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## Topic

Online Technology and Gadgets Magazine

## Slogan

“Be wired into tomorrow!”

## Business Profile

Wired IN is a online magazine from PlugItInMedia that serves users with the latest product previews, reviews and user submitted content. Profit is generated by advertisements from official partners and exclusive agreements from sponsoring companies wishing to feature their products.

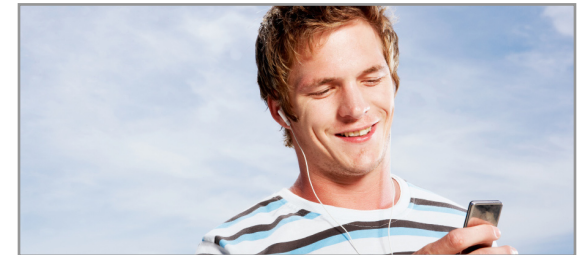
## Sections

- Frontpage - Featured article with links to other sections of the site.
- Previews & Reviews - Content page listing product previews and review articles.
- Top 5 Products - 5 mini-articles listing Top 5 products from the current month describing why the product was selected.
- Submitted Content - Content submitted by magazine subscribers regarding tech products and gadgets.
- Spotlight - Article spotlighting one person or company who has contributed something valuable pertaining to gadgets and technology.
- Then & Now - Article comparing two similiar products from last month and the current month.
- About Us - Content page with information about Wired IN with bios of staff members.
- Login - Form for Registered Users to Login. Also features a Registration Form for new users.

## Audience / User

People between ages 18-40 years old interested in technological gadgets and devices.

## Persona



Steve is always interested in knowing when the latest tech. device or gadget is coming out. As a hobby, he enjoys having the latest technology. Steve subscribes to Wired IN to find Reviews, Previews and comparisons on the latest products.

## Perception / Tone

Informative, clean

## Findings

A group of individuals was selected to review and critique Wired IN. Overall the comments were above average or excellent in rating. Most notably the overall theme was a point of excellence and how the theme and layout work together. The overall layout was rated as good with points on organization of layout, alignment and the amount of content present on each page. In addition to the layout, the Advertisements created for official partners scored high points with the review group. Finally, the overall amount of content scored average points as there could be some improvements in the amount of content. One area of concern with the group was the lack of links on the main front page. Another point of concern was the amount of spacing between advertisements.

## Methodology

Using selected criteria, a group of students viewed and tested the website. Rating items such as overall layout, navigation menus, links, content, visual elements (styles), images and identity (logos), students rated these elements on basis of 1-5. These ratings were on a scale, with a rating of 1 representing poor and 5 representing excellence. All results are presented in the Evaluation Form included.

## Conclusion

- More spacing has been added to separate different elements from each other.
- Clear links are now present on the front page, and other subsequent pages, to represent links to other content.
- More content has been written to provide additional information, important to the reader, for each article.
- Content has been proofread to check for grammatical errors and spelling issues.

## Results

### Heuristic Evaluation

1 = Bad , 2 = Poor , 3 = Fair, 4 = Good, 5 = Outstanding

LAYOUT					
Does the portal link to site and process book?	1	2	3	4	5
Does every page have a header that describes what page the user is on?	1	2	3	4	5
Is the layout well organized?	1	2	3	4	5
Is alignment consistent on every page?	1	2	3	4	5
Would you subscribe to this site?	1	2	3	4	5
NAVIGATION					
Links marked clearly?	1	2	3	4	5
Do all the links work from page to page?	1	2	3	4	5
Is menu information displayed in logical order?	1	2	3	4	5
Ease of Navigation	1	2	3	4	5
Can a user go where they want to go with menu?	1	2	3	4	5

## Results

### Heuristic Evaluation continued

1 = Bad , 2 = Poor , 3 = Fair, 4 = Good, 5 = Outstanding

CONTENT					
Does the slogan relate to the content / theme of the site?	1	2	3	4	5
Are there any grammatical errors?	1	2	3	4	5
Is the site clean or cluttered with information?	1	2	3	4	5
How clear is the site's theme?	1	2	3	4	5
Enough Content?	1	2	3	4	5
Site meets all requirements?	1	2	3	4	5
Is the font size readable?	1	2	3	4	5
Is the information easy to understand?	1	2	3	4	5

