

Website Project Proposal



Outdoor Adventure Resource Center

Project Manager/Web Designer: Gina Burks
Assistant Project Manager/Contributor: Josh Bernstein
Web Developer: Lance Osborne

Table of Contents

- Project Description
- Strategy Brief
- Process Design
- Work Breakdown Structure
- Gantt Chart
- Budget
- Team Description
- Creative Brief
- Tech Requirements
- Test Plan
- Vision
- Style Guide
- Storyboards
- Site map

Project Description



This project was initiated for outdoor enthusiasts, and nature lovers. OARC.com (Outdoor Adventure Resource Center), was created because there is a need for a website that has a resource center for finding adventures related to sports and nature. One unique aspect that OARC offers is a social network, a place where one can meet others, and can tell their story. Hopefully these collective elements create a unique following, therefore helping organize creative excursions, promoting happiness and health.

Strategy Brief

Situation

This project was initiated for outdoor enthusiasts. OARC.com (Outdoor Adventure Resource Center), was created because there is a need for a website that has a resource center for finding adventures related to sports and nature, as well as providing a social network. These collective elements together creating a unique following, therefore helping organize creative excursions, promoting happiness and health.

Objectives

OARCs' goals will be to acquire members, help contributing companies grow and profit, and to increase awareness about new and exciting outdoor activities for those willing to be adventurers. The goal is to have 100 members, at least 50 contributing companies for each type of adventure (there will be hundreds to choose from), within the first 3 months.

Target Audience

- Are men and women, ages 15 to 60.
- Come from households with incomes of \$35,000+.
- Are interested in outdoor adventures that involve sports and nature.
- Want to belong to a community with like individuals.
- Have a computer and are tech savvy.

Strategy

OARC will be tapping into a market that is specific and always needed, therefore the approach is to create a website that offers one place users can go and do the following:

- find an activity related to sports and nature that is unique to the individual.
- find a company that supports this activity, and make plans with them.
- find a company if not the same one that offers gear needed for the activity, (members get a discount)
- read about others adventures and post theirs.
- read about new and upcoming adventures that they might be interested in.

The approach is to stay current in these findings, highlight a certain sport and company and destination each week for users. The social network created by members will help market the company and the affiliates will also be a part of increasing popularity.

Tactics

Project manager, (Gina Burks) along with outdoor enthusiast, author and television host, (Josh Bernstein), will be heading the project. I (Gina Burks) will be doing the web/graphic design with help from a freelance coder. I will also be hosting this site.

Process Design

Phase 1: Planning

- Market Research
- Development of idea
- Scope
- Develop Strategy Brief
- Proposal

This phase is where the team evaluates the competition and develops a concept based on client, and market needs.

Phase 2: Design

- Choose fonts, color scheme, and icons
- Flowchart
- Create a navigation scheme
- Interface design
- Storyboards
- Prototype
- Present Final Design

This phase is where the team gathers content for the creation of the prototype to start building of the website.

Phase 3: Develop

- Content Development
- Build Website
- Test on cross platforms and on different servers.

With all the aesthetics carefully integrated from phase 2, this phase concentrates on the construction of the website concept, this is a major part of the process,

Phase 4: Delivery

- Domain and Host
- Upload site to server
- Review Marketing Tactics

This is the last phase, the site will be launched and tested.

Work Breakdown Structure

1. Planning

1.1 Market Research	4 days
A. Compare competition	1 day
B. Contact contributing companies	3 days
1.2 Development of idea	1 day
1.3 Scope	1 day
1.4 Develop Strategy Brief	1 day
1.5 Proposal	2 days
A. Review proposal	1 day
B. Finalize proposal	1 day

