverable. The focus is on design and front-end development, not on marketing the site. Similarly, no paid advertising or promotional campaigns are included.
- **Browser Support beyond Modern Standards:** The redesigned site will target modern web browsers (HTML5-compatible browsers on desktop and mobile). It is not a deliverable to support very old browsers (for example, Internet Explorer 11 or earlier) with full polyfills or fallbacks, given the project's limited scope.
- **Hosting/Deployment on Official Domain:** The project will not involve changing the live site at `suzannecollinsbooks.com` (since this is a student project, not an official commission). The deliverable will likely be hosted on a **temporary or demo domain** (for instance, on Vercel or GitHub Pages for demonstration) but not deployed to the author's actual domain. Coordination with the real author's web host is outside the project scope.
- **Graphic Logo Rebranding:** The project will update visuals but **will not redesign the author's logo or book cover designs**. Any recognizable branding elements (like book cover art or publisher logos) will remain as is, used in accordance with fair use for this portfolio project.

By explicitly listing non-deliverables, we ensure the project stays focused on the **front-end redesign**. This helps manage expectations and avoid scope creep into areas like backend development or content generation that are beyond the current project's intent.

1.8 Constraints

Several **constraints** influence how the project is planned and executed:

- **Time Frame:** The project must be completed within a **3-week period**. This tight schedule demands efficient use of time and clear prioritization of tasks. Each week has specific milestones (detailed in the Development Phasing below) to ensure steady progress. The limited time means there is little room for delay or extensive iteration – design and development decisions need to be made promptly.
- **Individual Workload:** With a single student handling all roles, there is a constraint on **human resources**. The student must balance design and coding tasks, which limits how much can be done in parallel. This constraint is managed by careful planning – for instance, finishing the design concept early so that development can proceed without major changes later.
- **Technology Stack Requirements:** The project is constrained to using **React or Next.js** for development and **Tailwind CSS** for styling. While this is a choice (not an external requirement), it imposes certain considerations:

- The student must work within the React/Next.js framework, which introduces build steps and component-based architecture. This is beneficial for modern development but requires knowledge of these tools. Any learning curve with Next.js or Tailwind must be overcome quickly. The choice of Next.js (a React framework) also means the site can be optimized (e.g., via static generation), but also constrains the project to a JavaScript-based workflow.
- Tailwind CSS provides utility-first styling, which speeds up design but also means the student will manage design largely in HTML classes. The design must be planned such that Tailwind's approach is effective (e.g., creating reusable components for repeated design elements rather than writing lots of custom CSS). This constraint is acceptable given the student's familiarity with Tailwind.
- **Content and Assets:** The redesign will rely on **existing content** about Suzanne Collins and her books. This content might come from the current website, publisher press releases, or other official sources. A constraint here is ensuring the accuracy and proper use of that content. The student does not have direct access to the author for new information, so all content must be compiled from what is publicly available. Additionally, images such as book covers and author photos must be sourced with permission or used under fair use for this academic purpose. The project must avoid any copyright issues by sticking to official images (e.g., covers provided by the publisher, which are typically permitted on an author's site).
- **Quality Expectations:** Given that this plan is for an academic portfolio, there is a constraint of **high quality and professionalism**. The code and design should meet industry standards (clean code, accessible design, etc.) because it will be evaluated in an academic/professional context. The student must ensure the site not only works, but is coded well (adhering to best practices) and is visually polished. This can be challenging to achieve alone in a short time, but it's a clear requirement for success.
- **Client & Brand Consistency:** Although the client is simulated, the project must respect **brand consistency** for Suzanne Collins. This means the redesign should not stray into an appearance that conflicts with her known branding or the tone of her novels. For example, if using thematic imagery or colors, they should align with the genre (adventurous, young-adult friendly, possibly dystopian elements for *Hunger Games* without being too dark for a general audience). This is a creative constraint ensuring the final product feels appropriate for the author's identity.
- **Tools and Environment:** The development will occur in the student's development environment (using tools like VS Code, Git for version control, etc.). There is a constraint of ensuring cross-platform compatibility – the student likely only has certain devices to test on, so they will use responsive design testing tools, but cannot physically test on every device/OS. Another minor constraint is that the student must handle deployment (to a demo site) by themselves, using free hosting solutions, which might have limitations (e.g., Next.js static export or a free-tier hosting performance limits).
- **Evaluation Criteria:** As a Fontys UAS project, the redesign will be judged not just on appearance but on process and rationale. This imposes a constraint that all design decisions should be **justified** (either by best practices or research). The student therefore must document their reasoning (e.g., why a certain layout improves on the old one, or why certain colors were chosen) to satisfy academic evaluation, even though a typical client might not require that level of explanation in the deliverable itself.

