

# ART 271 WEB DESIGN I (FALL 2014) Bristol Community College DESIGN DOCUMENT

## **Project description:**

### **1. What is the book of your choice and what is the book about?**

*The Hitchhiker's Guide to the Galaxy*

### **2. Describe your idea based off of this book.**

Within the book, the character's use a guide known as 'The Hitchhiker's Guide to the Galaxy' which is kind of like a tablet with voice recognition that gives information (often times odd information) about different aspects of the galaxy like alien races, the best places to eat, why you should avoid Vogon poetry, etc. My concept is to have my page be like a page in this fictional guide giving details about this actual book, it's writer, it's characters, etc. (Keep in mind that the book is an odd comedy/Sci-Fi mix so a great deal of this will be comedic.)

## **client and project information:**

### **1. Client/company name:**

Ursa Minor publishing houses

### **2. DUE DATE (when must the message get to the audience for greatest impact?)**

December 22

## **OBJECTIVES:**

### **1. What is the mission or purpose of the site? Why will people come to the site?**

The site is a informative reference for the actual book. People will come because they have nothing better to do on a Saturday night than to drink and look up odd details about the book.

### **2. What is the business problem and primary goals of site? (teach, inform, persuade, etc.) (list three)**

1. Educate young audience about the existence of the book, since they may only know about it after seeing the 2005 film.
2. To become the standard repository of all knowledge and wisdom on the book.
3. To teach people Useful though odd facts from the book. Like that the way to fly is to fall and, just before they hit the ground, get distracted which will cause you to miss the ground and fly. Or a **towel** is the most important item a hitchhiker can carry.

## **client research:**

### **1. What are the company's product and/or services?**

Publishing books for use throughout the universe. Other books from this publisher are Oolon Colluphid's trilogy of philosophical blockbusters: *Where God Went Wrong*, *Some More of God's Greatest Mistakes* and *Who is this God Person Anyway?*

### **2. What are the company's negative traits or images associated with the industry?**

The guide contains many omissions and contains much that is apocryphal, or at least wildly inaccurate.

### **3. What is the client's competitive advantage?**

In many of the more relaxed civilizations on the Outer Eastern Rim of the Galaxy, the *Hitchhiker's Guide* has already supplanted the great *Encyclopedia*. It scores over the older, more pedestrian work in two important respects: First, it is slightly cheaper; and secondly it has the words DON'T PANIC inscribed in large friendly letters on its cover.

### **4. What are some pre-notions or misconceptions the audience might have about the company or industry? (list at least three)**

1. People feel that the publishing company is more interested in making money by selling the books than in putting in the effort to ensure that the books are well written or accurate.
2. People are apprehensive about buying books like the guide for fear that they will be quickly outdated both with it's information and technologically.
3. People feel that the publishing industry is already outdated and are less likely to buy a book.

## TARGET AUDIENCE:

**1. Who is the primary audience? List audience categories and needs. Be specific, for example describe a typical member of that intended audience—age, sex, education level, occupation, accessing the site from mobile or on the go, what type of connection they have etc. (list five)**

1. Steve is a young college student who became interested in the Hitchhiker's Guide after seeing the 2005 movie. He wants to learn everything he can about the books since the movie has peaked his interest. He will definitely want to access the site from a mobile device.

2. Sarah is a high school student whose teacher has assigned a book report on the Hitchhiker's Guide and then get up and talk about it in front of the class from an angle that would make classmates want to buy the book. To start, she needs to find where to buy the book and then once read she needs help figuring out a good way to summarize it. She will definitely want to access the site from a mobile device.

3. Henry is a geek in his mid thirties. He loves sci-fi books, shows and movies. He works in the IT department for a local supermarket chain. He wants a hyper detailed site that has everything about the books, movies, mini series, radio broadcasts and everything about the author. He wants to access the site anywhere with any device.

4. Edward is a Graphic Designer in his early forties. He has a BA and is going for a certificate in Web Design. His father had read the book to him as a child and he has read all the books, seen the TV mini series and seen the 2005 movie. He doesn't have a specific need, instead he just likes the book and would be interested in a site about it.

5. Richard is newly retired. He used to be an auto school instructor. His highest level of education is high school. He read the first book back in the day but as life got more hectic, he lost track of what was going on. He is feeling nostalgic and wants to go back and find out what has been going on since the third book.

