MAT-225 Informational Brief & Questionnaire

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Overview of Project Agreement

MAT-225 and Client Partnership

The MAT-225 PHP and WordPress is an advanced web design/development course at MiraCosta College that focuses on student learning in the following basic areas: authoring PHP web scripting language, creating WordPress websites, developing custom WordPress themes, site planning and organization, visual design, UI/UX design, and website functionality. In service to these learning outcomes, students will render web design services for client projects to gain experience fulfilling real client web project needs. The instructor will act as a project manager and liaison to the client while students individually compete for client selection of their designs at the end of the term. Ideally, the winning student's site design will go into live production for the client's organization. Because the project is time-limited for assignment purposes, additional services might need to be rendered within a separate contract after the semester's completion, in order to realize the organization's full vision for the website. The intent of this questionnaire, however, is to try to assess as many of your organization's needs up front, to produce a more realistic time table for completion within the semester.

What Clients Can Expect

While we will make every effort to meet your organization's web needs, it is also important to understand a few technical parameters within which we must work to meet the MAT-225 learning objectives.

- All sites will be authored in either PHP and/or WordPress; therefore, the client's web host must support PHP for site publication after project completion.

- Designers will not be authoring custom databases or scripts for this project outside of the scope of PHP, JavaScript, or existing plugins. Adobe Flash/Animate CC components will not be implemented.

- Integration of the student website(s) with other content management systems will be the responsibility of the client if that need exists (i.e.overlaying WordPress over custom software developed for the functionality of your organization's primary product/services delivery).

- All sites will be capable of working cross-platform in modern browsers as responsive designs for multiple device sizes.

- Students have options of working within their own personal learning objectives even if some objectives are not within the the client's given parameters.

- Clients ultimately have the option at the end of the term to choose *none* of the designs if none fully satisfied their needs.

- Any contractual agreements made between your company and the class are implied only and not fully enforceable, although all parties are expected to act in good faith.

- Once your organization has agreed to participate with the class, it is expected that your organization will continue to participate in the client/designer process through project completion, with timely responses, even if outside factors change the course of your organization's mission and goals.

Finalizing the Project and Obtaining a Contract

Finalizing the Project

Final student work will be placed on the MAT web server for client review and selection. This will conclude the agreement between your organization and the class. No fees will be incurred for the site itself, but your organization will need to work out terms separately with the winning student to transfer the work to your own live web hosting solution. The instructor will help facilitate this transfer if necessary, provided that arrangements are made within a reasonable time frame. The client will assume all domain and hosting costs associated with publishing the site after selection. The instructor will also be available to advise regarding hosting options.

Continuing to Work with the Designer

Should your organization's needs extend beyond the domain setup and you want to continue working with the same designer, you will need to enter into an agreement with that designer separately. The type of agreement/contract to which you commit will depend on your specific needs and the designer's terms and fees. Some things that might warrant a new agreement are:

- adding additional features and functionality to the site

- altering the design

- production work (adding additional content, producing images or videos, etc.)

- securing training hours to learn how to use and/or maintain the site

- ongoing maintenance (updates, backups, etc.)

- SEO planning and integration

- social media campaign strategies, setup, and/or development

- other marketing tool development and management (i.e. newsletters, etc.)

- additional graphic design work beyond the scope of the project

Client Questionnaire

Background of Organization

Organization's Mission and Culture

Include your company's mission and culture here.

My company's name is Hayakawa Art, and I am the only person involved.

Products and Services Offered

Include your company's products and services here.

I produce mixed media art altough I began my work in ceramics.

Geographical Locations

Where are your offices, and is your current reach local, regional, national, or international?

12573 Fairbrook Road, San Diego, CA 92131

Client Base

Describe your clients. Also, please identify the demographics of your client base (corporate, individual, non-profit, etc.).

My clients are "individuals" or people who purchase art. Although work has been purchased by art dealers and museums.

Marketing and Social Media

What is your website's role in your marketing plan and overall business objectives?

Generally, I try to promote my current work through gallery exhibitions.

Other

Include any other relevant information helpful in understanding what your company does. If you already have a current website, please include the URL address here and explain what you like and dislike about your existing website.

I currently have a Web site joannehayakawa.com on iWeb which is no longer supported. I like the look of the current Web site, and would like to duplicate it to another format as much as

possible with some bells and whistles, ie., sound (see Leigh). If it is possible for me to help manage the Web site, I would appreciate that.. However, I would like a Web manager.