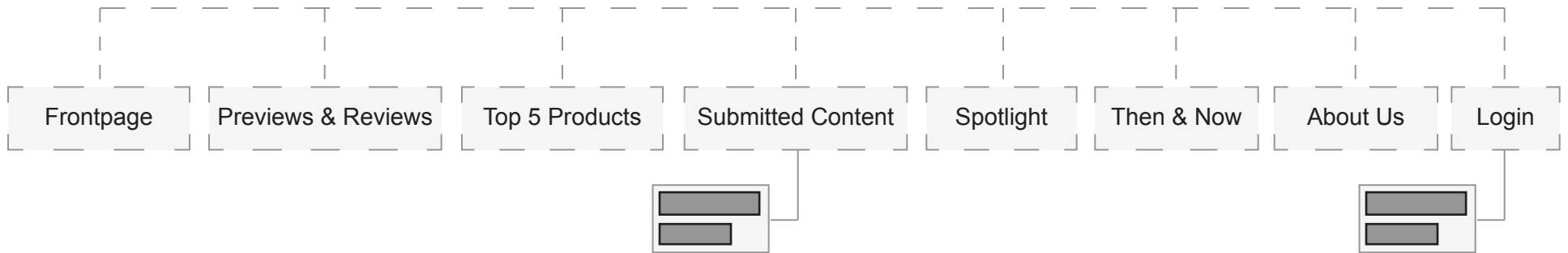
## Results

### Heuristic Evaluation continued

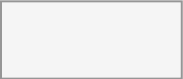
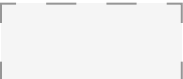