**2. Choose your three most important audience members out of the five above and list three of their needs/goals/reasons for going to your site. List the most important audience member first. Note: this is from the user's point of view, not the client's.**

1. most important audience category— Steve

Steve is in the most important category because he is the new blood. Audience growth is always the most important part of sales.

a) Steve's main reason for going to the site is to learn more about the book, since the movie really interested him.

b) Steve would also like to learn more about the additional books in the series.

c) As a millennial, Steve would really like to find ways to find and interact with other fans of Hitchhiker's Guide. He might like a blog or discussion board.

2. second most important audience category— Henry

Let's face facts, geeks are the sci-fi industry's bread and butter. |

- a) He needs the site to have a lot of information and details.
- b) He needs the site to be easy to navigate. He doesn't want his time wasted.
- c) He wants the site to have information on not just the initial book, but the other books, movies, etc.

3. third most important audience category— Richard

Why Richard? Because nostalgia is a strong emotion and can be very profitable.

- a) Richard is going to this site to learn what he has missed in the years he has been away.
- b) He would also like to know where he could find the books and movie he missed.
- c) He also wants a refresher course on the original book, since it was many years since he read it.

**3. Create a scenario in paragraph format for each of your three audience members above and how each member would use your site. Take into consideration your audience needs and goals from question two. Be CREATIVE and THOUGHTFUL. Give you character a name, background, and a reason to come to your site. Explain how the character will use your site to complete the given task, learn the information presented or be persuaded by the viewpoint presented. Good work here can enable you to come up with a much more innovative design.**

1. Steve was over at his friend's house and ended up watching the 2005 Hitchhiker's Guide to the Galaxy movie. He loved it and thought it was hilarious. He wants to find out more. He goes to this site and discovers that the movie was based off of the book. He wants to read the book badly, but first he looks around the site and sees all the information about the book and he learns that there is a lot more to this than the first book. He looks at the character pages and the author page. Finally, he finds out where to buy the book. Once he reads the book, he goes back to the site to read more about it and to find out more about the other books.

2. Henry has always been a geek. He read all the Hitchhiker's books as a child. He watched the mini series. He listened to the radio broadcasts. He went to see the 2005 movie on opening night. If it's about Hitchhiker's Guide, he is all over it. He goes onto this site skeptical about what he will find. He navigates the pages about the book, pages about the characters, the page on the author, etc. He is not impressed. He doesn't care for the fun tone of the site and wants more details. He would prefer a more wikipedia style site.

3. Richard is surfing the web, not looking for anything in particular, when he looks up at his bookshelf and spots his copy of the Hitchhiker's Guide. Nostalgia kicks in and he remembers how funny the book was and how much he enjoyed reading it. Being newly retired, he now has more time on his hands and decides he wants to go back and read it again. He also wonders if any more books were written. He finds this site and sees that he has missed a lot. He starts by looking at the information on the site about the book, then sees that there are additional books in the series.

## **branding CONCLUSIONS:**

### **1. Analyzing your descriptions above describe the tone, personality and image your site should portray. (Corporate, fun, edgy etc). (list five traits)**

1. First and foremost this site needs to be fun. The book was a quirky comedy so those that love the book have a great sense of humor.
2. This site also needs to be quirky like the book.
3. This site needs to be informative.
4. This site needs to sell the book. Not literally, but needs to get people more interested in reading the book and the other books in the series.
5. This site needs to be friendly. It can't just be a source of information like wikipedia. It needs to feel like it's speaking directly to the user like an old friend.

### **2. What should your audience's first impression be when they come to your site?**

That they have come to a fun but informative site.

### **3. What are some target audience concerns that may affect the design? (low bandwidth, large font for elderly, easy usability for small children, etc.) (list five)**

1. Easy navigation. Whether it be a high school student searching for something very specific or a middle aged man who isn't very tech savvy, they need to be able to navigate with ease.
2. Type size should be a little larger since many original fans of the book are old now.
3. Since we want the younger audience to learn about and love the Hitchhiker's Guide, we need to make sure the site isn't data heavy when accessing from a mobile device.
4. The site needs to be responsive for the mobile device user.
5. Users might want the site to be searchable since it is a lot of information to sort through.