Audience

General Product Audience

Who is your general audience for products?

Generally, those interested in contemporary sculpture and drawing.

Audience for this Web Project

Who will the audience *of this website* be? Is it the same audience as listed above? If different, explain why.

Same

Audience Goals and Needs

What are the main reasons a client/customer/member would visit your website? What need does the site fulfill for them?

Curators often search Web sites for information about an artist. It would provide other modes of operation as well as archival information.

Perception, Look, and Feel

Concept and Feeling

What do you want your audience to *think* and *feel* when viewing the site?

I like neutral colors, greys, warm browns and simple type. There is a geometric feel to the current Web site which I like as my work is often organic.

Descriptive Adjectives

Use a few adjectives to describe how the user should perceive your website. (e.g. prestigious, professional, friendly, well-established, corporate, fun, elegant, cool, innovative, trustworthy, reliable, secure, cutting edge, etc.)

informative, professional, well-established, elegant, quiet, make the work a priority.

Impressions

If a website visitor had only 10 seconds to spend on your site, what do you hope s/he would come away with?

I would like them to see the "Recent work" under "Portfolio." "Recent Work" may be changed to "Recent Bodies of Work."

Competitors

How does the vision for your site compare to or fit within the landscape of competitor sites? Are there specific organizations with similar missions/goals that you feel we should review in this process? If so, please list the web addresses and what you like or dislike about their websites and messages conveyed.

There are some very fancy Web sites. I would like minen to be quiet with some eye-catching moments.

I might also consider some space to add current exhibition or lecture. I would also like to add links to other relevant

work, issues or general information complementary to my work. I might want to add something "About the Artist."

Content, Features, and Functionality

User Activities

What do you expect users to do on your site? Why would users come to your site, and what do they want to do there? What actions would a typical user take? Is there a primary action or particular actions that you would like to encourage? (e.g. read particular information, make contact, make a purchase, register, join an e-mail list, etc.)

The most active responses to my Web site are curators and galleries. Alerting these people to work currently being exhibited would be a goal.

Content and Organization

Describe your planned content for the site (along with information about the information architecture and navigation if you know). Do you have a site map, flow chart, or wireframe(s) developed for your new site? If not, describe the site sections/ pages that you are planning in as much detail as possible.

Please see my current Web site.

Content Sources, Resources, and Timeline

Will you be writing or creating new content for your new site, utilizing existing content from your current marketing materials, or both? If you are creating new content, when do you expect this content will be available? Will you need the services of a copywriter or photographer?

I iwill be updating my current Web site and may be wanting to add more archival information. The new archival information is in slide format and may need to be scanned.

Media Assets

Do you expect to include audio, video, animation, and/or advanced multimedia or interactive features on your site? If so, please describe.

I already have motion in two images. I would like to add sound to two images. In the future, I would like the opportunity to do more movement and sound.

Design and Branding Collateral

Do you have any current logos, graphics, photographs, color schemes, or other visual elements/styles in existing marketing materials that you wish to use in your site design? Would you like (or are you open) to redesign any of your current logos or branding graphics?

See current Web site.

Exclusions

Is there anything that you do NOT want on your site, such as particular colors, graphic elements, text, or other features?

I have already described colors. There is already text. I'm not great on texture and/or patterns.

Post-Launch: Updating and Administrative Considerations

Updating

How often do you realistically intend to update the site? <u>1-2 times per year</u>

Are some pages mostly static while others are frequently updated? <u>Yes, Recent Work is updated more</u>

Will you want the support of a web designer for site updates? <u>Yes, Leigh and I have discussed this</u>

Will you want to make in-house content updates on a regular basis? <u>As often as it is necessary</u>

If so, does this person(s) have knowledge of HTML and CSS? <u>es</u>

Search Engine Optimization (SEO)

How important is search engine optimization and placement to your marketing plans for your company and/or site? If SEO is important to your goals, are you willing to pay for ongoing SEO work, or do you intend on managing it yourself?

<u>I'm not sure what SEO is. Please advise. I would like to have some management input on my new Web site.</u>

Social Media Campaigns

How important is social media to your website's objectives and marketing plans? Do you utilize existing social media sites or campaigns (Facebook, Google+, Twitter, Pinterest, YouTube, Yelp, blogs, wikis, forums, etc.) or need such sites or campaigns developed? Should your website link to, integrate with, and/or encourage social media participation?

