

Darshan Ramsdell
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Project name: Food on foot

Big picture: ...

Project summary: A redesign of an existing website.

Business objectives/goals: To let people know what they can do to help those in need either by volunteering, donating or getting the word out.

Preferred date for launch by client: Summer 2012

Target audience:

I. 18-55. Male/female. Volunteers.

II. The audience is going to want to make a difference. Maybe they are bored and want to do something meaningful with their time.

Perception strategy:

I. Cluttered, confusing, too much writing.

II. Clean, simple, happy.

III. I will redesign Food on foot to be more simple and pleasing to the eye. Make it so people would be inspired to help by any means.

Message Strategy:

I. You can make a difference in someone's life.

II. The new site will make you want to help by volunteering or donation and that by doing so, they will feel better knowing they are helping someone in need.

Competitive Advantages: One of the advantages is all the success stories Food on foot has.