

Snap Scrap

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Project Mission

Snap Scrap is a digital scrap booking site that allows users to create scrapbook pages and share their creations. Its goal is to provide a service where users can create a digital scrapbook without downloading a software. Users can create scrapbook pages and greeting cards. It's a site where users can also learn innovative techniques about digital scrap booking.

Target Audience

Primary Audience: Users ages 16 and older who are enjoy scrapbooking

Secondary Audience: Users ages 16 and older looking for scrap book ideas.

Feature Set

The technology will consist of html, CSS, PHP, JQuery. The site will have a multi-user login system for users to have access to site features. An upload feature will be created for users to upload images, scrapbook pages, templates, and kits. The site will contain video tutorials. A contact

form will be created for contact purposes.

Perception Tone

Fun, Interactive, Creative, Helpful

Communication Strategy

The overall message that will be delivered to the users is one that is inspiring and creative. Users will get inspiration and ideas from other users projects. They will get an insight on new ideas from tutorials. The application for creating scrapbooks will give the user an interactive experience.

Competitive Positioning

Unlike the digital scrap booking sites that are out there this site allows users to create digital scrapbooks online without downloading a software.

Marketing Plan

This project will be marketed by sending out monthly newsletters and events. It will also be advertised on social networking sites such as facebook and twitter.



Name: Christina Johnson
Location: Washington, DC
Age: 34
Career: Nurse
Income: \$40,000

Story:

Christina Johnson is a nurse at Childrens Hospital. She loves children and has 3 of her own. She takes lots of pictures of her family occasions with her digital camera. She enjoys scrap-booking her special family occasions. Unfortunately, she has too many pictures to print to scrapbook by hand anymore and prefers to do it digitally. Christina searches for a digital scrap-booking website and finds Snapscap. Impressed with the site, she signs up and starts creating.



Name: David Marcia
Location: Charlotte, VA
Age: 22
Occupation: Author/Illustrator
Income: \$50,000

Story:

David is a author and Illustrator of childrens books. In his freetime, he enjoys scrapbooking and designing scrapbook templates. He searches for digital scrapbooking websites and chooses Snapscap. After looking at the site, David signs up and begins using are scrapbook application on our create page.

Competitors Evaluated

1. [CropMom.com](#)
2. [Howfasttimeflies.com](#)
3. [ScrapBlog.com](#)
4. [PhotoAlbum.com](#)

Methodology

Using a rubric the four sites listed above were rated using a numeric scale from 1-5 for each category in the rubric. 5 or outstanding is the highest score and 1 or poor the lowest a site can receive for each specific category.

Categories such as navigation, links, content, design, images, performance, technology, labels and links were used for ratings.

Findings

After analyzing the following sites listed above, home page, navigation, and design are important to get users to join online digital scrapbooking sites along with keeping their interest. It's important to visually show what your site is about.

Photoalbum.com has informative content, however it's not visually appealing for the user. The information looks very cluttered. Site's such as howtimeflies.com and Cropmom.com were very easy to navigate and read. Each site has tutorials or demos to show how to use their scrapbook applications. All sites analyzed contain applications for designing scrapbooks that require a fee for the use templates or printing. Snapscrap will have a various selection of templates for users to use at no cost. Users can upload and share their design templates. Users can also print their designs via their own computer.

