

1. TARGET AUDIENCE

Who potentially, is using the organization's product/service?

(Describe the market demographics. Possible differentiators include:

Gender, Age, Education, Race, Relationship Status, Income Levels, Hobbies, etc).

The market is comprised of ___???___ main segments

(Three are shown below, you can add or subtract as needed).

Primary Target: (_____ %)

Secondary Target: (_____ %)

Tertiary (mass-market) Target: (_____ %)

2. TONE AND MANNER**Personality**

Describe the book's ideal personality/attributes *(Ex. Imaginative, Eccentric, Clever, Untamed)*

Visual

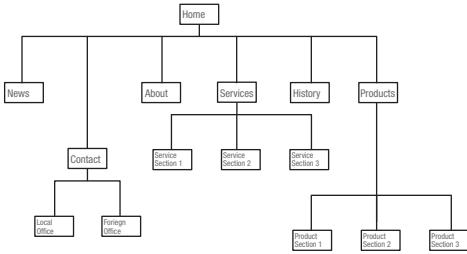
What design tools will you use to convey the text images provided? *(Consider audience and purpose)*

3. SITE MAP

What is the site structure? How complex is the site?

(Render the number of pages and indicate if the link leaves the current site).

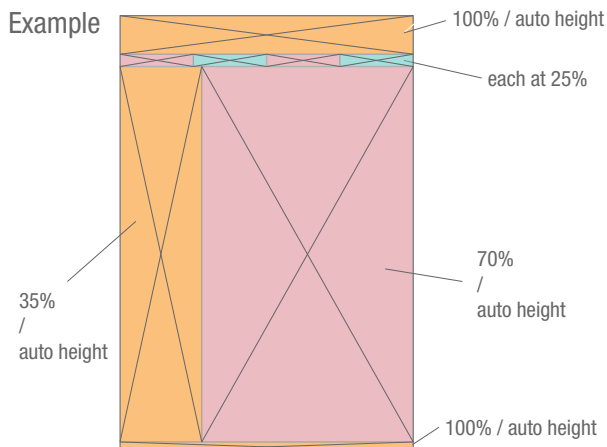
Site Map Sketches:
example:



4. WIREFRAME SKETCHES

Experiment with layouts.

(Render the general areas of the website. Be sure to include percentage references).



SKETCHES

Remember your site will appear on more than one type of tool.

(Use your wireframe skills to plan out zones that will be rearranged to fit different screens. No percentages are needed).