<u>I'm not sure at this point.</u>

Timeline

What is your intended launch date for the new site? Are there any outside considerations that may affect the schedule?

<u>I was hopign that your work would be done by the end of the fall when I could begin to work with a Web designer.</u>

Purpose, Description, and Objectives

Purpose, Description, and Objectives

Please write a brief 1-3 sentence synopsis of the website's purpose, description, and objectives.

Examples:

Example 1:

COMPANY needs an informational website that markets our products to its intended target audience described above. Employees of *COMPANY* should be able to modify basic copy content through a web login without detailed knowledge of HTML, CSS, or web scripting languages.

Example 2:

COMPANY needs an e-commerce website that markets and sells our products to its intended target audience described above. Employees of *COMPANY* should be able to modify basic copy content through a web login without detailed knowledge of HTML, CSS, or web scripting languages.

Example 3:

COMPANY needs an informational website with a blogging component, all that markets our products to its intended target audience described above. Employees of *COMPANY* should be able to modify basic copy content through a web login without detailed knowledge of HTML, CSS, or web scripting languages. Additionally, *COMPANY* needs integration of social media marketing tools and newsletter set-up.

(AND SO FORTH)

My Company (which consists of one person, me) needs to refresh and update my current Web site. I would like to manage various aspects of the Web site by myself, if possible. I may want to connect to social media outlets. Mostly, it will be used so that curators and galleries can view my work with updating links, and I will be able to keep a record of my archival work. I may want to add some other archival works which are in slide form and need to be scanned. (Please see established Web site.)

Additional information

Please check all that pertain to and are desired in your project.

Design components

☐ Responsive design for mobile devices

☐ CSS colors optimized for people with color blindness (a consideration for design collateral, too)

☑ Multi-page site

☐ Single-page scrolling site

☐ Graphics-heavy (ex: full-page images, large image sliders, etc.)

☑ Prefer graphics-light for optimal page load time

☐ Blog or searchable article-based content section

☐ Public write-access comments

☐ Authenticated user-only write-access comments

☑ No comments (*common option*)

☑ Basic social media link inclusion

☐ Special JavaScript interactivity (please elaborate) _____

☑ Video and/or animations (please elaborate) **short videos or sound** _____

Desired add-on features beyond project's required scope:

☐ Yoast SEO plugin (added upon contract acceptance)

☐ Backwards compatibility to non-modern browsers (can limit design, increase cost)

☐ Single-page parallax scrolling site

☐ Invoicing System Plugin

☐ Shopping Cart (Woo Commerce plugin)

☐ Advanced social media integration plugins

☐ Event calendar plugin

☐ Other business productivity tools (please specify ideas below)

_____

_____

Web Hosting and Domain Information

Web Hosting and Domain Information

Please check all the following that apply. If you are unsure and need additional consulting in this area, please let us know.

☑ My organization has already purchased a registered internet domain name.

☐ My organization has NOT already purchased a registered internet domain name and needs to secure one.

☑ My organization has already purchased an internet hosting plan from a hosting provider.

☐ My organization has NOT already purchased an internet hosting plan from a hosting provider, and would like assistance this area.

☐ My organization is currently using a temporary website.

   If using temporary website, please check the following that apply:

   ☑ My organization is using an automated template site-builder provided by host.

   ☐ My organization is currently using an e-commerce solution, such as Shopify.

Ongoing Maintenance and Administration

Please check all the following that apply.

◯ My organization will assume responsibility for web site content maintenance and administration after the contracted design is fully complete.

◉ My organization would like to enter into a separate retainer contract with designer for future major content updates and scheduled maintenance.

Timeline Expectations

Timeline Expectations

The client will fill out this questionnaire at the start of the semester to initiate a relationship with the pool of MAT-225 web designers. Additionally, the client will schedule at least two conferences (in-person, distance, or phone) with the instructor. The first meeting will be scheduled immediately after the questionnaire is completed and returned. The client should be prepared to answer additional questions that may arise from the questionnaire. The last meeting will be scheduled towards the end of the project. The meeting time will be mutually agreed upon by all parties shortly after initiating the agreement.

The client must also agree to answer questions and give feedback in a timely manner through email or other mutually agreed-upon method of communication.

Client Inspirations

Client Inspirations

Please list between 6-8 existing websites whose styles and/or functionalities have similar look and feel to the desired outcome of this project. Be sure to include URL web addresses. Additionally, let us know what you specifically like about the design for each (and anything you specifically *dislike*).