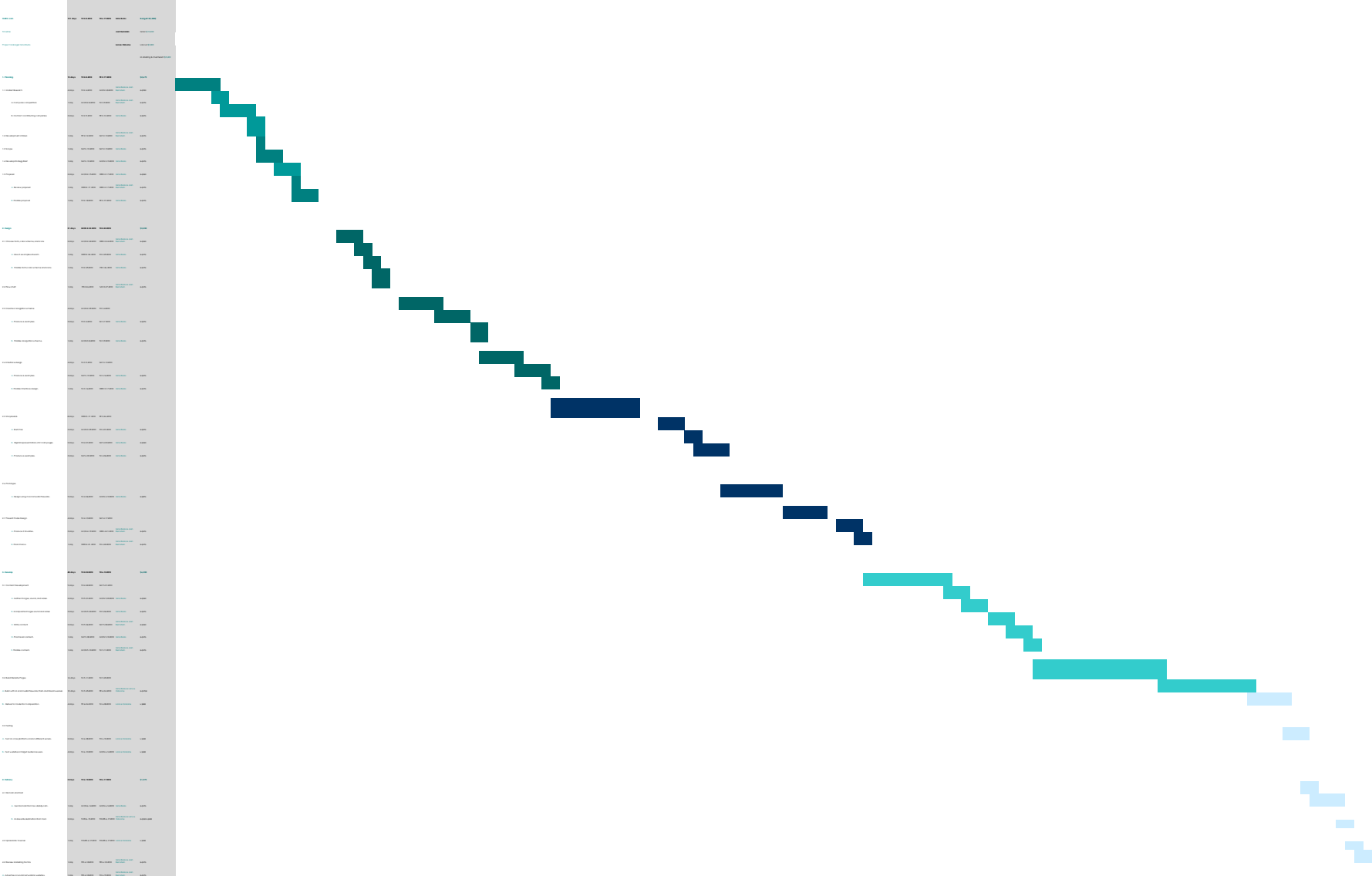
2. Design

2.1 Choose fonts, color scheme, and icons	2 days
A. Give 5 examples of each.	1 day
B. Finalize fonts color scheme and icons.	1 day
2.2 Flowchart	1 day
2.3 Create a navigation scheme	4 days
A. Produce 6 examples.	3 days
B. Finalize navigation scheme.	1 day
2.4 Interface design	4 days
A. Produce 6 examples.	3 days
B. Finalize Interface design.	1 day
2.5 Storyboards	8 days
A. Sketches	3 days
B. Digital representations of 2 main pages.	2 days
C. Produce 6 examples.	3 days
2.6 Prototype	
A. Design using macromedia Fireworks.	5 days
2.7 Present Finale Design	4 days
A. Produce 3 favorites.	3 days
B. Final choice.	1 day

3. Develop

3.1 Content Development	9 days
A. Gather images, sound, and video.	2 days
B. Manipulate images sound and video to proper digital aspect.	3 days
C. Write content	2 days
D. Proof read content.	1 day
E. Finalize content.	1 day

