

PROJECT SPECIFICATIONS:

MarjorieBolgos.com Website Design

Client Contact: Marjorie Bolgos
Date: January 17, 2006

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I. OVERVIEW

A. Executive Summary

Marjorie Bolgos contracted Yelena Williams to develop a new website: MarjorieBolgos.com. The website will provide information on local real estate, Ann Arbor Lifestyle radio show and breast cancer. The site will also help the client to stay in touch with her friends and family members.

Website design and development will consist of the following steps:

- Project definition (discovery, planning, clarification)
- Conceptual design (establishing information architecture and content plan, creating site diagrams and wireframes)
- Interface design and prototypes (creating stylistic guidelines and design compositions)
- Production (creating HTML templates, coding)
- Testing
- Launch
- Maintenance

Deliverables include:

- this document (project specifications, site map and wireframes)
- 2 site design compositions (design layouts)
- 1 final design composition
- 1 fully functioning website
- search engine optimization and registry
- 3 months of technical support and assistance

B. Goals and Objectives

Goals and objectives for the project include:

- Establish web presence
- Provide information on real estate listings, breast cancer walk, and Ann Arbor Lifestyle Radio Show
- Attract potential customers
- Raise money for breast cancer
- Stay in touch with family and friends

C. Maintainability

There will be reasonable technical support provided during the first three months after the launch of the website at no cost. Technical support and assistance shall include correcting any errors or any failure of the website to conform to the specifications.

Technical assistance shall not include development of enhancement to the originally contracted project.

D. Special Issues

Once the new website is launched, the client may want to consider adding a temporary Feedback Form to get feedback from users regarding the site's features, design, and functionality.

II. Task

A. Requirements Specifications

1. Audience Definition

The primary audience of the website will include:

- Clients (including potential real estate customers)
- Donors
- Family and friends

The potential users of the website are experienced computer users, who are capable of managing simple to relatively complicated tasks on the website.

2. Site Map

The site map in Appendix A provides a structure of the informational organization of the site.

3. Wireframes

Page schematics (wireframes) are included in Appendix B of this document. They provide a visual representation of the visual layout of the pages of the site, including the placement of text, graphics, photos, navigation menu and other functional components.

4. Content Inventory

See Appendix C.

5. Site and Search Engine Optimization

The website will be submitted to the most popular search engines such as Google, dmoz.org (the Open Directory Project), Lycos, AOL Search, etc. The major search terms will be: Marjorie Bolgos.

6. Task Analysis

The users should be able to perform the following tasks on the website:

- Access all content through traditional browsing methods (text links, graphic links, navigational menu)
- Navigate easily through the site
- Contact the client
- Be able to make donations using a provided link to a Breast Cancer website
- View photos and/or video

B. Design Specifications

Design motifs: Curved navigational menu, use color to separate content, graphics, and organizational elements. Flash will be used to create special effects on some images.

Layout: Clean and professional.

Usability: Easy to read, easy to navigate.

Colors: To be determined. See Appendix D for suggested color combinations.

Fonts: Verdana (sans serif) for text.

C. Technical Specifications

1. Browser Requirements

The website will be targeted toward the following modern browsers:

- Internet Explorer 5.5+
- Netscape 7.0+
- Mizilla 1.0+
- FireFox 0.9+
- Opera 7.0+
- Safari 1.0+

2. Other Requirements

JavaScript might be used for navigational links. If it is turned off the user will not be able to use this navigational tool and the browser may produce errors.

Flash will be used for some images.

The hosting company will provide the user statistics to track the traffic to the website.

III. TIMELINE

Site development and implementation will be completed within 2-3 weeks since submission of the Project Specifications document. The project schedule is outlined below. Please keep in mind that this is just a tentative plan and all deadlines are dependent upon successful completion and approval of all previous deadlines.

Deliverable	Date of Completion
Project Start Date	December 26, 2005
Project Specifications/Project Plan	January 17, 2006
Wireframes - Home page and subpages	January 17, 2006
Initial Design Compositions (2)	January 23, 2006
Revisions to Designs	January 26, 2006
Final Designs	January 28, 2006
Content Delivery (provided by the client)	January 23, 2006
Beta Site	February 6, 2006
Testing and Final Implementation	February 10, 2006
Free maintenance	3 months from launch

V. FURTHER CONSIDERATIONS

A. Outside Services

Outside services might be used for creating certain Flash elements on the site. In this case, there will be a separate billing for these services after the client's approval.

B. Web Hosting

The client needs a hosting company. At this point, it is not known what company will be used.

C. Assumptions

- Photos will be provided by the client prior to any initial work on the website's user interface design.
- Textual content for the site will be provided by the client prior to coding of the website.
- The feedback on design compositions will be provided by the client by the date indicated on the Timetable.
- The client will not increase the scope of the project

Appendix A: Site Map

1. About Me
2. Real Estate
 - 2.1. Buying a Home (has a link)
 - 2.2. Selling a Home (has a link)
 - 2.3. Buying HUD Homes and Foreclosures
 - 2.4. Resources (has links)
 - 2.5. Contractors (or Key Contacts)
 - 2.6. Contact Me
3. Breast Cancer Walk
 - 3.1. My Goal
 - 3.2. Make a Donation
4. Radio Show
5. Family and Friends
6. Contact

Appendix B: Wireframes

1. Home Page

Photo of Marj	Image 1	Image 2	Image 3
<h2>Marjorie Bolgos</h2>			
<p>About Me</p> <p>Real Estate</p> <p>Breast Cancer Walk</p> <p>Radio Show</p> <p>Family and Friends</p> <p>Contact</p>	<p>Real Estate short description goes here</p> <p>Breast Cancer 3 Day 60 Mile Walk short description goes here</p> <p>Lifestyle Radio Show short description goes here</p> <p>Family and Friends short description goes here</p>		
<p>about me real estate breast cancer radio show family and friends contact home site map</p>			












2. Subpage - Real Estate

Photo of Marj	Image 1	Image 2	Image 3
<h1>Marjorie Bolgos</h1>			
Reinhart Logo	home > real estate > _____		
<p>About Me</p> <p>Real Estate</p> <p>Buying and Selling a Home HUD Homes and Foclosures Resources Contractors Contact Me</p> <p>Breast Cancer Walk</p> <p>Radio Show</p> <p>Family and Friends</p> <p>Contact</p>	<h3>HUD Homes and Foclosures</h3>		
about me real estate breast cancer radio show family and friends contact home site map			

Appendix C: Content Inventory

Page Title	Description of Content	Format
Home	Short content about real estate, breast cancer, radio show, and family	Word
Homepage Photos	Photos of Marj, other photos	jpg
icons	Icons for short description of content	jpg
About Me	Text about Marj	Word
Real Estate	Text about real estate	Word
Buy and Sell a Home	Link to Marj's website with MLS listings	html page
Buying HUD Homes and Foreclosures	Text about buying HUD homes and foreclosures	Word
Resources	Links to different real estate resources	Word
Contractors	Links to contractors	Word
Contact Me	Contact info	Word
Breast Cancer Walk	Text about breast cancer walk	Word
My Goal	Text	Word
Make a Donation	Link to donation page	html page
Radio Show	Info about radio show	Word
Family and Friends	Info about family and friends pictures	Word jpg
Contact	Marj's contact info	Word

Appendix D. Color Combinations

Color Combinations			
cc6600		cc3333	
ffcc66		996699	
cc33333		990000	
cc9933		ffcc66	
cc3333		990000	
ffcc66		cccc66	