Cropmom.com

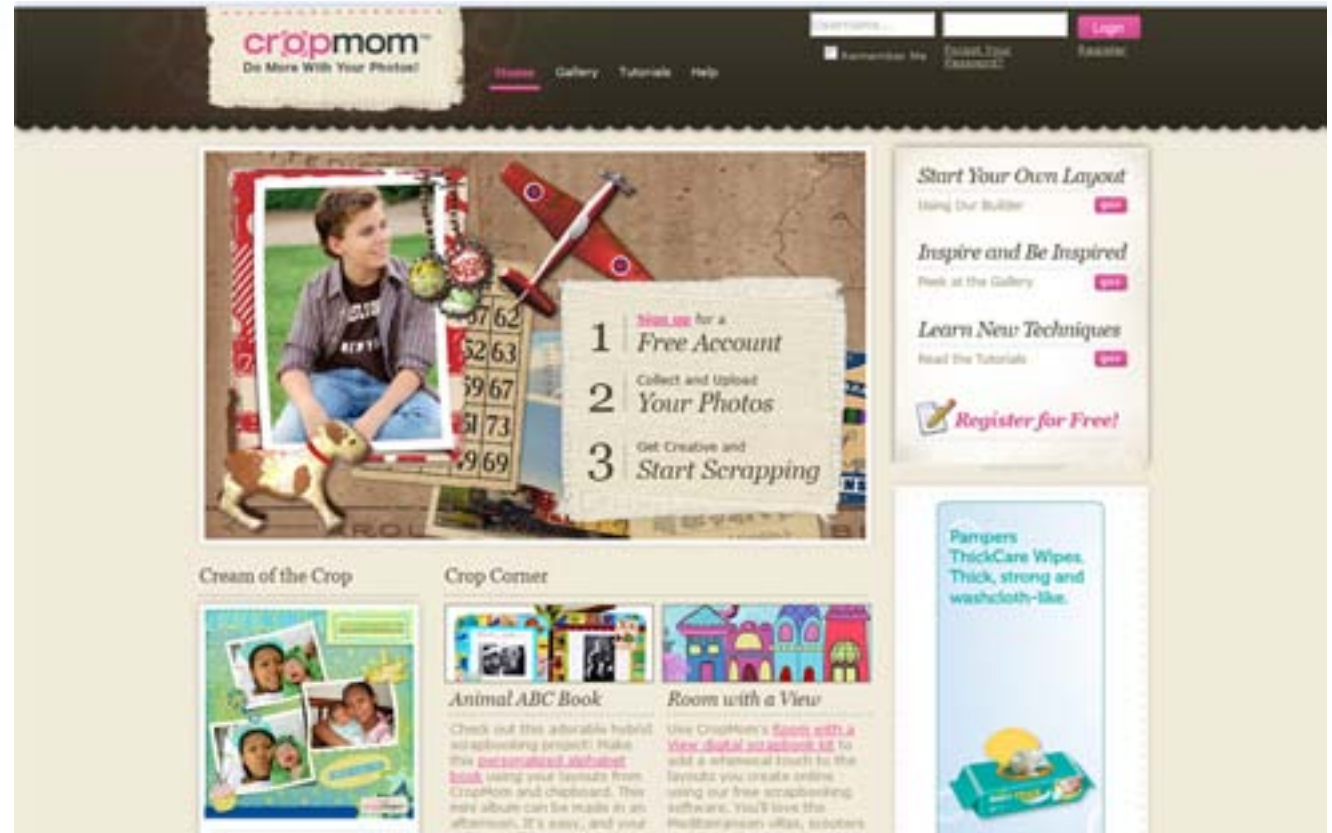
Ratings

Design ★★★★★

Performance ★★★★★

Usability ★★★★★

Technology ★★★★★



Howfasttimeflies.com

Ratings

Design ★★★★★

Performance ★★★★★

Usability ★★★★★

Technology ★★★★★



Scrapblog.com

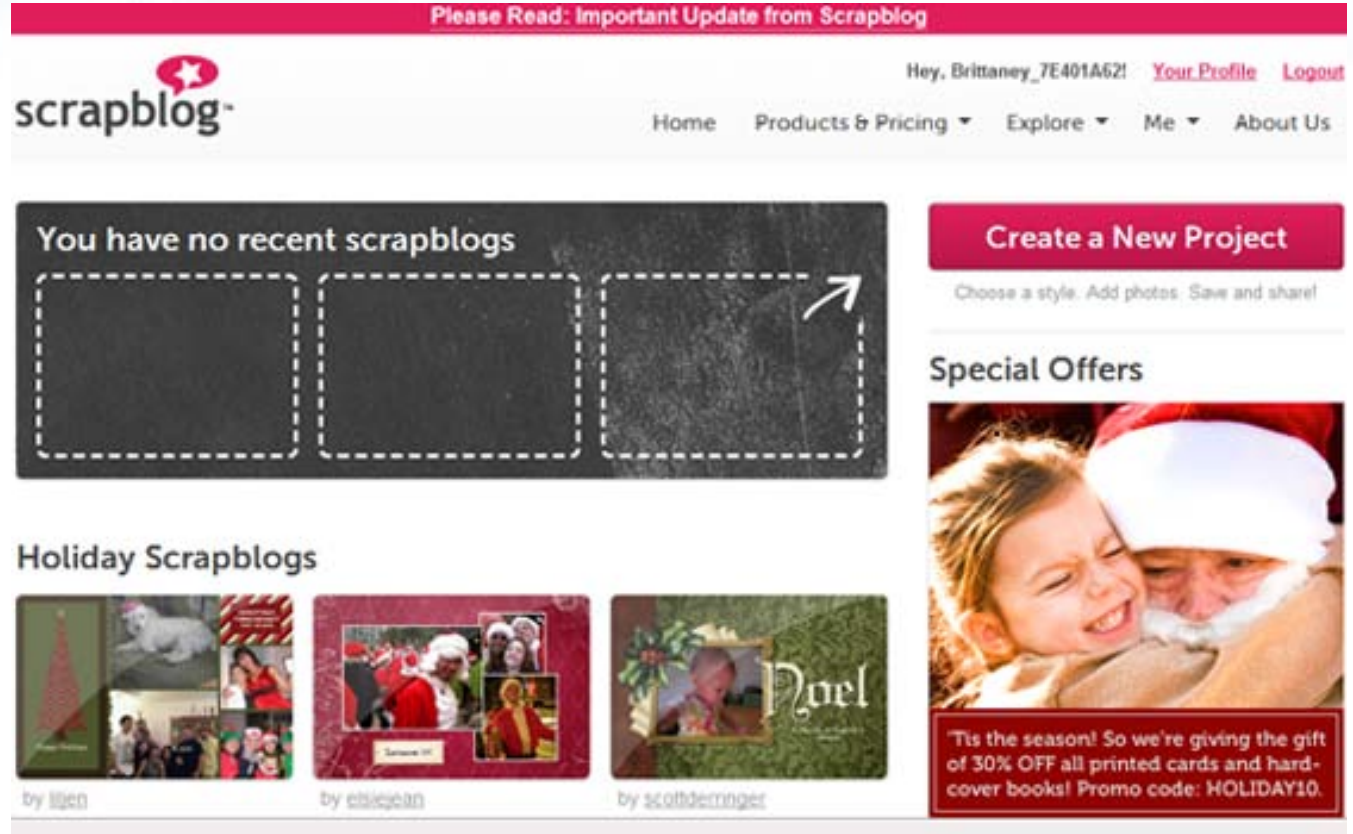
Ratings

Design ★★★★★

Performance ★★★★★

Usability ★★★★★

Technology ★★★★★



The screenshot shows the Scrapblog.com homepage. At the top, there is a red banner with the text "Please Read: Important Update from Scrapblog". Below this is the site's logo and navigation menu, including "Home", "Products & Pricing", "Explore", "Me", and "About Us". A user is logged in as "Brittaney_7E401A62!". The main content area features a "You have no recent scrapblogs" message with three dashed boxes representing missing images. To the right, there is a "Create a New Project" button and a "Special Offers" section. The "Special Offers" section includes a photo of a child and Santa Claus, with a text box stating: "Tis the season! So we're giving the gift of 30% OFF all printed cards and hard-cover books! Promo code: HOLIDAY10." Below the main content, there is a "Holiday Scrapblogs" section with three featured projects by users "lizen", "elisejcan", and "scottdeminger".

