

New York Style



Brittaney Roache

Creative Brief.....3-4
Navigation Map.....5
Wireframes.....6-11
Evaluation.....12-16
Styles.....17
Credits.....18-19



TOPIC: Modern Lifestyle of New York

PROJECT SUMMARY:

The New York Style is an online magazine keeping users updated on modern New York lifestyle. This online magazine provides current articles of New York living and current events. The magazine contains advertisements for ticketmagic, Kacy's clothing co., Lowel's home store, Shoe Fashions. Advertisements for events such as Julio arts and Fresh Starz step show.

COMPANY BUSINESS OBJECTIVES:

The New York Style promotes current events and New York culture. The magazine is sponsoring news and advertising. Profits are being acquired from company advertisements and marketing.

PROJECT SECTIONS:

- Home- 4 section introduction stories. Advertisements on every page.
- Entertainment- Articles and listings on the latest events consisting of 2 theatre events, advertisements for julio arts and Fresh Starz step show.
- News- Article of the latest news stories in New York such as urban, economic, and entertainment.

- Fashion - Article on a runway show. Information on spring trends. Five best clothing stores.

- Food & Dining- Content page consisting of top 15 restaurants, top 10 dishes, and 5 great values.

- Home & Garden- Article on Home Remodeling. Store advertisement. Best New York Homes. Landscaping Ideas.

AUDIENCE - The intended audience is age 18 - 40 interested in New York culture and current lifestyle.

PERSONAS:



Lisa Shaw, 38, New Haven, Connecticut. Lisa is always interested in the latest events, trends, and New York culture. She often takes trips to New York. Lisa uses this online magazine for information on current events and updates to keep up with the latest New York styles.



Keith Dash, 27, New York, NY. Keith is interested in the latest news stories and events. Keith likes to go out to different places. He uses this online magazine as a source for news, events, and best places to dine and shop.