1 = Bad , 2 = Poor , 3 = Fair, 4 = Good, 5 = Outstanding

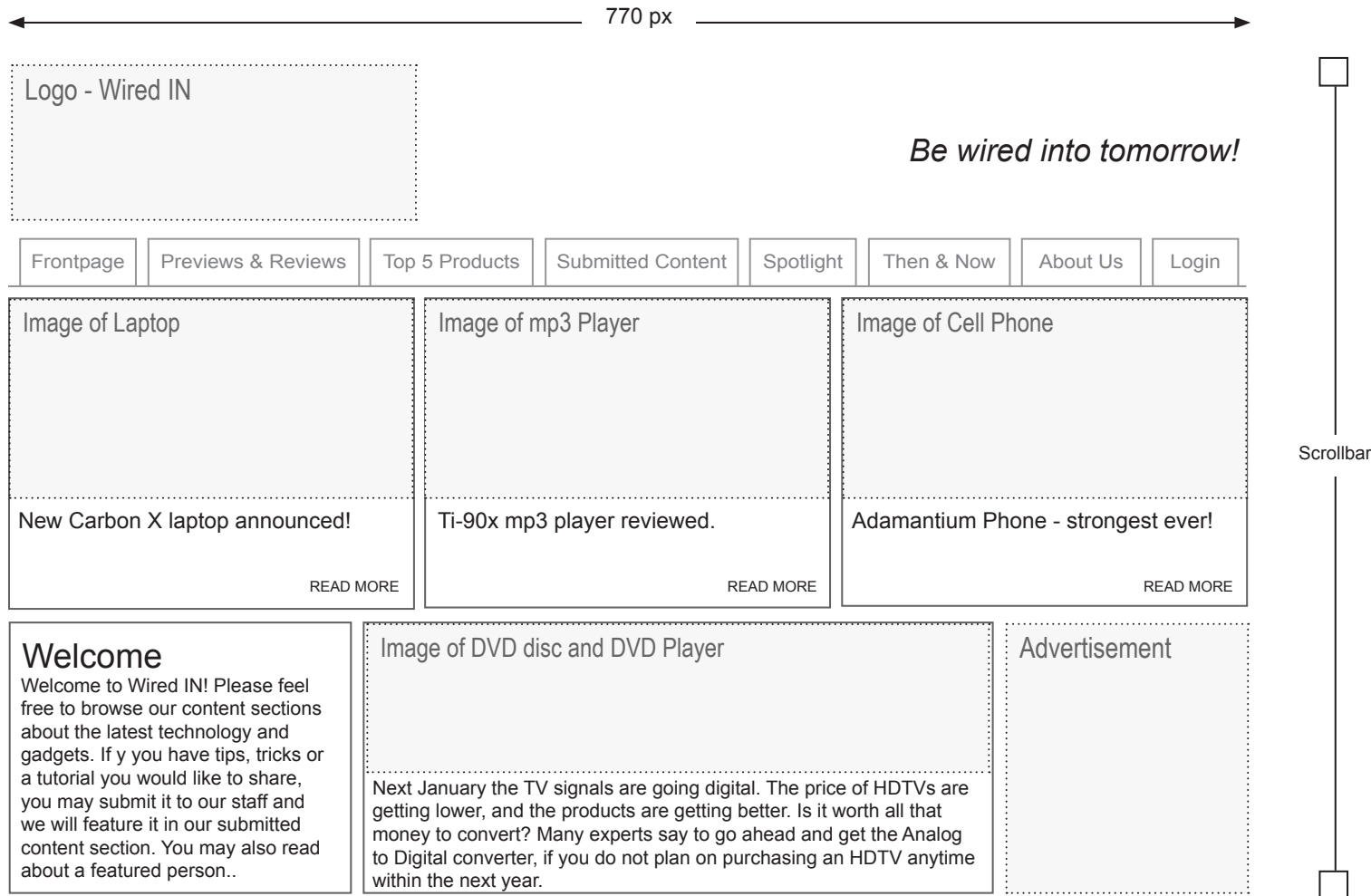
VISUAL ELEMENTS					
Do the site and logo relate to each other?	1	2	3	4	5
Overall Look (Style)	1	2	3	4	5
Is there good spacing between elements on the site?	1	2	3	4	5
Is the logo attractive?	1	2	3	4	5
Overall image quality?	1	2	3	4	5

COMMENTS	
- Spacing on Ads needs work, need links on homepage (not just the menu)	
- Rethink slogan writing	