Photoalbum.com

Ratings

Design ★★★★★

Performance ★★★★★

Usability ★★★★★

Technology ★★★★★



The screenshot shows the Photoalbum.com website homepage. The header features the logo and the text "Digital Scrapbooking". A central banner promotes creating a free account and offers various design options like freestyle layouts, flipbooks, and shipping services. On the right, there is a "member login" section with input fields for name and password, and a list of products to get started, including various scrapbook and photo book formats.

photoalbum.com Digital Scrapbooking

Create a Free Account

- Create a Photo Book or Scrapbook design
- Freestyle Layout Up To 100 Pages
- Create a FlipBook to Share Online
- Order Photo Books shipped Anywhere!

member login

Name

Password

Forgot password?
Not registered?

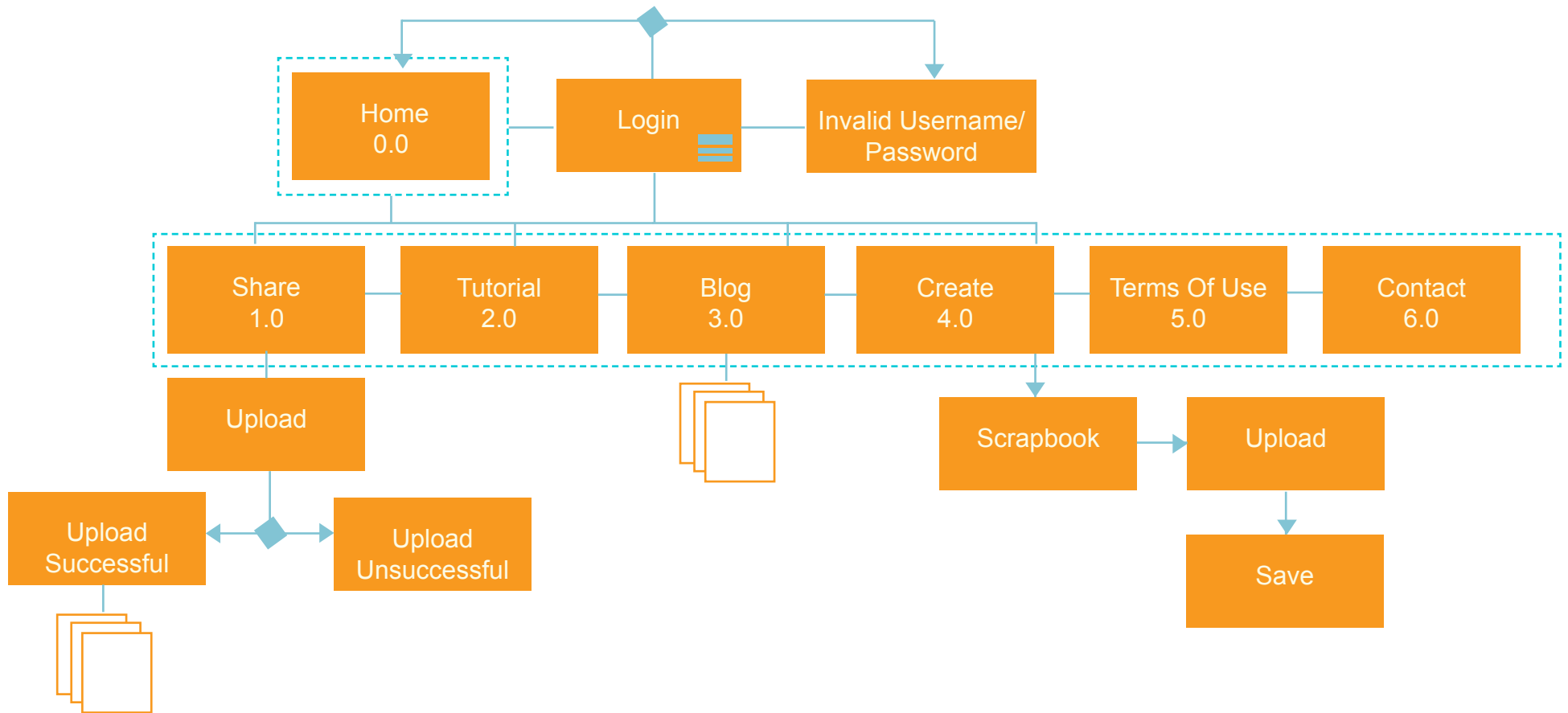
login

Click any product to
GET STARTED!