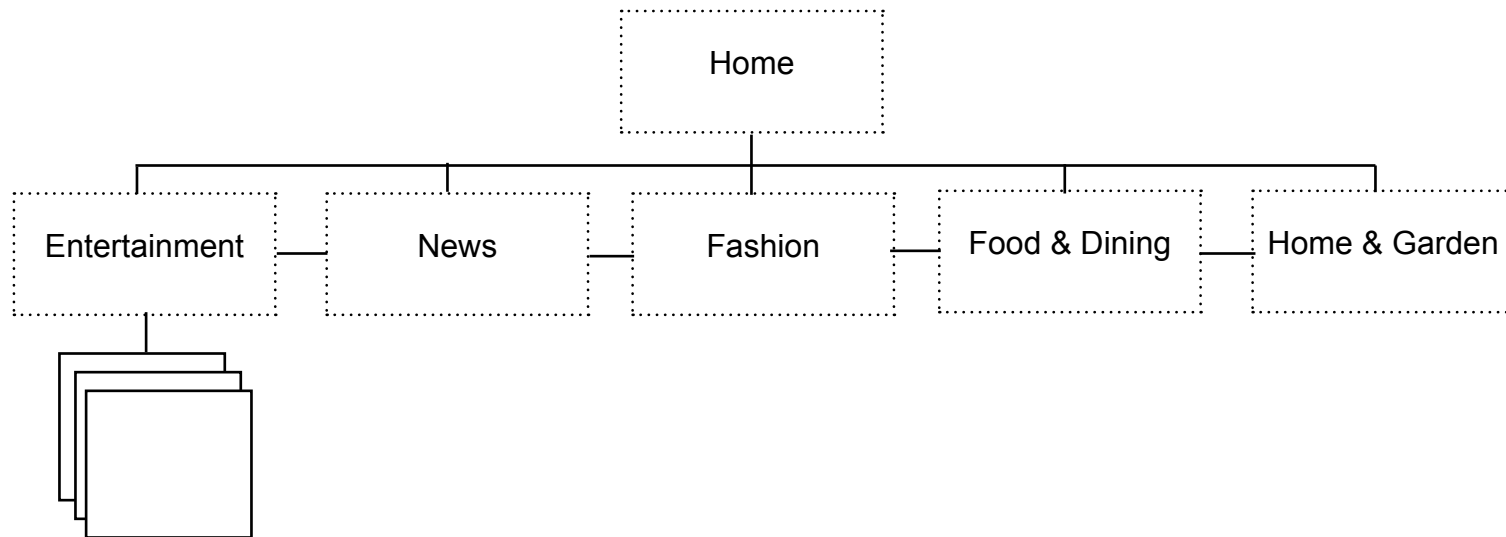


Lauren Shields, 20, Newark, NJ. Lauren often goes to New York for events and shopping. She's interested in fashion and the latest events. Lauren uses this online magazine for information on upcoming events and fashion trends.

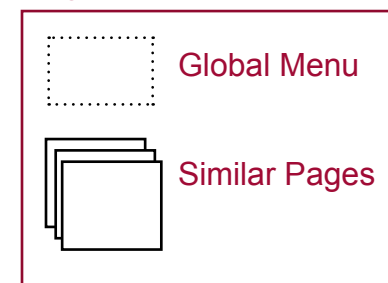
DESIGN SUMMARY:

The overall look being conveyed for this site is a simple city shape design for the banner to represent the city of New York. The Amienne font is a stylish font that is being used for the logo. This font is used to represent the company name along with the content of the magazine. Basic colors such as red-voilet, light-grey, black, and white are being used.

PERCEPTION TONES - Informative, Interesting



Legend



1025px

New York Style

Home Entertainment News Fashion Food & Dining Home & Interior

Motion Banner

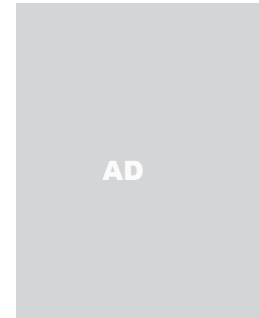


Dining Out Best 5 Places
The best 5 Restaurants The
finest dining in New York
City in order. **read more**

NY Battles Economy Crisis
New York state tax
collections could drop even
further this year, **read more**

2011 Denim Fashion Trend
Check out what's in for this
season. Great deals on hot
trends. **read more**

Advertisement



Latest Headlines

Extreme Makeover: Guide To Home Remodeling



Outdoor rooms, Kitchens, Innovated additions,
and other styles. Going green! renovate for less,
read more

Damada Designs Tops the Lead Again



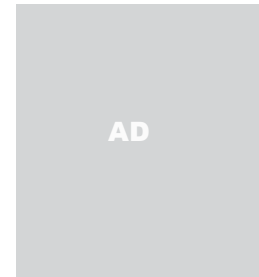
When you think of the name Damada, what
comes to mind? Do you visualize plaid, prints
with, bright spring colors. **read more**

Actress Robin Smith Faces Lawsuit For No Show



Robin Smith was a no show for the broad way
dance show trap. Actress claims that the no
show involved contract issues. **read more**

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Investment Advisers



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Footer

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New York Style

Home Entertainment News Fashion Food & Dining Home & Interior

AD Banner

Advertisement

TV Latest News

Entertainment

Movie Premieres

Image

The Forgotten
PG-13
Now Showing At the NYC APAX Theater!
Staring Dave Shields, Deandra Peirce, Evan

AD

The Haunting
PG-13
Now Showing At the NYC APAX Theater!
Staring Kay Alexander, Steven Hughes, Peter

Image

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Latest Fashion Picks

Lauren Shields In Series
"Love is a Battlefield"

Image

Lauren Shields is a very
talented individual, started
at age 11 **Read More**

The Legends Crew Takes
the Lead On All Star Dance

Image

The Legends Crew has lots
of energy and their
performances are always
breathtaking. **Read More**