Gantt Chart



Budget

Staff	Total Hours	Rate/Hour	Amount
Project Manager	200	\$27	\$5,400
Web Designer	152	\$27	\$4,104
Graphic Designer	240	\$27	\$6,480
Web Developer	73	\$52	\$3,800
subtotal			\$16,824

contingency fee		10%	\$1,682
Total Staffing			\$18,506

Production Costs	Months	Rate	Amount
Office Space	4	200 \$	800.00
Utilities	4	200 \$	800.00
Supplies	4	50 \$	200.00
Equipment	4	300 \$	1,200.00
Phone Bills	4	75 \$	300.00
Internet	4	40 \$	160.00
Legal	4	300 \$	1,200.00
Software	4	400 \$	1,600.00
Insurance	4	150 \$	600.00
Business Entertaining	4	75 \$	300.00
Taxes	4	100 \$	400.00
Site Promotion	4	400 \$	1,600.00
Web Hosting	60	25 \$	1,500.00
Subtotal		\$	10,660.00

contingency fee		10%	\$1,066
Total Production Cost			\$ 29,544.00
Budget			\$30,000
			\$436+

Team Description



Gina Burks
Project Manager
Web/Graphic Designer

Qualifications:

AAS Web and Interactive Design, Columbus State Community College (CSCC) 2000-2003

BA Web Design and Interactive Media
The Art Institute of Pittsburgh
2008-20011

Freelance Graphic/Web Designer

GinaTiva Designs

Owner: Gina Burks

www.ginativadesigns.com

2005-5009

Salary:

35% of Budget or \$10,500

50% of yearly profit, (first year \$15,000)

Responsibilities:

Heads the project;

prepares project proposal and plan, meets with clients,

lead Web/Graphic Designer and Marketing Manager. Editing Supervisor and Administrative Assistant.

Team Description...cont



Josh Bernstein
**Assistant Project
Manager**
Website Supervisor
Contributor

Qualifications:

International Explorer, Wilderness guide, Author and Television Host. He has traveled more than 500,000 miles by train, plane, bus, bike and camel to over 40 countries, exploring the biggest mysteries of our planet in pursuit of knowledge and discovery.

www.joshbernstein.com

Salary and Contribution:

Contribution: \$30,000

Salary: 50% of yearly profit, (first year \$15,000)

Responsibilities:

Assistant to Project Manager; assists project manager in proposals, website design and contributing company interaction. Contributing editor, and investor.



Lance Osborne
**Freelance Web
Developer**

Qualifications:

A web design professional with more than 12 years experience in web strategy, interaction design, and open source web development. www.osborneinteractive.com.

B.F.A Columbus College of Art & Design (CCAD) 1994.

Salary:

\$52.00 per hour or \$3,800 (9 days of work per 8 hour day).

Responsibilities:

Manipulate code for website; develop JavaScript for animation and navigation. Test sites on cross platform servers, and head the user testing.

Creative Brief

Background / Overview

OARC, (Outdoor Adventure Resource Center), was initiated for outdoor enthusiasts as a resource center for finding adventures related to sports and nature as well as providing a social network. The project was created because there is a need for a website that has all of these elements. OARC will capture their audience by staying up to date with fresh ideas for excursions with advice from experts and other members therefore meeting all the users' needs for an awesome excursion.

Target Audience

OARC's audience will consist of men and women, ages 15 to 60 that come from households with incomes of \$35,000+. These people are interested in outdoor adventures that involve the love of sports and nature. These individuals are dedicated and want to belong to a community with like individuals. The primary target audience is comfortable with new technology, and gets most of their information from the internet.

Objective

OARCs' goals will be to acquire members, help contributing companies grow and profit and increase outdoor activities amongst enthusiasts. The goal is to have 100 members and have at least 50 contributing companies for each type of adventure (there will be hundreds to choose from), within the first 3 months. OARC will be tapping into a market that is specific and always needed, therefore the approach is to create a website that offers one place users can go and find an activity related to sports and nature that is unique to the individual along with a company that supports this activity.

Message / Tone

The approach is to maintain a modern fresh energetic vibe and to stay current in the market by interaction of our social network therefore, increasing popularity amongst outdoor enthusiasts.

Aesthetics

The colors, font and graphics used will help the user feel vibrant and fun, while viewing. Each element is thought out to represent a modern and coolness that can appeal to any age group.

Budget

Our startup, (\$30,000) was contributed by Josh Bernstein. OARC will obtain profit from contributing companies, and with a first years supposed profit of \$30,000 (50 companies a month on average paying for ad space, (50\$ per company).

Outside Influences / Competitive Environment

OARC is better than its competition, because there is none. The uniqueness that OARC offers that sets them apart from other outdoor adventure sites, like outdooradventures.com and gapadventures.com, is the social network created by its users. This still keeps them in a competitive environment, with an advantage that keeps on increasing with time.

Schedule

OARC.com must launch before the summer hits, this is a peak time for outdoor adventures. Therefore it is set to launch in June, (6-17-10) work gets started this month, (2-4-10). OARC will market/advertise on their contributing sports related websites, which have the most traffic in the summertime.

Tech Requirements

Target Technology

Platform: **PC-** Operating System: Windows XP: Processor: AMD Athlon 64 Ram: 2 GB, 1.93 GB Mac- Mac Pro Quad-Core Intel Xeon 5500 Processor: 2MB Ram: 2.26GHz hard drive.
Peripherals: DVD-ROM Blue-ray DVD writer/player (reads/writes Blue-ray discs, reads HD DVDs, and reads/writes traditional DVDs and CDs), Epson Photo Printer/Scanner, Graphics card: Integrated NVIDIA GeForce 6150 SE [VGA] This equipment will be used to develop, design, research, and hold accountability.

Internet Connectivity: Speed of access; 56K or higher, Browser: Mozilla Firefox, Internet Explorer 4 or higher, Plug-ins: Active -X , Macromedia Shockwave/Flash player, Quicktime video, or Windows Media player.

Display: Screen resolution: 800 x 600 or higher, number of colors: 16.7M or higher, monitor size: 17" or higher.

Video /Audio: 44KHz for CD Audio, 16-bit 96KHz for DVD and 24-bit 192KHz for DVD-Audio.

Software: Dreamweaver, Fireworks, Flash.

Back-End Needs

Database: Database Management System will be determined.

Internet Connection: www.OARC.com , the web Host will be provided by GoDaddy.com 10\$ a year.

Search Engine: yes, internal search. CMS (content management systems) will be used, a system that keeps track of our entire database.

Security: user identity and password

Personalization: The user will be able to create a profile data base will be inherited.

Transactions: NONE

Test Plan

Scope

Lance Osborne, Web Developer, will be testing the following.

Prototype

The prototype is tested by potential users so they may interact with key screens or functionality; the users' input further refines the design. The focus group will be comprised of technologically advanced target audience members, ages 15-35. There will be three teams of three, teens, 20-25 and 30-35. Feedback from the prototype testing will be used to confirm the aesthetics, interface usability, and functionality. The prototype will be presented to the groups individually.

Usability Test with Prototype

This technique will be used to evaluate the product by testing it on users. This test will focus on the users' needs, while analyzing the interface and navigational design. This can give direct input on how real users relate to the design.

Beta Testing

The Beta test will work out any bugs in the website or programming before the site is made live and ready for consumers. The audience will be done by Lance Osborne's interns, a group of fresh testers and developers to identify quirks or errors previously overlooked.

Schedule and Resources

Prototype: Prototype models will meet Monday, June 8th, @ 6pm at the Lance Osborne's Digital Media room at his office (LODown Productions). Both Gina Burks and Lance Osborne will be present to record the research.

Usability Testing: This will occur at the office of LODown Productions @6pm on Wednesday, June 10th. The employees will return the recorded research to Lance and Gina for further review on Monday, June 14th.

Beta Testing: This test will be conducted solely by Gina Burks and Lance Osborne at LODown Productions on Monday June 14th. Results will be reviewed later that day.

Platform and Standards

Platforms

The prototype and usability testing will be conducted on PC's and Mac's.

Test Plan...cont

Development Testing

Website testing will be conducted on PC's with Windows XP Internet Explorer 7, and Mac OS X using Firefox 1.5. Lance Osborne will prepare and follows a site testing plan with review points throughout the web development process. This plan directs the testing process and ensures that the developing web site meets the client's original requirements all usability issues are addressed layout and consistency issues are fixed. The only software required for using the website will be Flash Player, which can be installed by the user.

