

David Lademan, Marshall Thompson, and
Caleb Miller
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IT 502 - Intermediate Web Design
University of New Hampshire
Durham, NH 03824

Group #5

Product Plan

Administrative:

Stakeholder: Kris Roller

Videographer, cinematographer, director, editor
Student at University of New Hampshire
kristopher.roller@gmail.com

Host: GoDaddy . com web hosting service

URL: krisroller.com

Client Description:

Kris Roller is a self made videographer and director for hire who specializes in music video and promotional video productions. His talents, which also include photography, will help artists and organizations gain much needed exposure. He is looking for a website that will help him easily and with style, display his work as well as promote himself as a professional.

Mission Statement/Goals:

To create a website that can display and promote Kris Roller and his promotional videographer capabilities. We want to create a site that is memorable and sleek which is easy to navigate. We want to display his projects in an easily accessible fashion. We want to make people want to explore the site for more exposure and potential for business.

Target Audience:

WHO: Due to Kris' status as a student at the University of New Hampshire and his past affiliation with different groups at UNH including greek life and school activities, it can be assumed that a very large part of his target audience will be college students, specifically those at UNH and other colleges in the surrounding New England area. So, in order to cater to these young demographics, we need to add a modern feel to the website and include images of younger, college aged people to help induce the feeling of welcomeness to the user. However, another big part of Kris' demographic will be musicians/bands. A large portion of his videos are actually music videos for local bands, musicians and rappers, so it

will be very important to highlight the fact that he creates music videos.

HOW MANY: Being on a large state college campus with 16,000 different students, there will be a very large amount of potential clients in a very concentrated area. Also, there are a lot of aspiring musicians in the area who perform at local bars and clubs would be interested.

HOW THEY ACCESS THE WEB: Since these are all college students who are around the age of 20 give or take, we can make the general assumption that most of these people are quite tech savvy, or at least savvy enough to get by with classes putting so many homework assignments online. Most will be accessing the web on personal laptops but, with the large amount of students with smartphones, we will be getting some traffic via phones so we will have to make sure our website is mobile friendly.

WHAT THEY NEED: The people who will be visit this website will have a very specific idea of what they need, and that is someone to take professional quality video of them. What it is he will be recording for them will vary greatly, but all will be looking for the same general service

WHAT THEY DO: The people who will be using the website are very familiar with how to use a website so we will have to make information very clear and quick to get to so that they find exactly what they are looking for without delay so that they do not lose patience with the website and give up.

USER PROFILE - STUDENT

- Demographics:
 - Age: 18 - 22 (College Age)
 - Gender: Both male and female
 - Ethnicity: Mixed
 - Location: University of New Hampshire/ Greater New Hampshire area
 - Education: In College
 - Income: Low due to college payments
 - Occupation: Student
- Webographics
 - Experience: Moderate to large amounts of experience
 - Frequency: 5 hours a day at the least
 - Access Location: Dorm rooms or the library
 - Time of Use: In class, during the day while in class, during the evening while doing homework, browsing the web or watching movies
 - Bandwidth: Whatever the campus wifi provides (Average 15.5 Mb/s in, 12.0 Mb/s out)
 - Hardware: Varies greatly among students, most have personal laptops
 - Software: Split between Mac and Windows OS, also lots of productivity programs used (excel, word, powerpoint, etc.)

- **Psychographics**
 - Attitude: Open, willing to explore
 - Expectations: To find a person who will record them for a reasonable price
 - Interests: Sports, music, movies and possibly political/social issues.
- **Behavioral Factors**
 - Being college students who are very well comfortable using the web, we can expect that these people will be very open to trying a new website and will be much more likely to browse casually then be very intent on reading all information.
- **Site-Specific Factors**
 - Since most of these college student will be of a younger age, we can assume they will be able to figure out how to use the site easily and will know how to use videos using youtube and how to record them using a digital camera.

PERSONA - STUDENT



This is Marcus Neill. He is a Business Administration major here at the University of New Hampshire, Durham. He enjoys listening to new indie music like Alt-J, Death Cab For Cutie and Milky Chance and he loves watching movies on Netflix. He is constantly on his computer, whether its using excel to finish his business stats homework, powerpoint to make a presentation for his psychology class, email to ask his teacher for an extension on his spanish homework, social media like facebook and twitter to stay up to date and connected with his friends back home in Buffalo, New York or Netflix when he finally has some time to kick back, relax and watch some How I Met Your Mother. Along with all of his classes, he is a part of the New Hampshire Gents, an all male acappella group on campus. They have been hoping to get some videos on their youtube page so that they can get some recognition before the national acappella competition so they have been looking for someone who can shoot a professional style video of some of their

performances.

USER PROFILE - MUSICIAN

- **Demographics:**
 - Age: 18 - 22 (College Age)
 - Gender: Both male and female
 - Ethnicity: Mixed
 - Location: New England
 - Education: College/ High School/ Trade School
 - Income: Low due either college payment, the starving artist stereotype or because of a not high paying job
 - Occupation: Varies greatly
- **Webographics**
 - Experience: Moderate
 - Frequency: 2 - 3 hours a day at the least
 - Access Location: Apartment, library, computer cafe
 - Time of Use: Morning before work, evening after work.
 - Bandwidth: Varies greatly depending on service provider
 - Hardware: Varies greatly, most have personal laptops
 - Software: Split between Mac and Windows OS
- **Psychographics**
 - Attitude: Determined, motivated to make a big break and get famous
 - Expectations: To find a person who will record them for a reasonable price
 - Interests: Music
- **Behavioral Factors**
 - Being a struggling or up and coming musician, we can expect this person to be persistent and animated because they are working on something they are very passionate about. They will make sure they will get the best deal for their money because we can assume they are not very wealthy and we can also assume that they will want the best quality possible and want some creative control because it will be something they love.
- **Site-Specific Factors**
 - Since most of these musicians will be of a younger age, we can assume they will be able to figure out how to use the site easily and will know how to use videos using youtube and how to record them using a digital camera.