By acknowledging these constraints, the project plan accounts for limitations in time, resources, and context, and sets realistic boundaries within which the student will operate.

1.9 Risk Assessment

Every project comes with risks. Below is a **risk assessment** identifying key risks and how to mitigate them:

- **Risk 1: Time Management and Scope Creep** – *There is a risk that the scope of the redesign could exceed what is feasible in 3 weeks.* The student might be tempted to add extra features or spend too long perfecting details, jeopardizing the timeline. **Mitigation:** The project timeline is tightly scheduled, and the student will follow the planned phases (see Section 2) to stay on track. Non-critical features or “nice-to-have” ideas will be documented but postponed if time does not permit. Regular check-ins (with a mentor or self-evaluation at end of each week) will ensure the project is on schedule. The focus will remain on core deliverables (a working responsive site) before any polish or additions.
- **Risk 2: Technical Challenges** – The student may encounter difficulties with the chosen tech stack (Next.js/Tailwind). For example, setting up Next.js pages, routing, or configuring Tailwind could pose challenges if the student is not deeply experienced with them. **Mitigation:** To reduce this risk, the student will leverage existing knowledge and starter templates.

Early in Week 1 (or prior to development), the student will set up a basic Next.js project and ensure Tailwind CSS is integrated, doing a small trial run of a sample component. This way, major technical roadblocks are cleared before critical development begins. The student also has access to documentation and community forums for Next.js and Tailwind; common issues can be resolved by consulting those resources quickly.

- **Risk 3: Design Quality and Client Satisfaction** – Because there is no real client feedback loop (the client is simulated), there's a risk that the design choices might not align perfectly with what the author (or her fanbase) would prefer. The student might design based on personal preference, which could result in a site that doesn't resonate with the target audience or the author's brand. **Mitigation:** The student will mitigate this by conducting **research and user-centered design** practices in Week 1. This includes reviewing other successful author websites for inspiration and common design patterns, and considering feedback from peers (fellow students or target users if available) on early design drafts. By grounding design decisions in established best practices and evidence (e.g., ensuring readability, using appropriate imagery), the risk of missing the mark is reduced. Additionally, the student can refer to known preferences of the author's audience (for instance, the edgy and immersive themes that *Hunger Games* fans might appreciate) to guide the aesthetic. Continual reference to the project goal – reflecting Suzanne Collins' iconic writing – will serve as a compass for design choices.
- **Risk 4: Single Point of Failure** – With only one person on the project, any issue affecting the student (illness, computer failure, etc.) could derail progress. There is no team to pick up the slack. **Mitigation:** The student will take preventative measures such as **version control and backups** for all project files (using Git and cloud repositories). This ensures that if one development machine fails, the code is not lost. Time has been allocated for contingencies as well – the plan's three-week schedule includes some buffer in the final days of Week 3 for unexpected fixes. The student will also maintain communication with instructors about progress; if an emergency occurs, they will inform the supervisor immediately to seek any possible deadline extensions or assistance.
- **Risk 5: Content and Asset Limitations** – The project relies on existing content. There is a risk that some needed content (e.g., high-resolution images or updated text for a new book release) may not be readily available, which could stall the design or leave placeholders. **Mitigation:** In Week 1 during content gathering, the student will inventory all required content and identify any gaps early. If certain images or info cannot be found, the student will prepare alternatives (for instance, use temporary placeholder images with plans to swap in official ones later, or use excerpts from press releases for missing book descriptions). The design will be made flexible enough to accommodate later changes. Because no actual backend is used, even after the project, adding updated content is just a matter of editing the static files – the student will note in documentation where future updates (e.g., a new book added) should be inserted to guide maintainers.
- **Risk 6: Compatibility and Usability Issues** – There's a risk that the redesigned site might have bugs or usability problems that weren't evident to the developer (for example, a layout might break on an iPhone Safari browser, or some text might be hard to read for certain users). **Mitigation:** The project includes a testing phase (Week 3) precisely to catch these issues. The student will test on multiple devices and use browser dev tools to simulate various screen sizes. They will also validate accessibility aspects (like alt text for images, sufficient color contrast for readability, keyboard navigation for menus) to ensure the site is inclusive. Any problems found will be prioritized and fixed before final delivery. Additionally, by using well-established frameworks (Next.js has good cross-browser compatibility, and Tailwind enforces consistent styling), many potential issues are preemptively avoided.
- **Risk 7: Project Evaluation Risks** – Since this is an academic project, failing to meet certain criteria (even if the site looks good) could be a risk (for example, missing a required component in the report or not demonstrating a particular skill might affect grades). **Mitigation:** The student will carefully align the project plan and outcomes with the **Fontys ICT & Media Design program requirements**. This means adhering to the structure (as evidenced by this plan) and ensuring that all deliverables (including documentation) are ready for evaluation. The student will also document sources and inspiration appropriately (as done with research citations) to show the depth of research and avoid any plagiarism issues. Regularly referring back to the assignment brief (simulated client's needs and the project goals) will ensure the project stays on the right track for both the client's satisfaction and academic success.