- 12 x 12 Scrapbook HardBound
- Medium Square Hard Bound
- Pocket Size Scrapbook HardBound
- Letter Portrait Hard Bound Cover
- Letter Landscape Soft Bound Cover
- Letter Portrait Soft Bound Cover
- Pocket Book Soft Bound Cover
- Letter Landscape Hard Bound Cover

Have them all organized here

Photoalbum.com makes scrapbooking easier!
Design your Scrapbook or Photo Book using our browser



Legend:

- Page
- Global
- Results
- Form
- Multiple Pages

The site will contain XHTML, CSS, JQuery, PHP, MySQL, and Flash.

Site Features

PHP with MySQL

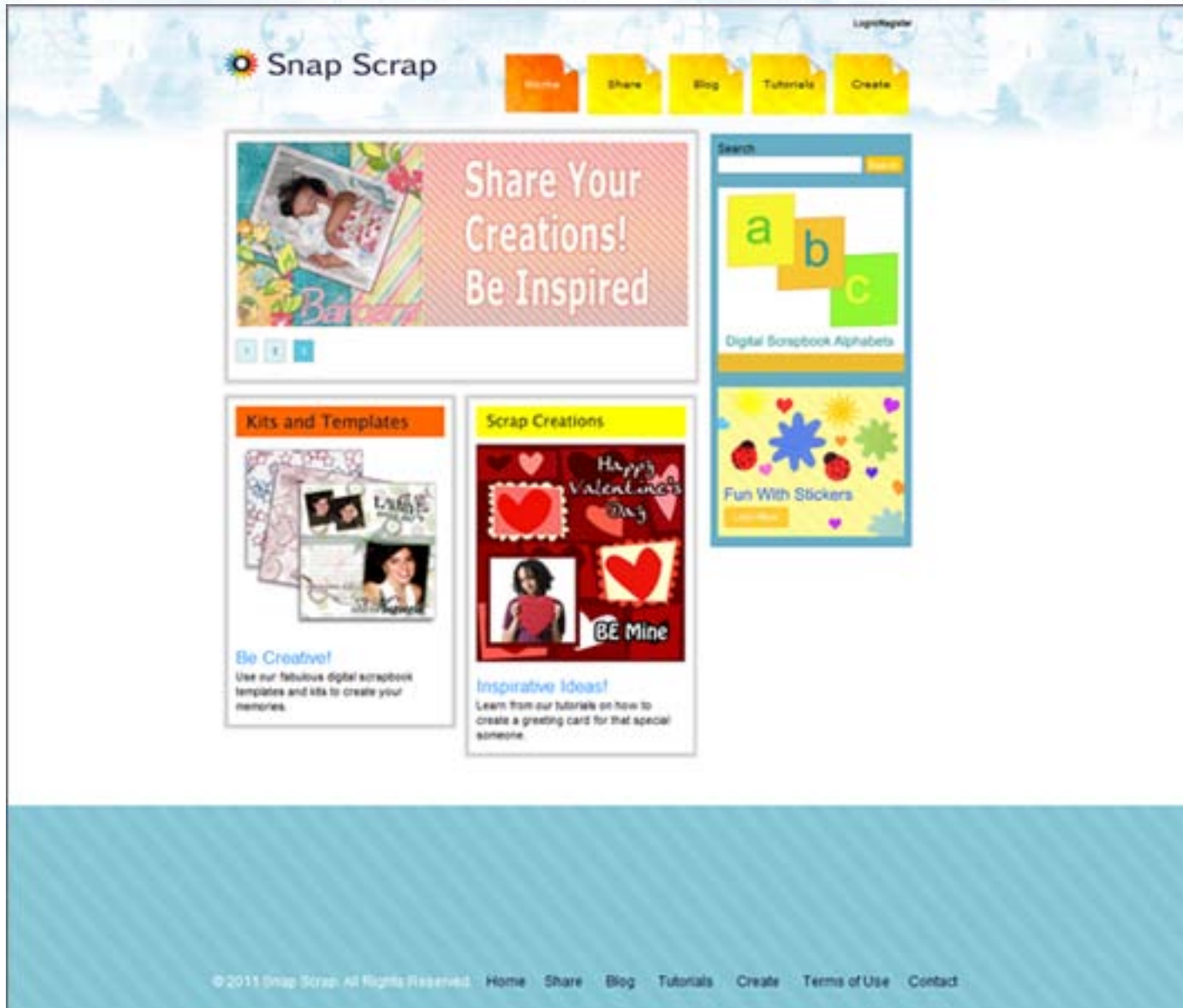
PHP with MySQL is an overall feature for maintaining the users information. Users will have access to their own accounts, and create accounts. Users will also be able to comment on blog posts, and upload images.

Flash actionscript 3.0

Actionscript 3.0 along with PHP will be used for creating the digital scrapbook application that allows users to create scrapbook pages and greeting cards. PHP and XML will be used with actionscript 3.0 for users to upload images, and download their scrapbook pages.

Jquery

will be used for site features such as the login and gallery. A jquery modal box window will be used for the user login.



Rubric:

Rating scale - 1 = poor 2 = bad 3 = fair 4 = Good 5= outstanding

HowfastTimefiles.com
CropMom.com
ScrapBlog.com
PhotoAlbum.com

Home Page	1					5
Does the home page have a clear recognizable purpose? i.e. purpose, sell products, sell advertising, informative.	No	5	5	5	5	Yes
Does the home page look and feel cluttered?	Not Pleasing	5	5	5	4	Pleasing
Do the colors used on the home page reflect the site's mission?	No	5	5	4	3	Yes
Label and Links						
Does every section have a header?	No	5	4	5	4	Yes
Are links colored correctly? Can the user tell if it is a link or text?	No	4	3	5	3	Yes
Are the sections appropriately named?	No	4	5	5	4	Yes
Userbility						
Is the content clear for the user to understand?	Confusion	4	4	5	2	Clear
Does the content satisfy users' needs and wants?	No	5	4	5	3	Yes
Is the content relevant to the purpose of the site?	Not Relevant	5	5	5	5	Relevant
Can a user move throughout the site not through the navigation but through links?	No	5	5	5	5	Yes

HowfastTimefiles.com
ScrapBlog.com
PhotoAlbum.com
CropMom.com

Content organization is user friendly?	Unclear	5	5	4	3	Clear
Navigation						
Is the global navigation consistent throughout the website?	Not Consistent	5	5	5	5	Consistent
Is the hierarchy of the menu logical?	Unclear	4	5	3	3	Clear
Can users navigate using a local menu in sections with more than one page?	No	5	5	3	5	Yes
Can a user move throughout the site not only through the navigation but within the content?	No	5	5	5	3	Yes
Performance						
If pages take longer than 10 seconds to load, is the user made aware of the page progression?	No	5	5	5	5	No
Are there any sections that take noticeably longer than others to load?	Yes	5	5	5	5	No
Does graphics and applications load quickly?	Slow	5	4	5	3	Fast
Features and Technology						
Works well in all browser versions?	No	5	5	5	5	Yes
Site contains a search engine?	No	5	N/A	5	N/A	Yes
Add carts are available?	No	N/A	5	N/A	N/A	Yes
Site calculates total of purchase?	No	5	5	5	5	Yes
Site registration is simple?	No	5	5	5	5	Yes
Contains a member profile page?	No	N/A	N/A	5	N/A	Yes
Site has tutorials?	No	3	2	5	5	Yes
Site tutorials have videos?	No	N/A	5	5	5	Yes