Site 1

URL: http://richardburkett.com

☑ Navigation ☐ Color palette ☐ Motion graphics ☐ Gallery functionality ☑ Layout

☐ Typography treatment ☐ Device responsiveness ☐ Forms layout ☐ Form styling

☑ Transitional changes (easing effects on scrolling, hover states, etc.)

☐ Visual styling (drop shadows, geometric, organic shapes, etc.)

Other comments:

With Richard's Web site, I initially liked the way the images came up sequentially. ~~On mine, they are all seem together, and then one can click on a single image to~~ enlarge. Although this is not a big point. I kind of like seeing the "field" too.

Site 2

URL: http://artist.gailroberts.net

☑ Navigation   ☐ Color palette   ☐ Motion graphics   ☐ Gallery functionality   ☑ Layout

☐ Typography treatment   ☐ Device responsiveness   ☐ Forms layout   ☐ Form styling

☐ Transitional changes (easing effects on scrolling, hover states, etc.)

☐ Visual styling (drop shadows, geometric, organic shapes, etc.)

Other comments:

I like that she uses "Bodies of Work." I would like "Bodies of Current Work."

Site 3

URL: http://pattiwarashina.com

☑ Navigation   ☑ Color palette   ☐ Motion graphics   ☐ Gallery functionality   ☑ Layout

☐ Typography treatment   ☐ Device responsiveness   ☐ Forms layout   ☐ Form styling

☑ Transitional changes (easing effects on scrolling, hover states, etc.)

☐ Visual styling (drop shadows, geometric, organic shapes, etc.)

Other comments:

Site 4

URL: http://johnroloff.com

☑ Navigation   ☐ Color palette   ☐ Motion graphics   ☑ Gallery functionality   ☐ Layout

☑ Typography treatment   ☐ Device responsiveness   ☐ Forms layout   ☐ Form styling

☐ Transitional changes (easing effects on scrolling, hover states, etc.)

☑ Visual styling (drop shadows, geometric, organic shapes, etc.)

Other comments:

ohn Roloff's work impressed me because he named his modes of work rather
poetically and they connected with a series name. I just have "Drawings." Perhaps I
would have time to rename some of the images. I took Gallery Functionality to be
how one moves from larger to smaller information and vice versa. I liked it that a
context could be built around several images together. But to tell you the truth, I think
I'm just impressed with his work. I just reopened his Web site and noticed you have
to left or right arrow to see all the work on the page. That's not good.

Site 5

URL: http://wendymaruyama.com

☐ Navigation ☐ Color palette ☐ Motion graphics ☐ Gallery functionality ☑ Layout

☐ Typography treatment ☐ Device responsiveness ☐ Forms layout ☐ Form styling

☐ Transitional changes (easing effects on scrolling, hover states, etc.)

☐ Visual styling (drop shadows, geometric, organic shapes, etc.)

Other comments:

I like the work, but don't care for the Web site. The site is too busy for me. It feels like it is trying to educate. I wouldn't mind including just a little personal information, though.

Site 6

URL: http://antonellacimatti.it

☐ Navigation ☐ Color palette ☐ Motion graphics ☐ Gallery functionality ☐ Layout

☐ Typography treatment ☐ Device responsiveness ☐ Forms layout ☐ Form styling

☐ Transitional changes (easing effects on scrolling, hover states, etc.)

☐ Visual styling (drop shadows, geometric, organic shapes, etc.)

Other comments:

While I love the work, I but not the site's format. This site is too dramatic for my work. The main image is rather small. Her work uses shadow quite a bit, so that is appropriate. However, I hope my work can look as good as it can without dramatic contexts of lighting.

Site 7

URL:

☐ Navigation ☐ Color palette ☐ Motion graphics ☐ Gallery functionality ☐ Layout

☐ Typography treatment ☐ Device responsiveness ☐ Forms layout ☐ Form styling

☐ Transitional changes (easing effects on scrolling, hover states, etc.)

☐ Visual styling (drop shadows, geometric, organic shapes, etc.)

Other comments:

Site 8

URL: _____

☐ Navigation ☐ Color palette ☐ Motion graphics ☐ Gallery functionality ☐ Layout

☐ Typography treatment ☐ Device responsiveness ☐ Forms layout ☐ Form styling

☐ Transitional changes (easing effects on scrolling, hover states, etc.)

☐ Visual styling (drop shadows, geometric, organic shapes, etc.)

Other comments:

_____