PERSONA - MUSICIAN



This is Bill Knight, a car mechanic and multi-instrumentalist from Hartford, Connecticut. As soon as he graduated from High School he started working so he could afford going to one of the best music schools in the country, but after working for a few years and putting in multiple college applications, he was unable to get into any of the schools he wanted to. Instead, he decided to follow in his father's footsteps and learn how to be a mechanic. However, this did not discourage him from continuing to follow his dream. Marcus is very skilled at piano and has been playing since the age of 5. He also knows how to play the guitar, drums, bass and even a little bit of the trumpet from what his grandfather taught him as well as being a very good singer and rapper. He is a huge fan of R&B, Rap and Jazz music and whenever he is able to get on the computer after work he is constantly listening to new music by his favorite artists and drawing inspiration from all of them. As of late, he just came into a little bit more money thanks to a promotion at his job so he is looking to spend some of it by hiring someone to make him a music video for one of the many songs he has recorded on his Macbook.

Features:

Kris has expressed interest in a website that has a simple, modern looking homepage with navigation at the top and three large icons for different categories of his past, current and future video, photo, or marketing projects. He wants to use a black, white and grey color scheme for navigation and text. He is selecting photos that he would like to use as background photos for the homepage which can also showcase his talents in photography. He wants to have a separate page or tab in a page for video, photo, marketing, and a contact me section. He envisions the video page to have a horizontal scrollable display similar to Netflix's for a few sub-topics mainly being music videos, wedding videos and past

promotional projects. The photo page should be a similarly styled vertical scrolling display which can show several photos on each line. He will provide a quote for a description of his marketing projects and capabilities to be put on his marketing/promo page as well as possibly showcasing a past project or two. His contact info page will also contain relevant experiences, awards, and capabilities/equipment at hand.

Competition:

Kris Roller's competition would be other freelance videographers, other marketing companies who work with artists striving for publicity. Things the competition does well are their websites are articulate, eye-catching, and working. They have easy forms of contact. Things the competition does poorly is to appeal to the target audience in the way they do, and Kris is aiming to improve on that.

Promotion:

As far as promotion goes, we have decided with our client that he will worry about the promotion aspects of his sight so that people will be sure to see our work. From what he has told us, he will have the website attached to all of his video links on youtube and use his facebook page to get it attention. As far as promotion from user feedback, we are going to have our client get in contact with a few of the people he created videos for and get testimonies from how the experience went and how they felt about our client's skills. Along with this, we will get these people's pictures and information so we can provide small bios so that they become more relatable for those who are interested in buying our client's services.

Team Members:

DAVE -

With his training in being a leader from ROTC, Dave has taken over the position as project manager and will oversee much of the progress on this project. His main areas of expertise are leadership and communication, but he is also well versed in Java, HTML and CSS so he will be able to contribute on the technical side as well.

MARSHALL-

Marshall will be the content head since he will have the most contact with the stakeholder, along with contributions coming from Caleb and Dave also. He will work with the stakeholder frequently to make sure the project is moving along the path the stakeholder wants. This is area he has most expertise in, and he will also help with the coding and style, with much of the suggestions coming straight from the stakeholder.

CALEB-

Caleb will oversee many of the creative aspects of the project, such as navigation, position and placement of elements on the web page. He will ensure that elements are placed consistently from page to page and are well placed in order to create an easy and

enjoyable user experience. In addition, Caleb will help ensure that the quality of the pages is maintained throughout the web development process. Caleb will also use his skills in Java, HTML, and CSS to help with the technical aspects of the project.

Readings:

The readings have been very insightful into the strategies one should take when constructing an attractive and user friendly web site. However, there are specific points hit on in the book that will be important to keep in mind while making our website.

Above The Fold

One of the biggest points will be the color section of above the fold and how to use color to distinguish important features of the website. The client has expressed a wish for a very specific color scheme of black, white and grey that will allow us to use some more vibrant colors to accent the site and draw the viewers eye to important links and details.

Neuro Web Design

Also, we need to use information discussed in the Neuro Web Design book of using images of younger, college aged people to help the college audience be more drawn to the sight and feel as if it is a place that they should be visiting.

Another part of the reading that will be very useful are comments or reviews given by people who have used Kris' services before. In order to get people to trust these testimonials, we will be sure to include pictures and detailed bios so that the users can relate to the reviewers as much as possible.

Don't Make Me Think

The most important aspect of this book is that we are going to, as the title clearly portrays, make the user think as little as possible when they are viewing our website. We will cut back on cluttered text, provide easy navigation and have a good breadcrumbs. Most of all, we will perform the "trunk test" on our page once we feel that it is satisfactory to make sure that it is easy to use and that all parts of it are easily distinguishable.

Assumptions:

Assumptions that are implicit in our current plan are:

1. The site will be hosted on the goDaddy.com server, and the team will have access to the web site for the duration of the project
2. The site will be maintained by Group #5
3. The stakeholder will be available to answer questions and comment on different aspects

of the web site as required.

4. Pages will be designed for ease of use by visitors, and are intended to attract visitors to choose client's web site over competing web sites (i.e., other video production web sites)
5. Profit earned from the web site will exceed the cost of maintenance
6. Visitors to the site will benefit from client's work and will return