Acceptance Testing

Josh Bernstein will be testing the website using Firefox 1.5 on Mac and Internet Explorer 7 on PC. They components must meet his standard before signing off.

Standards

Lance Osborne will create a list of system tracking notes for the users.

System: This tells of any errors or crashes, prompts or crashes on the PC or MAC's operating system.

Functional: This tells if all of the buttons go the right places, or clickable areas make sense.

Creative: This tells if the images and design are free of errors such as blurriness, image not available or content off set.

Usability: This tells if the user has freedom to navigate without bugs and understands where they are in the website and how to get back.

Each note will be given a priority setting by numbers, 1-10 ten meaning high priority and one meaning no errors.

Test Case #1

Main Page > Featured Event >Camel riding in Egypt >

Overview

On the main page or "Home" page for OARC.com a "Featured Adventure "column with streaming video and description is clickable. Once clicked a separate page pops up with more description of the adventure, where to find it, along with a video to watch that is manipulated by the user with start finish volume, rewind and fast forward. Once finished with this separate page the user can then close or navigate to the featured event listed on the adventures page internally within the site. the right column will have a clickable map feature.

The vision



The vision behind the branding , identity and website design, were all inspired by the earth which houses life's greatest adventures.

The vibrancy of the future target users also comes to mind, a group of enthusiastic adventurers seeking nature's awesome thrills. Most of the colors and font choices were taken with the elements of the earth in mind. The thought behind this was the users have to relate and respect the earth to be seeking out our excursions the unity that the design brings is being one with the earth. The logo choice was geared toward male and female audience members, the colors and the font stay neutral but youthful.

One of life's best presents was this vastness that surrounds us. It enhances our lives in many ways OARC.com gives you a window to what living really means.

Style Guide

The color scheme was inspired by nature. The yellow and orange signify the sun, which is cheery. The teal and green represent water, which is calming. The brown and grays represent the ground below us, which is relaxing. The Typography has simple lines and soft curves, (century Gothic), which are easy to read and have clean edges. The Maiandra font gives sort of an island effect, which is where a lot of the adventures are.

Typography

Main font-Century Gothic, 12 pt.

Logo and Subheadings font-Maiandra GD, 16pt, 32 pt.

Color Scheme

Main font-lite grey, #CCCCCC

Logo and Subheadings font-teal, #009999

Background-creamy yellow, #FFFFCC

Accent colors-burnt brown,#660000 orange,#FF9900
green,#009966

Storyboards main page



OARC.com

login/out
password
[NOT A MEMBER? SIGN-UP](#)

[Home](#) [About](#) [Adventures](#) [Blog](#) [Contact](#)

Blog Thread



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Featured Adventure

March 2010

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country
state
adventure

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Script-

This is the main page or "Home" page for OARC.com. The "login/out and password" feature located at the top right, gives access to members. This page will have streaming video in the "Featured Adventure" column and also sometimes in the advertisements in the left columns. A live "Blog Thread" will also be featured in the left columns with clickable access to the blog page. The "Blog" navigation button will feature a drop down for "members" there they can post their thread and create a profile. The "Adventures" navigation button will also feature a drop down menu with categories of Adventures, like skydiving...etc. The main and secondary navigation will have rollover color effects. The search engine located in the right column will have a clickable map feature.

Storyboards Adventures page



[login/out](#)
[password](#)
[NOT A MEMBER? SIGN-UP](#)

[Home](#) [About](#) [Adventures](#) [Blog](#) [Contact](#)

Adventures



Snowshoeing

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[Testimonials](#) | [Gear](#) | [Photos](#)



Snorkeling

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Script-

This is the Third page or "Adeventures" page for OARC.com. The "login/out and password" feature located at the top right, gives access to members. The "Adventure" block has clickable categories, i.e., "Snowshoeing", and "Destinations". This and the images will take the user to a separate page where they can view the specs and highlights of that adventure. The navigation located inside the the Adventures block will take the user to separate viewing pages. The main and secondary navigation has color change rollover features. The logo located at the top of the page will link the user back to the main or home page.

Site Map

