Site Specifications Proposal

**Topic:** The topic for this website will be the homepage of a fictional comic book convention. It will be the primary web portal for information and a contact point for the convention organizers.

**Purpose:** The fictional convention will use this website as an informative marketing tool. It will serve as an explanation of the qualities of the convention, as well as how to attend. As the primary access point for all convention goers, it will need to simultaneously perform multiple jobs, but still be accessible to public use.

**Goals:**

1. *To organize information about the convention in such a way that it is easy to navigate, as well as comprehensive.* Anyone planning to attend a convention must make several decisions while organizing their trip. From travel accommodations and food, to touring the convention space and attending panels, this website will centrally locate all the relevant information so that visitors will get accurate details. Content will be broken up into related categories that flow evenly for a streamlined experience.

2. *To serve as a marketing tool for the promotion of the convention.* This website will need to actively promote the convention to interested browsers, as well as serving as a reference point for third party supporters that can direct traffic to the convention’s site. The site should have a news outlet that is updated regularly to garner repeated viewing.

3. *To link to complementary sites that will help promote the convention and the people involved.* The website must link to tools that help fulfill the needs of the attending public, like maps for directions, or billing options for ticket sales. There should also be links to featured guests of the convention, which not only promotes them, but also helps the guests to reciprocate and promote the convention. Links will be embedded in guest lists and news entries, and any other relevant topics.
Projected audience: The audience for the website is anyone who may be interested in attending a comic book convention. Though this usually focuses on a younger male demographic, the convention would like to bring in all types of fans of all ages. For that reason, the website must be as universally compatible as possible, and focus on ease of use over flashy presentation.

Potential models:

   
   The Heroes Convention website does a great job at cross promoting the talent that attends their convention. This pays of in the reciprocal attention they receive from those groups of guests. Though the site itself is really just an offshoot of the supporting store’s website, it gives a straightforward representation of the important information.

   
   Dragon Con has an incredibly deep website that remains intuitive despite the amount of information presented. It also uses several social media plugins to connect to their fans, as well as updating frequently throughout the year.

   
   The NYCC website has an innovative presentation that brings the most relevant information to the forefront. Though it is a bit busy from the start, it really draws the reader in. The year long count down widget helps bring a sense of specialness to the proceedings.

Content Inventory:

- Homepage
- News blog
- Guest list
- Attending
- Travel
- Ticket sales
- Schedule
- Contact
Site Organization: