

Project: Tony-Marra.com

Prepared by:

Brent Tabor & Kaylee Walters of The Design Group

## **Section 1 – Strategy**

### **PROGRAM DESCRIPTION**

The website will be centered on Tony Marra, a sales representative and consulting manager based in Charleston SC. The goal of the website is to sell himself to potential clients, so the site will be geared to retail store managers/owners as well as product manufacturers. The site will be simplistic and easy to navigate with functional divisions and web-friendly appeal, but will also maintain a sharp professional appearance to appeal to his clientele from a personal and business standpoint.

### **PROGRAM OBJECTIVES**

#### **1. For the Client**

1. To design a website that promotes Tony's Marra's services
2. To show the products Tony offers
3. To utilize a neutral yet classy theme to represent Tony himself.
4. To create a system enabling Tony to receive orders via email or fax from current clients
5. To create a simple brands page that can be edited by Tony using Adobe Contribute
6. Make the site search engine optimized so users can find the site on Google

#### **2. For the User**

1. To allow the user to download order forms and return via email or fax
2. To create a simplified and hands off site that allows users with little or no computer experience ease of use
3. To display the products that tony offers
4. To explain what tony can do for his clients

PAGE LAYOUT:

CRITERIA	www.SamsonDesign.com	www.themrgroup.com	www.bakerconsultingllc.com
COLORS	Red and black, navy and white: Design elements and p text is black, where highlights and some links are red or navy blue. Main nav is black with white text turning red on hover	Greys and blues. Design elements are all grey, while headlines, logo & main info is blue.	Mustard Yellow, darker grey, and a light and dark blue. Text is white on blue areas and grey on white areas with headlines combining 2 colors (white & mustard, or blue and mustard).
TEXT	Text is all sans serif enforcing a simple, businesslike design. The logo is a text logo utilizing the only serif font on the page (calligraphy)	Text is all sans serif, headlines are blue and info is black. External links are blue while navigation links are white.	Text is all sans serif, with quotes italicized, and titles bolded. Outside links are blue & underlined, while main nav is white underlined text and headlines and logo are in all caps. Page titles are blue and bolded while their corresponding <h2> is yellow and italic. Text is a method of integrating color in this site.
ORGANIZATION	Red and black, navy and white: Design elements and p text is black, where highlights and some links are red or navy blue. Main nav is black with white text turning red on hover	Red and black, navy and white: Design elements and p text is black, where highlights and some links are red or navy blue. Main nav is black with white text turning red on hover	Red and black, navy and white: Design elements and p text is black, where highlights and some links are red or navy blue. Main nav is black with white text turning red on hover

FEATURES:

CRITERIA	www.SamsonDesign.com	www.themrgroup.com	www.bakerconsultingllc.com
IMAGES	Background photographs in b&w, slightly transparent and framed in red. Also have red borders on framed rollover thumbnails in the portfolio, and red similar rollovers in capabilities. A Map is featured in contact with a functional zoomed in sections in the shape of a rounded arrow.	The background is a repeating image of 2 faces. Featuring two image links at the bottom of each page. Affiliation page contains numerous logo images.	Images are high quality but small (no larger than 400 x 400) All are located at the top of the page wich draws focus because of location.
AUDIO	--	--	--
VIDEO	--	--	--
ANIMATION	On the team page, there is an animated gif that features various quotes.	--	--