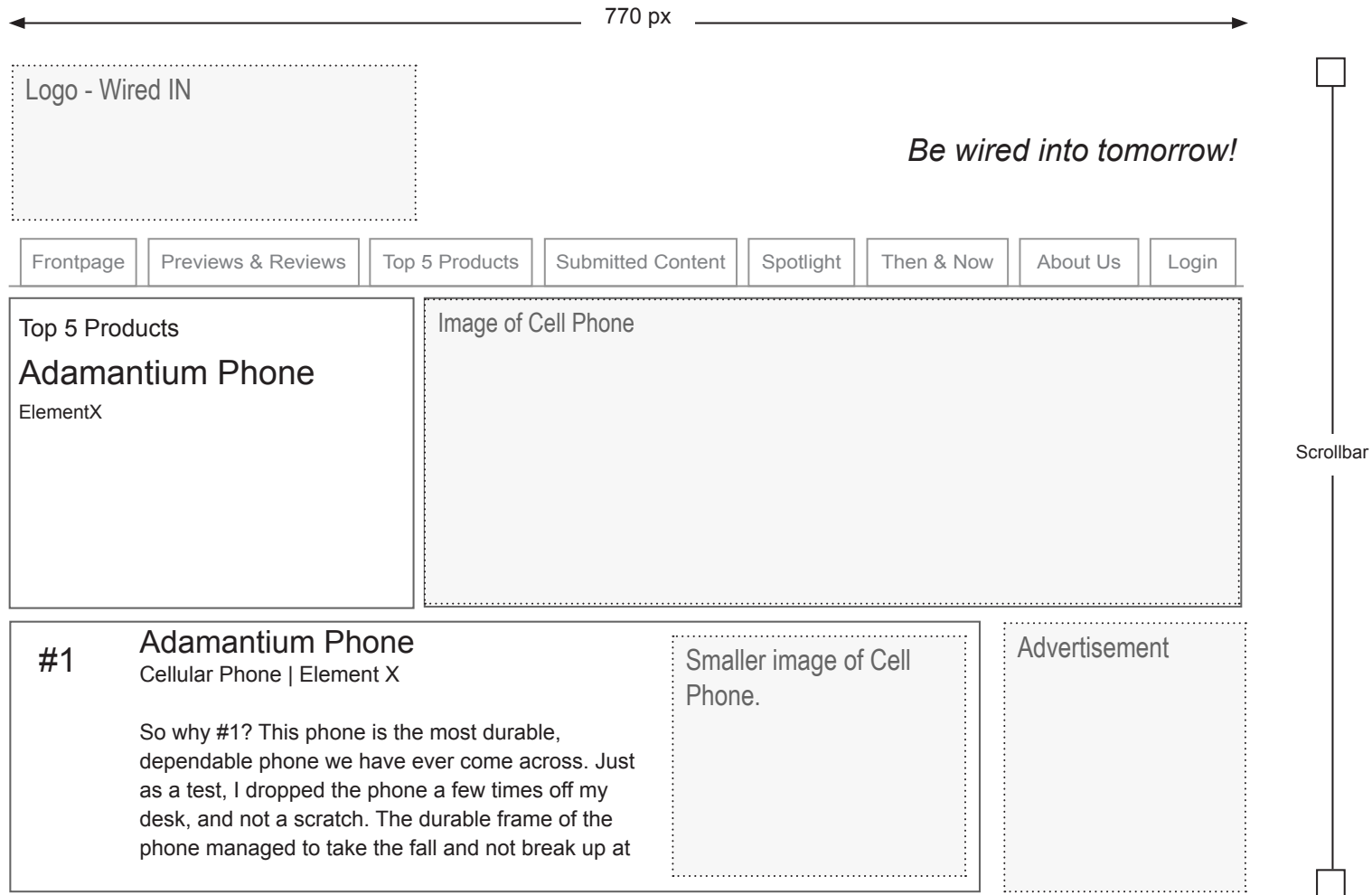


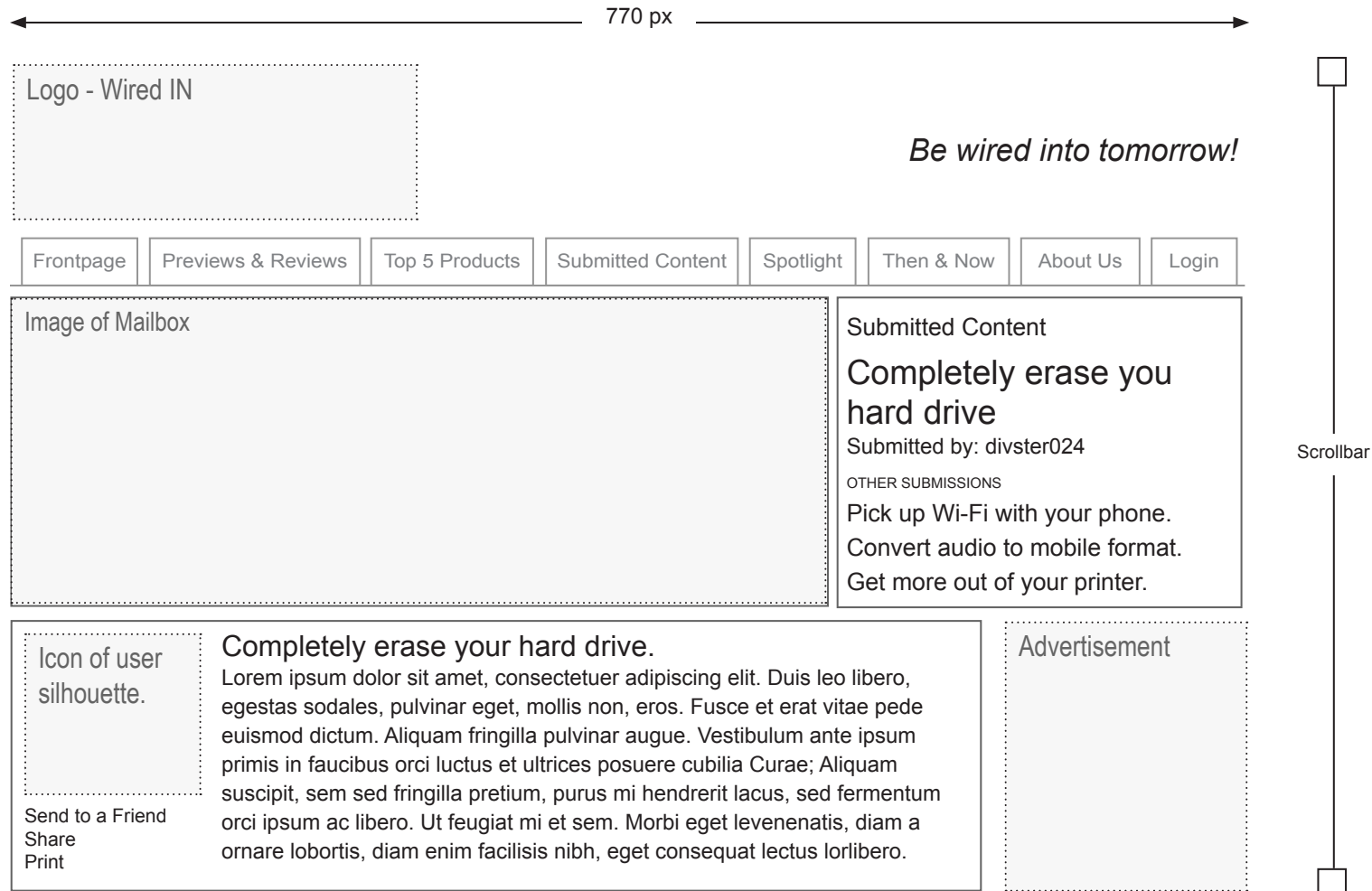
**Legend**

-  Page
-  Global
-  Form



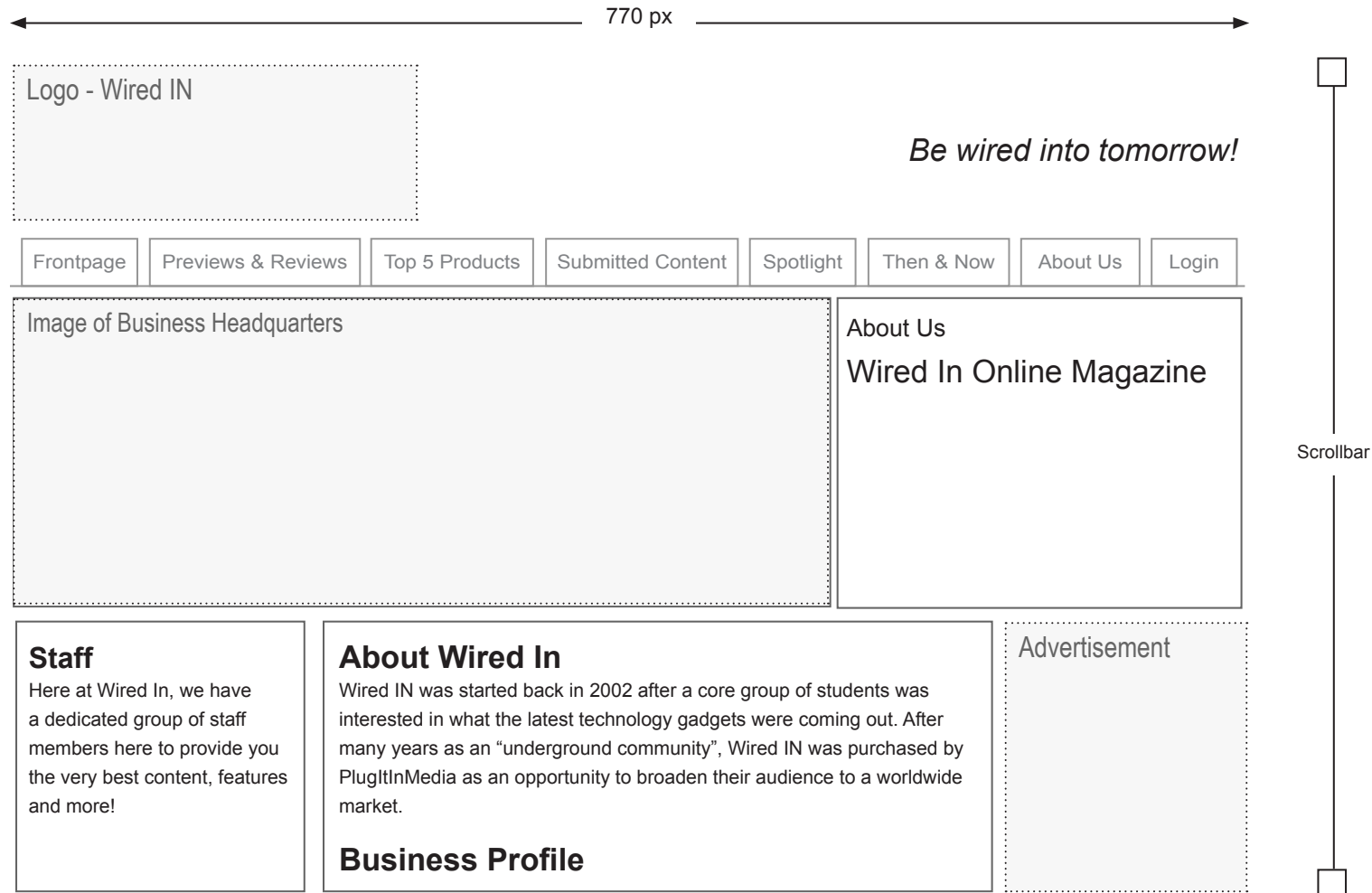














## Fonts (HTML)

Name: Arial

Body: 12px #333333

Menu: 12px #333333, 12px #FFFFFF

Links: 12px # D11919

## Fonts (Images)

Name: Marketing Script

Size: 30px

Color: #333333


Name: Arial

Size: 14px


Color: #A1A1A1

## Colors

 #D11919 (Cherry Red)

 #333333 (Dark Grey)

 #444444 (Carbon Grey)

 #555555 (Medium Grey)

 #A1A1A1 (Grey)

 #EEEEEE (Light Grey)

 #FFFFFF (White)

## IMAGES:

Farrall, Don. MP3 player with headphones, close-up. ID: 200235985-001. Getty Images. January 2008 <<http://www.gettyimages.com>>