AD

Blaze Rocks

Heatwave

Katrell

Image

Image

Image

Footer

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New York Style

Home Entertainment News Fashion Food & Dining Home & Interior

AD Banner

Advertisement

Top News Categories

Break Ups

Crime

Pop Culture

Entertainment

Health

Scandals

News

Image

Ny Battles The New Economy!
Posted 6/3/2011
New York state tax collections could drop even further this year, creating bad financial situations even worse for most of the nation. The drift could damage spending on higher education, among other **Read More**

H1N1 Flu Injections Enforced
Posted 6/3/2011
Novel influenza A (H1N1) is a new flu virus of swine origin that was first detected in April, 2009. The virus is infecting people and is spreading vastly, **Read More**

Image

Best 5 Restaurants

Image

Actress Robin Smith Faces Lawsuit For No Show
Posted 6/3/2011
Robin Smith was a no show for the broad way dance show trapt. **Read More**

Tornado Relief
Posted 6/3/2011
On May 20, 2011 a massive tornadoes hit Tampa, Fl, damaging lots of homes. **Read More**

Image

AD

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AD

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New York Style

Home Entertainment News Fashion Food & Dining Home & Interior

AD Banner

Advertisement

Shows

Designers

Models

Beauty

Trends

News

Image

Divas Hit The Run Way
Posted 6/9/2011
Dale's New York Co-Op kicked off a Fifth-coming series of events titled "Diva's Hit The Runway" to be hosted at designers sold at the Co-Op, including Tanya Harolds
Read More

AD

Image

Damada Designs Tops the Lead Again
Posted 6/10/2011
When you think of the name Damada, what comes to mind? Do you visualize plaid, prints with, comfortable casual weekend looks in cotton skirts
Read More

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Investment Advisers

Best 5 Restaurants

2011 Denim Fashion Trend
Posted 6/10/2011
When you think of the name Damada, what comes to mind? Do you visualize plaid, prints with, bright spring colors. Because it seems their new spring line is going for that type of vibe.
Read More

Image

AD

Image

Scroll

Footer

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New York Style

Home Entertainment News Fashion Food & Dining Home & Interior

AD Banner

Advertisement

Top 5 Dishes

Food & Dining

Ramero's Latin-Caribbean restaurant
image40 Ave. B , New York, NY 10009

Image

West. E. 5th St.
See Map | Subway Directions Ride Express
646-555-5555
Price Range: \$
Reader Rating: Write a Review
Cuisine: Caribbean, Latin American

Restuarant Information

AD

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Investment Advisers

Weekly Recipe Pick

Best 5 Restaurants

Image

Coris
259 W. Broad St, near White St; 212-555-5555.
Drew Coris' cultured restauran

Image

Corvivan
45 Kane City Ln, at 42nd St.; 212-555-5555 Michael

Image

Saki
163 First St, near 10th St; sakirestaurant.com The reservation system

Image

SiSi
105 Bailey Ave, nr. Fletcher St.; 212-555-5555 Sharita

Image

American Pub
227 Seventh St. near 14th St., Park Plaza;

AD

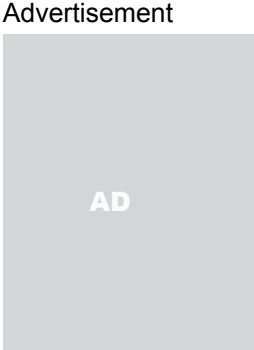
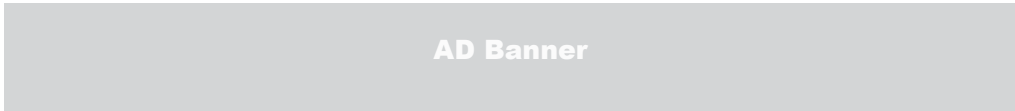
Scroll

Footer

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New York Style

Home Entertainment News Fashion Food & Dining Home & Interior



- Neighborhood Guides
- Astoria
- Brooklyn Heights
- Chinatown
- GreenWich Village
- Harlem
- Long Island City
- West Village

Home & Interior



Extreme Makeover: Guide To Remodeling Outdoor rooms, Kitchens, Innovated additions, and other styles. Going green! renovate for less, which projects pay off, determine whether you need an architect, and top decorator

Homeowners are interested in comfort than propriety. They are into bigger and precised layouts. Most remodeling designs break down walls and turn small rooms into a large one.