By identifying these risks early, the student can proactively address them, increasing the likelihood of a smooth project execution and a successful outcome.

2. Development Phasing (Week 1–3 Schedule)

To manage the project within the 3-week timeframe, development is divided into three phases with specific focus areas each week. The schedule below outlines the **tasks and milestones for each week**:

- **Week 1 (Planning & Design):**

Goal: Lay a solid foundation for the redesign through research, planning, and design prototypes.

- **Research & Analysis:** Kick off the project by reviewing the current website in detail (content audit and noting design pain points). Conduct brief comparative research on other best-selling authors' websites to gather inspiration and identify industry best practices. Also review any available user feedback or critiques of the current site (for example, noting the common criticisms such as those cited earlier).
- **Requirements Definition:** Clarify the requirements based on the project goal. Since the client is simulated, the student compiles the requirements from the prompt and research: e.g., "modernize look, improve structure, must be responsive, use React/Next.js, include updated visuals and all current content categories." Document the basic site map for the new site (list of pages and what content goes where), improving upon the old site map.
- **Design Concept & Moodboard:** Develop a creative direction for the visual design. The student will choose a fitting color palette (perhaps drawing from the tones of *The Hunger Games* cover art or other thematic sources) and select fonts that convey a modern yet approachable feel. A simple **style tile or mood board** will be created to capture this visual direction (with color swatches, typography samples, and a few reference images) – this serves as a guide for all pages.
- **Wireframing:** Sketch out low-fidelity **wireframes** for key pages (Home, About, Books, etc.). This focuses on layout and hierarchy without getting into exact styling. For example, decide where the navigation menu will be placed (likely a top bar), how the homepage will highlight a featured book or news item, and how the Books page will arrange book covers and descriptions. Given time constraints, these wireframes may be done on paper or a quick digital tool and will be simple, but they help in planning the React components needed.
- **Prototype Main Page (if time permits):** By mid to late Week 1, the student will create a basic high-fidelity mockup of the homepage (perhaps using a design tool like Figma or directly in the browser with Tailwind CSS). This mockup will apply the chosen colors, fonts, and show imagery in place, giving a preview of the final look. The purpose is to validate that the visual choices work well together and to have a reference when coding starts.
- **Review & Feedback:** Toward the end of Week 1, the student will review the design work against the project goals. If possible, they will get feedback from a mentor or peer on the proposed design (e.g., "Is this homepage visually appealing? Does it feel like it represents Suzanne Collins?"). Any critical feedback will be incorporated quickly. By the end of Week 1, the project should have a clear design direction, a confirmed site structure, and all content assets ready (text compiled, images gathered) to move into development.

- **Week 2 (Development & Implementation):**

Goal: Transform the approved design into a working, responsive website using React/Next.js and TailwindCSS.

