Project Planner

Every project is different. One size does not fit all. By answering these questions, you will help us craft a proposal that meets your needs.

Who are you?

Your name and title:

Maria Norris – Actress/Singer

Business or organization name and location:

Maria Norris

Your email address:

msn253@nyu.edu.

Business phone including area code or country code:

5088381638

Tell us about yourself

Briefly describe your organization. Who are you, what do you do, why does it matter?

I act sing and dance!

If you have an existing site, what is its web address?

Nope.

Describe the concept, product, or service this site is intended to provide or promote.

Show off my resume!

What primary business problem are you trying to solve with a site redesign? (If this is a *new* site, what is its primary purpose?)

Show off my resume!

List two or three primary competitive sites and include their web addresses.
Please comment on the strengths and weaknesses of your competitors' sites.

http://www.aishadehaas.com/

http://www.lukemarinkovich.com/

http://web.mac.com/alexandreatocco/iWeb/Alexandrea%20Tocco%20Offic
ail%20Website%20/Home.html

Who on your end will guide this project to completion? Who will be responsible
for maintaining the site after launch?

You Will.

Tell us about your audience

To the best of your ability, describe the primary and secondary users of your site.

Casting Directors!

What *primary action* should a primary user take when visiting your site? (Examples include:
becoming a member, subscribing to a newsletter, reading editorial content.)

They should want to hire me.

What user needs does your existing site fulfill?

Don't have a site already.

What needs aren't being met? What problems have users reported?

Don't have a site already

Has your site undergone formal or informal usability testing? If so, please
describe the methods and findings (unless doing so would merely duplicate the
problems listed in the previous question).

Don't have a site already

Why else do you seek a redesign?

Don't have a site already

About the brand

Describe in as few sentences or words as possible the *feelings* you wish your site to evoke, and the *brand attributes* you want it to convey. (Sample feelings might include: warmth, friendliness, reassurance, comfort, or excitement. Sample brand attributes might include caring, honesty, humor, professionalism, intelligence, technological savvy, sophistication, reliability, and trustworthiness.)

Purple.

Using adjectives and short phrases, describe the site's desired look and feel. ("Easy to look at, edgy, classic, up-to-date, crisp, modern, traditional, understated," etc.)

Purple and fun!

Features and scope

Does your site plan include community features, such as a user discussion forum? If so, do you have the appropriate personnel to manage such a forum on a daily basis?

Nope

Does your plan include media-intensive components, such as streaming video?

Photo gallery, maybe links to youtube if I ever get any good quality videos.

In number of pages, what is the approximate estimated size of your site? (Twelve carefully designed portfolio pages? Thousands of dynamic pages delivered by a content management system?)

4 or 5

If you presently work with a content management system, please tell us which system and version and describe its capabilities and limitations (or point us to a web address where we can find out more about it).

Nope

Will this project include an e-commerce component such as an online store?

Nope.

Have you already created the site's content? If not, how soon do you anticipate having it ready?

No, I'll have it soon though.