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Investiment Advisers

- Best New York Homes
- -

Kitchen Innovative Plans



Although kitchen size **Read More**

Home Advanced Technology

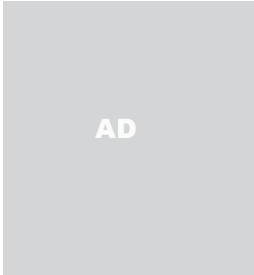


Homeowners have become more **Read More**

Master Suite Features



The satisfaction for exposed, open **Read More**



Scroll

Footer

Findings:

A group of individuals reviewed and critiqued the New York Style. Overall there was positive feedback with some suggestive comments. The overall concept works well along with the layout style. However, there were a few things that needed to be improved. There were concerns with some margins, sub-header issues, and placement issues.

Methodology:

Using an analysis criteria, each individual tested the website. Every page was rated by category such as navigation, links, content, design, images, performance, technology, labels and links, and usability. Ratings were based on a range of 1-5.

5 - outstanding

4 - good

3 - fair

2 - poor

1 - bad

Conclusion:

- Make margins consistent.
- Align the title of each page with the content.
- Align sub-headers below the title of each page.
- Break up some content into separate stories.
- Give content a background color or border to separate from ADs.



Labels & Links	1	2	3	4	5
Does Every Section Have a Header?					X
Are the sections Appropriately Named?					X
Are H1 and H2 tags used for Labels?					X
Lables match with expectations?					X
Are the links color coded correctly? Can you see them well against the back-ground of the webpage? Can a user tell if it is a link or text?				X	
Userbility					
Is the content clear for the user to understand?					X
Does the content satisfy users needs and wants?					X
Is the content relevant to the purpose of the Magazine?					X
Can a user move throughout the site not through the nvaigation but within the content					
Content organization is user friendly?				X	

Performance	1	2	3	4	5
Do graphics and applications load quickly?					X
Home Page					
Does the home page have a distinct recognizable purpose?					X
Is the purpose of the home page reinforced through the websites?			X		
Does the home page look and feel cluttered?					X
Design					
Is the site visually appealing to the user?					X
Are elements of interactive design incorporated into the design of the site? le. proximity, alignment, consistency, contrast				X	
Are images/graphics clear and crisp or pixelated and stretched?				X	
Does the site convey the topic?					X
Does the layout make sense?					X

Design Cont.	1	2	3	4	5
Does the layout feel cluttered?					X
Are the pictures crisp? Do they pop?				X	
Do the colors used relate to the topic?				X	
Does the home page look and feel cluttered?					X
Are the pages of each section distinguishable yet relatable to the entire site?					X
Does the design fit the theme?				X	
Is the content evenly spaced?				X	
Does the design detract from the organization structure?					X
Is the design overpowering?					X
Navigation					
Is the global navigation consistent throughout the website?					X



Navigation Cont.	1	2	3	4	5
Is the hierarchy of the menu logical?					X
Can users navigate using a local menu in sections with more than one page?				X	
Can a user move throughout the site without going through the navigation?				X	
Technical					
Works well in all browser versions?					X
Are alt tags present on all images?					X

Logo Font: **Nouvelle Vague**

Html Generated Fonts: Google API Fonts 'Alice',
serif; arial,Helvetica,sans-serif
Font Sizes: 24px, 18px, 16px, 12

Colors: #000000	
#FFFFFF	
#EEEEEE	
#990033	



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Image Source. Four stylish men. 2009
<[http://www.gettyimages.com/bend/detail/ 82860217](http://www.gettyimages.com/bend/detail/82860217)>.

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<[http://www.gettyimages.com/bend/detail/ 57441371](http://www.gettyimages.com/bend/detail/57441371)>.

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Klimek, Darrin. Two men sitting at desk in interrogation room. Digital Vision. 2009
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