- **Project Setup:** Start Week 2 by initializing the development environment. Set up a Next.js project (using `create-next-app` or a similar boilerplate) and configure Tailwind CSS. Verify that the development server runs and Tailwind styles are applying correctly. Version control (Git repository) is used from the start to track changes.
- **Implement Core Layout:** Develop the core site layout and reusable components. This includes creating a **navigation bar** (with links for Home, About, Books, etc.) and a **footer** component if needed (with basic info or copyright). These components will be included on all pages for consistency. Use Tailwind to style the header and footer according to the design (for example, a sticky top nav with a certain background color, and responsive collapse into a hamburger menu on mobile if necessary).
- **Homepage Development:** Code the Home page based on the design prototype. This likely involves an introduction section (e.g., welcome message from Suzanne Collins), a featured news section (for example, highlighting the newest book or an upcoming event, as on the current site where new releases were mentioned), and perhaps a teaser of her popular works (like a carousel or grid showcasing *The Hunger Games* series with an image). Ensure that this page is responsive: test by resizing the browser and adjusting Tailwind classes (using utility classes like `md:text-xl` etc. for different breakpoints).

- **About Page:** Implement the About page with the author's biography. This page will include the text of her bio and a photograph. The student will ensure the text is well-formatted (using Tailwind typography utilities or custom styles for headings, paragraphs) and the image is placed with proper responsiveness (perhaps a rounded avatar style image that scales down on smaller screens). Accessibility note: include alt text for the photo describing it as Suzanne Collins.
- **Books (Works) Section:** This is a major part of the site. Implement the Books page, which might be broken into subsections for each series. One approach is to have an overview page that lists all her major works by category, and possibly use React components to represent a "Book Card" (with a cover image, title, and a short description or quote). The student will create a BookCard component and reuse it for each book. Tailwind's grid or flex utilities can layout these cards nicely (e.g., a grid of 3 columns on desktop that collapses to 1 column on mobile). Include the book cover images (ensuring they are optimized for web) and text like a blurb or review snippet for each. Also, under each book or at least each series, include a clear **call-to-action** link such as "Learn More / Purchase" which could link out to a retailer or the publisher's page for that book. This addresses the current site's failure to link to her books.
 - Also incorporate the **Interviews** content: possibly as part of the Books page or as its own page. If the current site had a Q&A or an interview transcript, the student will format that content in a readable way (maybe as a blog-post style page titled "Interview with Suzanne Collins").
- **Audio Books & Other Pages:** Implement the remaining pages such as Audio Books and HG Illustrated and Educational Resources. These pages may be simpler, often containing external links or lists of items. For instance, the Audio Books page can list each novel with an icon or cover and note that an audiobook is available, linking to Audible or publisher's site. Educational Resources might contain a list of PDF links or a note directing teachers to Scholastic's resources. The student will make sure these pages have consistent styling and are integrated in the nav menu.
- **Responsive & Cross-browser Checks (Ongoing):** As each page is built, the student will continuously check how it looks on different screen widths. Using Tailwind's responsive classes, adjustments are made so that content stacks or resizes appropriately. For example, the multi-column layout on desktop should collapse to single-column on a phone. Also verify basic functionality on multiple browsers (Chrome, Firefox, Safari). Any CSS issues (like flexbox differences) will be addressed using known fixes. This iterative checking prevents a pile-up of responsive issues at the end.
- **Mid-Week 2 Review:** By the middle of Week 2, at least the Home and About pages should be done, and progress on the Books section underway. The student will do a quick review against the design and goal: is the coding keeping the design fidelity? If some design elements turn out difficult to implement exactly (for example, a complex header effect), the student will either find a workaround or simplify the design to fit within what Tailwind/React can do in the time given. By end of Week 2, the aim is to have **all pages functionally built out** with primary content in place, essentially a "beta" version of the new site (though styling refinements and testing will continue in Week 3).
- **Week 3 (Testing, Refinement & Delivery):**

Goal: Polish the website, fix any issues, and prepare the final deliverables (deployment and documentation).

