

## **Site Description: Purpose of Site**

### **Goal - Blog Publishing Site and Template**

This site will be the publishing site of news and information that pertains to a specific audience, inhabitants of Olympia, Washington, and therefore will have an emphasis on information that rates and reviews local interactions and possible ways of entertainment, work, and overall living experiences. Primary content will be textual, meaning that all graphical content should be supporting in nature and should not draw attention away from the copy.

## **Expected Outcome of Site**

### **Desired Accomplishment - Showcase**

The site should be a media channel where specific news and information relating to the author's locality can be distributed without hassle. There should be little to no conscious notice of the site structure as the user should be able to navigate entirely through content without searching or questioning purposes. All problems should be easily addressed through a comprehensive FAQ and help system, as well as all content should be easily accessible through understandable navigation.

## **Target Market**

### **Audience - Who will view this site?**

As a blog and news site, intent of use goes to potential local businesses that want to keep tabs on the local pulse, people that wish to hear about their town and city from an everyday viewpoint, and those news organizations that seek out small outlets with possible leads for interesting stories and content. Competition would be found through the existence of many other such pages that exist to give everyday people the possibility of expressing their mind. However, as every user may have different tastes in lifestyle, politics, and morality, this website will work to show a generally unbiased, objective opinion. The specific audience focused on will be individuals which are pragmatic and pride logic and efficiency, such as a struggling College student or thrifty young parent.

## **Managing Content**

### **Site Content - Initial List**

#### **Textual Content**

- Daily News Posts
- Personal Bios
- External Links to News Sources and Local Businesses

#### **Navigation**

- Textual Buttons
- Graphical Buttons
- Backgrounds of Buttons and Navigation Areas

#### **Page Structure Imagery**

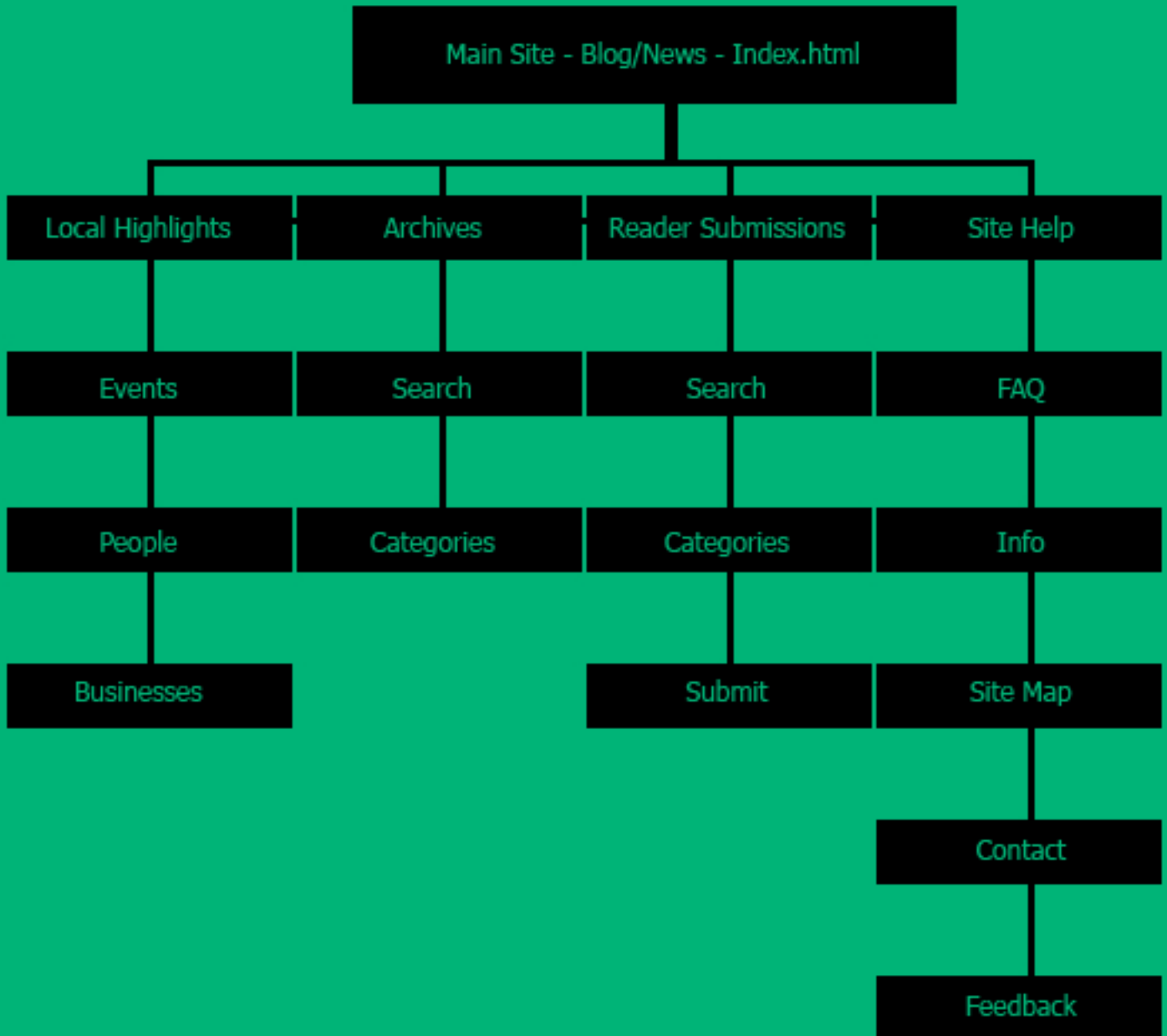
- Emphasizing Images for Text
- Background Imagery
- Spacers and Area Dividers