HowfastTimeflies.com
 CropMom.com
 ScrapBlog.com
 PhotoAlbum.com

Design						
Does the site design convey the topic?	No	5	5	5	5	Yes
Is the site visually appealing to the user?	No	5	5	4	2	Yes
Are images / graphics clear and crisp or pixilated and stretched.	Not Pleasant	5	5	5	3	Pleasant
Does the design fit the theme?	Not Relevant	5	4	4	4	Relevant


Page ID	Page Title	Content	Type	Status
0.0	Home	Welcome to Snap Scrap! Digital Scrapbooking	Text	Complete
0.1	Login	Login	Form	Complete
1.0	Register	Please enter your details below to register.	Form	Complete
2.0	Share	Upload/View Gallery	Image	Complete
2.1	Upload Successful	Upload Successful. Click Here to View Gallery	Image	Complete
2.2	View Gallery	Categories - Baby, Birthday, Holiday ,Vacation, Other, Wedding	Text	Complete
2.3	Category	Thubnail Image	Image	Complete
3.0	Blog	Add or view comments.	Text/Image	Complete
3.1	Comments	Add Comment.	Text	Complete
4.0	Tutorials	Tips and Videos	Text/Image/ Video	In Progress
5.0	Create	Create Scrapbook Page	Application	In Progress
6.0	Contact	Please enter required information.	Form	In Progress
7.0	Terms of Use	Terms of use	Text	In Progress

Page ID	Page Title	Asset Name	Description	Location	Status
0.0	Home	banner1.jpg	Banner Image	images/banner1.jpg	Complete
0.0	Home	banner2.jpg	Banner Image	images/banner2.jpg	Complete
0.0	Home	banner3.jpg	Banner Image	images/banner3.jpg	Complete
0.0	Home	kits.png	Image	images/kits.png	Complete
0.0	Home	scrapcreations.png	Image	images/ scrapcreations.png	Complete

Snap Scrap


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 Snap Scrap

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Snap Scrap	Website Mood Board	Version 1	
<p>Color Palette</p>  <p>#FFEFD3 #FFFEE4 #D0ECEA #9FD6D2 #8B7A5E #FFFFFF #000000</p>		<p>Design Notes:</p> <p>This design has soft colors along with a few neutral colors. The patterns were chosen based on scrapbook patterns and ideas.</p>	
<p>Sample Images:</p> 		<p>Sample Patterns:</p> 	<p>The fonts are simple and easy to read. The sub header font was chosen because it's easy to read. The camera was incorporated into the logo because it fits the title for snap scrap.</p> <p>Other Elements/Design Styles:</p> 
<p>Sample Fonts:</p> <p>snop scrap Font: Nlp And Tuck NF</p> <p>THIS IS A SUB HEADER Font: Arial</p> <p>Page Content: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Font: Verdana</p>			

Snap Scrap
Website Mood Board

Color Palette

						
#CCCCCC	#4E24FF	#44DDF2	#ABFF1A	#F9001E	#FFFFFF	#000000

Sample Images:

Sample Fonts:

snop scrap

Font: Broadway

THIS IS A SUB HEADER

Font: Arial




Page Content: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Font: Verdana

Design Notes:

This design has Bright Colors. The bright colors were chose because they are exciting colors. It will make the website stand out more . The patterns were chosen based on scrapbook patterns and ideas.

Sample Patterns:

Other Elements/Design Styles:

Home Page Images

Rejane.r. Bárbara - Soninhum. Flickr. 2008

<<http://www.flickr.com/photos/rejaner/2456343233/>>.

Rejane.r. Lucas - 11 meses. Flickr. 2008

<<http://www.flickr.com/photos/rejaner/>>.

Content written by Brittaney Roache.