 - **Comprehensive Testing:** Start Week 3 with thorough testing of the entire site. This includes:
 - **Responsiveness Testing:** Check each page on multiple device simulators or physical devices if available. Ensure that images resize, text remains legible, and there is no horizontal scrolling or broken layout at common breakpoints (e.g., 320px wide up to large desktop). Make adjustments in CSS classes as needed for any discovered issues.
 - **Cross-Browser Testing:** Test the site on at least the latest versions of Chrome, Firefox, Edge, and Safari. Also test the mobile view on iOS Safari and Android Chrome if possible. Ensure interactive elements like navigation menus work across these (for example, if a mobile menu toggle is implemented, test tapping it on a phone).
 - **Accessibility Review:** Run an accessibility checker (or manual audit) for things like color contrast (are the colors used accessible for users with visual impairments?), proper use of semantic HTML (headings, lists, landmark roles), and keyboard navigation (can the menu and links be accessed via keyboard only?). Ensure all images have alt text. Fix any glaring issues to make the site as inclusive as possible.
 - **Performance Optimization:** Although a full performance tune is not expected in a small project, the student will check page load speeds. Using Next.js is inherently optimizing (with code splitting), but the student will also compress images (ensuring no huge file sizes) and possibly leverage Next's image optimization for any large

images. Remove any unused dependencies or Tailwind classes (Tailwind's purge can trim the CSS). The result should be a site that loads quickly even on mobile networks.

- **Bug Fixing:** As testing reveals issues (e.g., a broken link, a missing image alt, a misaligned element), the student will methodically fix them. High-priority fixes (anything breaking functionality or design) come first. Lower priority ones (like minor padding adjustments) also get resolved once major issues are cleared. Because the site is not extremely large, it's feasible to go through each page and tick off fixes within a couple of days.
- **Client (Simulated) Review:** If time allows, the student might do another brief round of feedback – for instance, asking a peer to navigate the site as if they were a fan and report any confusing elements. Given no real client, this step ensures the site is user-friendly from a fresh perspective. Any feedback (e.g., “I couldn't find where to read about XYZ”) can be addressed by small tweaks (like adding a more visible link or adjusting wording).
- **Final Touches:** Refine the visual details: ensure spacing is consistent, typography sizing hierarchy (e.g., heading sizes vs body text) looks good, and colors are used consistently (check that all blues are the same hex if they're meant to be, etc.). At this stage, the design should look cohesive. Also double-check that all content is up-to-date — for example, if Suzanne Collins has a new book release announced, ensure it's reflected on the site (the student would have added it in Week 1 content gathering if applicable).
- **Deployment (Demo Presentation):** Prepare the project for delivery. The student will deploy the finalized site to a **demo URL** (for instance, using Vercel which works seamlessly with Next.js, or exporting the site and hosting on GitHub Pages/Netlify). This live demo will be used in the project presentation. Make sure no deployment issues arise (sometimes environment variables or certain Next.js features need tweaking for static export — the student will handle these and test the deployed version). The deployed site demonstrates that the project isn't only working on the student's machine but is a portable product.
- **Documentation & Portfolio Prep:** Lastly, compile the documentation. This includes:
 - The **Project Report/Plan** (which this document is part of) is finalized to reflect any adjustments made during development.
 - A brief **user guide** (if needed) is written, for example, if the site were handed to the author's team, how they could update content (e.g., “to add a new book, edit this JSON or this component file” since there's no CMS).
 - Prepare slides or a summary for presentation, highlighting before-and-after snapshots of the site. Emphasize how the new design solves the problems outlined initially (e.g., show a screenshot of the old homepage vs. the new homepage to demonstrate improvement in visual appeal and clarity).
 - Ensure all citation of sources, attributions for any third-party assets (like if an icon library is used) are noted either in-code or in the documentation, to maintain academic integrity.

By the end of Week 3, the **redesigned website will be complete, tested, and ready to showcase**. The result is delivered on time, having met the project goals within the constraints. The phased approach ensures that the project progresses logically: first knowing *what* to build (Week 1), then building it (Week 2), then perfecting it (Week 3). This structure closely mirrors professional web development cycles (design → develop → test) and is achievable within the short duration.

3. Target Audience

The target audience for the redesigned website is quite broad, encompassing essentially **anyone interested in Suzanne Collins and her work**. Key segments include:

- **Fans and Readers (Primary Audience):** This group includes existing fans of Suzanne Collins's novels as well as potential new readers. They range from **young adults to adults** across the globe who have enjoyed (or are curious about) *The Hunger Games* trilogy, *The Underland Chronicles*, or her other works. These users visit the site to learn more about the author, get updates on new releases or related news, and delve deeper into the lore of her books. For example, a teen who just finished *The Hunger Games* might come to find out if there are more books or what the author is working on next, whereas an adult fan might be looking for an official confirmation of a rumor or an explanation of the reading order of a series. The redesigned site must captivate these readers with a visually engaging experience that matches the excitement of Collins' storytelling, and make it easy for them to find information about all her books in one place.