#### **Content Imagery**

- Photography

## Site Map

### Site Flowchart

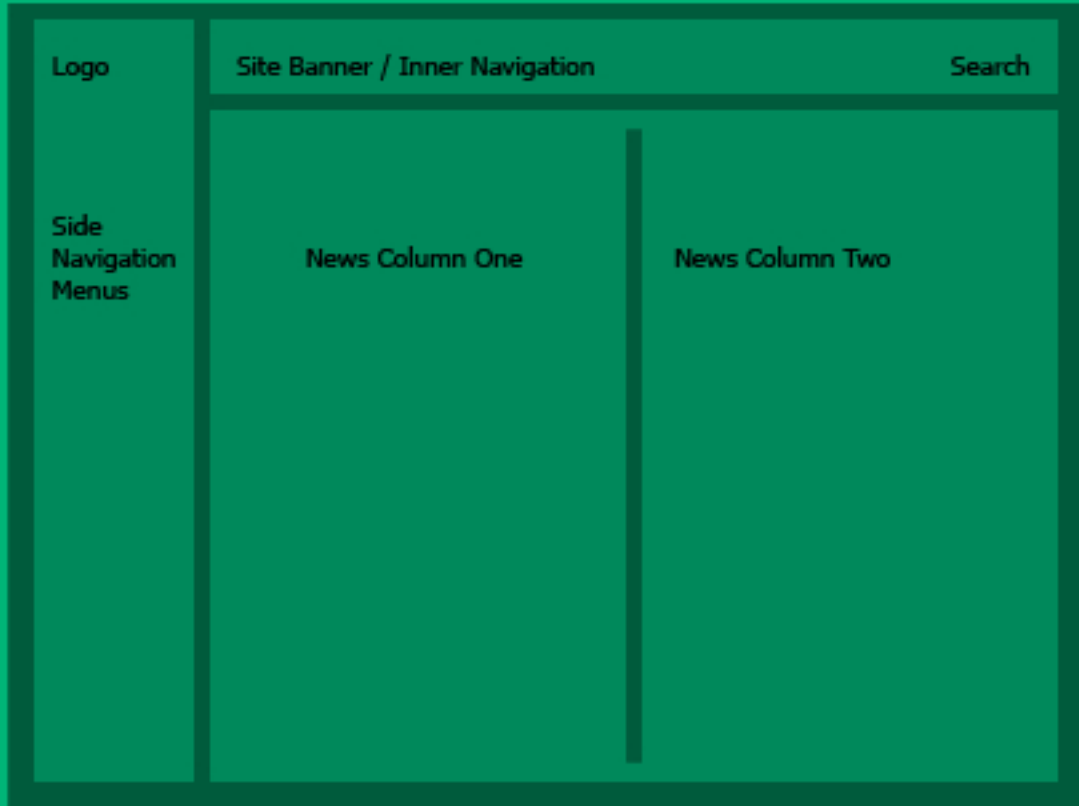


## Site Design

### Site Layout

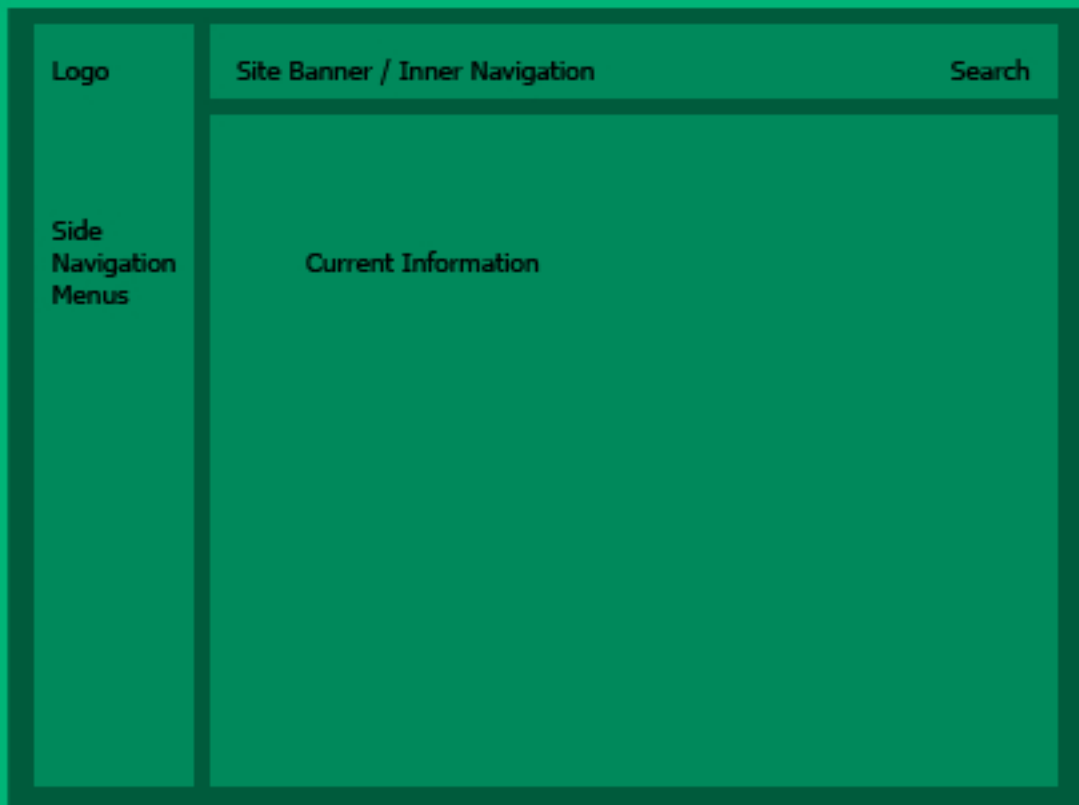
#### Main Page

Ad  
Space



#### Inner Pages

Ad  
Space



## **Style Guide:**

Logo: "Oly" in stylized letters.

Code: CSS, XHTML

Headers:

File Formats: .jpg, .gif, .png, .html, .css  
.xml

Georgia  
12 Point  
Bold  
Black  
#000000

Server: Apache Compatible

Navigation:

Verdana  
10 Point  
Regular  
Black  
#000000

Color Scheme:

Forest Green  
#005A3C

**Olive Drab Green**  
**#008A5C**

**Sea Foam Green**  
**#00b478**

Black  
#000000



## **Site Testing:**

### SCOPE

The client and team have agreed to the following testing.

#### 1. PROTOTYPE

The prototype will be tested by an assigned tester whom has little to no knowledge of the project's intent or specifications. Secondary testing with a group of non-professional testers will take place during the delivery phase. Testing will focus on usability and visual design. Usability of the interface will be the primary concern, with visual design being secondary. Only the tester will provide one-on-one feedback.

#### 2. DEVELOPMENTAL TESTING

Component testing will take place as each developer creates their piece of the systems. Graphic designers will test edge clarity and softness of transparent effects, as well as alternate color scheme usage with default schemes. Codework will be tested in every major browser, IE 7.0+, Firefox, Opera, Safari, and Chrome.

#### 3. SYSTEM TESTING

In the delivery phase, a tester with only minimal knowledge of the site will use it thoroughly. He will not be given information on the inner workings of code or on intent of visual designs. The development team will provide him test cases to follow and provide feedback for. Alternatively, friends and family of the firm will be asked to visit the Beta site prior to official release and fill out small surveys questioning specific parts of the system, with write-in notes allowed in the event of any unforeseen issues.

#### 4. ACCEPTANCE TESTING

Our client, Ryan Guthrie, will review and approve all stages of the project: planning, design, development, and delivery. During the design phase, he will come in to review and approve all graphical system prototypes to allow complete confidence in the creation of final templates. During the development phase he will watch our tester on the system so as to gain confidence in usability, assurance of a lack of bugs, and the effects of too few hugs.

## **Site Deployment:**

Developers will first call the number 867-5309 in order to procure the primary hosting and domain setup. They will then play JENGA to the death, fighting for the right to upload all content and gain admin mastery over the linux servers. There can be only ROOT admin, and the vicious battle of JENGA will be the decider of this important step.

Only after all initial testing is done will full deployment take place, and upon loading of all site content the testers will take another week to perform stress testing to ensure reliability in the software/hardware configurations.