## OTHER:

CRITERIA	www.SamsonDesign.com	www.themrgroup.com	www.bakerconsultingllc.com
NAVIGATION	On a simple bar 2nd in the hierarchy at the top right of the page. The navigation is in all caps and is fixed in all pages except the home page. White Text is used form up image and Red is used for over. There is no special indicator when you are on the page, only the bar below the nav that displays the name.	Left column navigation with little spacing and no rollover changes. The links are all underlined white text, not buttons. It's location is fixed in the table, however the table moves around.	Left column drop down (or over) navigation. The links are light blue on a darker blue with a white rollover, but it looks like one link is covered by a misplaced ad. There are also two links at the top (login, register) and two at the bottom (privacy, terms) in plain text. The nav bar is fixed.
LAYOUT	Fixed rounded rectangle table aligned left with a clearly defined visual hierarchy. The home page layout is different, more simplistic, darker image, and nav in the middle of the page. The theme is grayscale with red outlines. Layout appears somewhat squished with no white space inside the content table.	The pages consist of a vertically and horizontally centered table in a 3 column, two row format. The table varies in height between pages. It is white with the left column on row 2 (nav) being grey, and all the main areas of focus are lined with a thin black border. The background images (repeating with 2 people) have bits of promotional and identifying text and letters sparsely throughout.	The site has a layered look, the top layer on the left is the main nav, which provides a good focus method, underneath (partially) is the main flash banner, which is below the site search and plain text top links. Below the nav is a breif synopsis and the main content is underneath the flash header. Their use of various blue colors provides a hierarchical look.
USER EXPERIENCE	Medium, the site iis well organized and somewhat informative, but appears small, especially on big screens. Not very straight forward, doesn't excel in using web standards, and the navigation moves after the home page.	Good/Medium: The site is simple, pretty consistent, and more professional looking. However, the page is centered vertically and varies between pages, making it somewhat confusing.	Good: The site is pretty easy to navigate and all aspects are pretty much fixed page to page (except for length). The flash header is attractive and web standards were incorporated very nicely. However conent does not draw the eye.
OTHER		There are also 2 direct links right out of the site at the bottom of each page. Background theme is good, but could be accomplished better (low res), as with logo too.	They have an ad too central-directly underneath the nav. They are sure to lose users because of this.

## Persona Name: Judy Tabor

"I am comfortable using the computer to research and order products and services relating to my business. I appreciate web sites that are visually appealing and easy to navigate."

DEMOGRAPHICS		TECH COMFORT	PERSONAL BACKGROUND	
Age: 62	Female	Some. Is comfortable with using the internet...	Judy is a small business owner of a retail shop near San Francisco, CA. She is experienced in numerous aspects of retail, as well as interior design and real estate staging.	
Online Experience: Little- Moderate				
NEEDS				
<ul style="list-style-type: none"> <li>• Something visually appealing</li> <li>• Ease and simplicity in use</li> <li>• Access to necessary information about products</li> <li>• Easy access to information about Tony</li> </ul>				
MOTIVATIONS		SCENARIOS	FEATURES	BEHAVIORS
Needs to reorder merchandise		Goes to website to make an order	Downloadable order form, Product images and descriptions, Online orders accepted	Sees image of what is needed. Downloads the order form or places online order.
Wants to find information about Tony as a potential rep		Goes to the URL on business card in search of information about Tony	Brief biography and background information on products, preferences & experience	Reads bio and product descriptions. Uses Email link to contact Tony. Saves site for further reference.
Wants to see available products		Goes to the URL on his business card or Google to see where that leads me.	Visuals of popular products. Info about order sizes, shipping costs, order time, availability and marketing tools.	Uses web site to view products. Easy to find related information. Wants to learn about product history and uniqueness
Wants to expand and appeal to broader consumer base		Goes to URL for an idea of target demographics	Information on studies regarding product use and appeal. Suggestions for product appeal (Mother's Day, Graduation, new baby, etc.)	Considers information and makes buying decisions accordingly.

## **FUNCTIONAL SPECIFICATIONS**

1. The site will be formatted to be viewed on regular computer monitors as well as retail monitors.
2. The site will utilize up to date technology including simple animation and creative design to create a professional
3. look and feel.
4. The site will market the services offered by Tony Marra to encourage potential customers to contact.
5. The site will include a section focused on products.
6. The site will provide a direct link for contacting Tony
7. The site will include meta data for search engine optimization
8. The site will provide contact information for both current and prospective clients.
9. The site will feature a downloadable order form.
10. The site will have a featured products section.
11. The site will be easy to use for potential computer-unfriendly clients.

## **DESIGN METAPHOR**

The site will follow a standard template layout utilizing the rule of thirds horizontally, with the center column containing the body of the site. The top of the page will contain an image of Tony and all of the brands he represents. Extending from each side of the photo will be a tiger stripe banner that repeats to the edge of the screen. The main colors of the site will be brown, yellow/orange, and black. The overall look and feel will resemble a tiger theme with a classy twist.

## **IMAGES**

The site will primarily be focused on the central image of Tony that is incorporated with the flash animation on the home page. The only other images on the site will be of the brand logos of the companies/products Tony represents, in addition to images of these companies/products that Tony offers.

## **SOUNDS & VIDEO**

Due to the lack of necessity, there will be no sound or audio output. There also will be no videos featured on the site.

## **ANIMATION**

Within the header of the Home page there will be an animated sequence where Tony's picture appears initially, along with his name. This sequence will be followed by images of his brand logos that he sponsors flying into the scene to join him. This animated sequence will reinforce familiarity with Tony, as well as the brands he represents.