- **Educators and Librarians:** Suzanne Collins's works, especially *The Hunger Games*, are often used in school curricula and library programs. Teachers, school librarians, and even university educators might come to the official site looking for **authoritative information** or **educational resources** related to her books. The current site has an "Educator Resources" section; the new site will maintain and improve this, making it straightforward for an educator to find study guides, discussion questions, or related materials. This audience values clarity, factual accuracy, and ease of access to resources. For example, a teacher preparing a lesson on *The Hunger Games* might use the site to find an author bio or a quote about Collins's inspiration for the story. The redesign should ensure that such information is well-organized and that downloadable resources (if any) are clearly presented.
- **Parents of Younger Readers:** Collins has written series (like *The Underland Chronicles*) that skew toward middle-grade readers. Parents (or guardians) of these younger fans may visit the website to vet the content or find out more about the books their children are reading. They might look for information on the appropriate reading age, the number of books in a series, or the themes of the books. This audience appreciates a site that is **easy to navigate and informative**, giving them a quick overview of what the author's works are about and any guidance on educational value. The redesign will keep the site family-friendly and straightforward, perhaps highlighting key accolades or educational aspects of the books that a parent might find reassuring.
- **Aspiring Writers and Literary Community:** Suzanne Collins's success and distinctive storytelling might attract **aspiring authors or literature students** interested in her career and writing process. This subset of the audience could look for interviews, FAQs, or behind-the-scenes insights into her writing. They might read the biography in detail to learn about her journey, or seek out any messages she has for readers/writers. While the current site isn't very interactive, the redesigned site can still serve this group by compiling available interviews or Q&A content (if any) in an accessible format. For instance, if Suzanne Collins has answered common fan questions or given advice, the site could present that in a "Interview/FAQ" section. Even without new content, organizing the existing interview transcript or media mentions is beneficial. This audience will appreciate a professional presentation of information – a site that looks credible and serious about literature, not just a flashy marketing page.
- **General Public and Media:** Although not explicitly mentioned in the current materials, it's worth noting that journalists or media researchers might visit the official site for fact-checking or official statements. The redesign will ensure that **basic factual information** (like publication dates of books, or a brief bibliography, and a way to contact the author's publisher or publicist) is easy to find. This could be as simple as including a "Contact" note or clearly listing the author's works and awards. While not a primary target in terms of design, accommodating this group supports the site's credibility and utility.

In summary, the target audience spans from dedicated fans to professional educators – essentially "*teachers, aspiring authors, students/young adults, adults, book-club members, parents... librarians, and interested readers*". The redesign must balance the needs of these diverse groups. The common thread is that all these users are **seeking engaging and reliable information** about Suzanne Collins and her books. By implementing an intuitive navigation, clear content categories, and a visually appealing design, the new site will cater to both the enthusiastic teen fan browsing on their phone and the teacher or librarian doing research on a desktop.

The tone of the website will remain **welcoming and informative** to suit all ages, with perhaps a slight lean towards the adventurous, imaginative spirit that fans expect. By understanding and designing for the target audience, the project ensures that the end product will be user-centered – providing each group with an improved experience that addresses the shortcomings of the old site and celebrates Suzanne Collins' work in a way that invites everyone to explore and enjoy.

Notes on Collins

Notes on her Current Website

- Outdated Look of the website gives the impression of no personality which is not aligned with the fact it serves as a Portfolio of some kind to the author
- colour Palette is not coherent with the images inserted into the website
- there isn't a Favicon for the website which is not up to the current industry standard

Home (Landing) Page

- it is clear the author has some personality to be shown with the Welcome message on the left column
- its also clear the the landing page is supposed to showcase updates and news about

About Page

- Page is structured worse than a Wikipedia article smh, the whole website follows a template which doesnt work for this page, make the content thats supposed to be read unreadable
- Content-wise, her Biography Page covers only her books, it doesn't tell the actual life story of the author, rather than her accomplishments
- "Quick Links" on the page direct to generic Home Pages of website, (you don't understand why they are on this specific website since they dont show content about the author)
- Link to "[Scholastic](#)" outright doesn't work

Competitors

 Rick Riordan