Side profile of a laptop computer. ID: 57437218. Getty Images. January 2008 <<http://www.gettyimages.com>>

Cao, Alex. Champagne colored mobile phone against white background, close-up. ID: 76146461. Getty Images. January 2008 <<http://www.gettyimages.com>>

Muff, Bruno. Mobile phone, illustration. ID: sb10063205j-001. Getty Images. February 2008 <<http://www.gettyimages.com>>

DVD in case. ID: sb10064236f-001. Getty Images. February 2008 <<http://www.gettyimages.com>>

Farrall, Don. DVD player with tray extended. ID: 200179901-001. Getty Images. February 2008 <<http://www.gettyimages.com>>

McKenzie, Walter B. Bent red push pin. ID: 200405919-001. Getty Images. February 2008 <<http://www.gettyimages.com>>

Close-up of a route on a map. ID: med242052. Getty Images. February 2008 <<http://www.gettyimages.com>>

Global positioning system. ID: E006178. Getty Images. February 2008 <<http://www.gettyimages.com>>

Preis, Siede. Computer Printer. ID: AA022787. Getty Images. February 2008 <<http://www.gettyimages.com>>

Close up shot of a young adult woman as she holds out a small portable hard drive. ID: rbgt\_44. Getty Images. February 2008 <<http://www.gettyimages.com>>

Griffin, Ciaran. Boy (8-10) using camcorder to film butterfly with mother. Van Riebeeck Park, Table Mountain National Park, Western Cape.

