Jacqueline Leonhardt
4/11/12
VICO 361
Design Brief
Goals:

1. I plan to reorganize the setup of the website so that it is easier to navigate and is easier to find information.
2. I plan to create a visually appealing site and create a more modern look so that it can appeal to you and old readers.
3. I want to redesign the color scheme so that the eye can stop on the key elements I wish the viewer to see without being bombarded with color.

Mission Statement:

There is no mission statement on the website. That is one feature I would like to have on the home page. It would be something like “bring local and important news directly from the source to your front door.”

Target Audience:

The target audience is middle-aged people in the Medina area. I believe that this is the case because it is a local newspaper with most of the information being a school sports, local crimes, and the upcoming events. This would appeal mostly to families.
Personas:

Jennifer McCafferty Case

Jennifer has been a resident of Medina County her entire life. She is the mother of two sons who attend Medina City Schools. She works at the public library and is an active member in our community. Jennifer frequently sends letters to our editor in response to our articles.

Lee F. Gasser

Lee has been an amazing asset to our community. He has served on the School Board of Education for 11 years. He has a wife who works at Root Candle Company and a daughter who attends Medina High School. He and his wife have lived in this community for 29 years.
Scenarios:

Jennifer is probably interested in articles about the home. To do that she would have to click on business and scroll through articles from all over the county before finding something for Medina and then looking at the headlines to see if it applies to her.

Lee would probably be interested in any information about the Schools in Medina for both his work and for his daughter. If he were to be interested in looking for the information on his daughter's softball team, he would click on sports and scroll down until her found the story on them.
Competition Analysis:

The Post
The Plain Dealer:
For each of the different news sources I used a screen shot of the home page, the news page, and the classifieds so that they could be more easily compared. The website that I chose to redesign was the website for the Medina Post. It is my hometown newspaper and it needs a bit of work. The entire site is dated and looks as though an unprofessional created it. One of the major problems with the website is that there are so many conflicting and bright colors that draw the eyes in many different directions so that the reader does not gather any of the actual information. In addition to the colors there is so much information crowded into every nook and cranny of the home page so that the viewer does not know where to look and can be very easily distracted.

The news page is a bit more organized and sparse. But the primary colors still blind they eye. The bad part about the classifieds page is that the viewer has to now what they are looking for before they search. If a person just wants to looks up available jobs in many different fields, the person had to make tons of searches.

The Medina Gazette is one of The Post’s biggest competitors. They recently updated their page so that it looks much more professional and modern. The home page is neat, organized and classy. It is very easy to know where to go and navigate. The ads are not too distracting and all of the colors blend well. The news page is organized and all of the stories come directly from the Medina Gazette. The viewer does not have to scroll through stories from other cities in order to find one for Medina. Another great feature is the Gazette e-paper so people can get an electronic
version in addition to a paper copy. The classifieds section has featured ads for people to browse.

The Plain Dealer is confusing because it is funneled through Cleveland.com. The negative aspect of this is that it can become very easy to accidentally leave the Plain Dealer’s part and begin to search through Cleveland.com. The home page is very sparse and it is very basic. The news page is better in that they have quite a bit of content. It is also easy to scroll through the different sections. The classifieds section is much like the Post’s. It is hard to find specific things that a viewer is searching for and it would take a lot of work to get it done.

The last news source that I chose was Topix. It is an online news source for different areas. The home page is bright and inviting. Also it has a list of recent articles from Medina the nearby area so it is easy to look up the latest news. The news section is bad though because it is just the repeat of the latest news box from the home page. It takes some looking to be able to find the information the viewer might want. The classifieds page is great because it has so many ways to look up information. It would be very easy to search through there.