Getty Images. February 2008 <<http://www.gettyimages.com>>

Province, South Africa. ID: 200409057-001. Getty Images. February 2008 <<http://www.gettyimages.com>>

Barwick, Thomas. USA, Washington, Vantage, man photographing gorge at sunset ID: 200420587-001. Getty Images. February 2008

<<http://www.gettyimages.com>>

Desktop laser printer. ID: BES\_038. Getty Images. February 2008 <<http://www.gettyimages.com>>

Close-up of a drop falling in water. ID: 57638549. Getty Images. February 2008 <<http://www.gettyimages.com>>

Hollingsworth, Jack. Portrait of a young man smirking. ID: 200390852-001. Getty Images. February 2008 <<http://www.gettyimages.com>>

Christie, Janis. Businessman working at computer screen (differential focus) ID: sb10064422c-001. Getty Images. February 2008

<<http://www.gettyimages.com>>

Nishinaka, Jeff. Plug in Socket. ID: tic037. Getty Images. February 2008

<<http://www.gettyimages.com>>

Frank, Alan. Young man outdoors listening to music on earphones, low angle view ID: sb10065528z-001. Getty Images. March 8, 2008

<<http://www.gettyimages.com>>

Mailbox full of letters, flag raised, side view, close-up. ID: 200556668-001. Getty Images. March 3, 2008

<<http://www.gettyimages.com>>

Joel, Seth. Flat screen television. ID: 200464988-001. Getty Images. February 2008 <<http://www.gettyimages.com>>

Belgium, Brussels, Rue du Progres, skyscraper, low angle view. ID: 200524644-001. Getty Images. March 9, 2008

<<http://www.gettyimages.com>>

Stock Photo: Generic DVD HDD recorder & player ID: 3067673. iStockPhoto. March 9, 2008

<[http://www.istockphoto.com/file\\_closeup/industry/manufacturing/electronic\\_manufacturing/3067673\\_generic\\_dvd\\_hdd\\_recorder\\_player.php?id=3067673](http://www.istockphoto.com/file_closeup/industry/manufacturing/electronic_manufacturing/3067673_generic_dvd_hdd_recorder_player.php?id=3067673)>

Stock Photo: DVD Player ID: 3895472. iStockPhoto. March 9, 2008

<[http://www.istockphoto.com/file\\_closeup/object/3895472\\_dvd\\_player.php?id=3895472](http://www.istockphoto.com/file_closeup/object/3895472_dvd_player.php?id=3895472)>

## TEXT CONTENT:

Patrick Cole – all text for website.

Young man wearing sweatshirt, portrait ID: sb10063274v-001. Getty Images. March 10, 2008 <<http://www.gettyimages.com>>

Young man using cell phone, portrait. ID: 200518734-001. Getty Images. March 10, 2008 <<http://www.gettyimages.com>>

Adult man leaning on hand, smiling, portrait, close-up. ID: 200545878-001. Getty Images. March 10, 2008 <<http://www.gettyimages.com>>

Young man smiling, portrait, close-up. ID: 74951818. Getty Images. March 10, 2008 <<http://www.gettyimages.com>>

Young man smiling, portrait, close-up. ID: 75674028. Getty Images. March 10, 2008 <<http://www.gettyimages.com>>

Portrait of young woman, close-up. ID: 76038135. Getty Images. March 10, 2008 <<http://www.gettyimages.com>>

Woman, portrait, close-up. ID: 200388779-001. Getty Images. March 10, 2008 <<http://www.gettyimages.com>>