

PCBuilders.com

Project Workbook

Quintin Jackson

Brand Website Purpose Statement

PCBuilders.com provides education and knowledge about why and how to build computers to practical and keen users in a professional and straight-forward way to help them feel more knowledgeable about computers and encourage people, mostly men ages 16 to late 50s, to build their own computers instead of buying them.

The PCBuilders.com website offers loads of information about why it's better to build a PC yourself as opposed to buying one from a store or off of a website. There will also be information on the basic principles of the different components of a computer and how to put all of them together to make a working computer.

Users can also comment on each article of information, voicing their own opinions about certain subjects on the page or posting new information that pertains to the article. There are also be a contact page for users to contact the webmaster via an email for any problems a user has while navigating the site. A universal search bar will help users in finding specific information that they are looking for. The information for the website will be obtained from reliable sources and organized into a more understandable fashion. This website will generate money for stores selling individual PC components and the manufacturers of those components.

Project Goals

(SMART Goal Characteristics: Specific, Measurable, Actionable, Relevant, Timely)

Term	Goal	Desirability	Obtainability	Total
LT	Gain affiliation and post advertisements on website from stores and manufacturers of computer components and peripherals.	10	4	14
MT	Have reliable users visiting website and posting more advanced, specific and up-to-date information	6	4	10
ST	Obtain an average of 50 daily organic users within the first year	8	8	16
LT	Obtain and average of 400 daily organic users within the first five years	8	6	14

Library Research source citation on Industry demographic data:

Hoovers.com. "Computer and Software Stores.", 2014. Web. 5 August 2014.

subscriber.hoovers.com.ai.libproxy.edmc.edu/H/industry360/overview.html?industryId=1525.

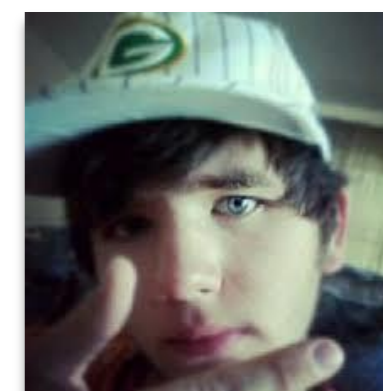
Mpackaged Facts. "Do-It-Yourself (DIY) Consumers in the U.S.: DIY Markets in a Down Economy.", June 2009. Web. 5 August 2014.

academic.marketresearch.com.ai.libproxy.edmc.edu/search/results.asp?prid=1082825501&query=diy+computer&categoryid=70&cmdgo=Go.

Detwiler, Bill. "DIY desktops are dead in business and dying in the home.", Cracking Open. 24 May 2013. Web. 5 August 2014.

<http://www.techrepublic.com/blog/cracking-open/diy-desktops-are-dead-in-business-and-dying-in-the-home/>.

Ages: 13 and 34



Primary Demographic: Tucker Sawell

• **Story** (6 lifestyle motivations to use website- be specific):

- Tired of paying too much for a new computer
- Doesn't know that much about computers but willing to learn
- Uses resource intensive software for graphic design school
- Close friends of his recommend building new PC himself
- Would rather save money for more costly expenses, like tuition and car

• **6 Goals** (of what to accomplish on the business website):

- Learn why most of his friends build their own computers
- **Complete his Photoshop and Illustrator projects for college**
- Learn how to build and upgrade his computer to handle the latest version of Photoshop

• **Demographic** (industry data: age, geographic location, occupation, annual income, marital status, children, etc.):

- Part of Generation Y (Millennials)
- 23 year old male
- Lives in North-east metropolitan area
- Full-time student in college
- Less than \$10,000/year
- Single
- No children

• **6 Needs** (motivations user building website business relationship):

- **A computer to do Photoshop and Illustrator projects**
- A computer with newer components that meet the requirements to run programs like Photoshop and Illustrator
- Have all the tools necessary to complete jobs as a graphic artist

Library Research source citation on Industry demographic data:
Hoovers.com. "Computer and Software Stores.", 2014. Web. 5 August 2014.
subscriber.hoovers.com.ai.libproxy.edmc.edu/H/industry360/overview.html?industryId=1525.
Packaged Facts. "Do-It-Yourself (DIY) Consumers in the U.S.: DIY Markets in a Down Economy.", June 2009. Web. 5 August 2014.
academic.marketresearch.com.ai.libproxy.edmc.edu/search/results.asp?prid=1082825501&query=diy+computer&categoryId=70&cmdgo=Go.
Detwiler, Bill. "DIY desktops are dead in business and dying in the home.", Cracking Open. 24 May 2013. Web. 5 August 2014.
<http://www.techrepublic.com/blog/cracking-open/diy-desktops-are-dead-in-business-and-dying-in-the-home/>.
Ages: 45s and 54s



Secondary Demographic: Dave Mayley

• **Story** (6 lifestyle motivations to use website- be specific):

- Has 3 sons in middle school that are gamers
- Mid to heavy do-it-yourself mentality
- Does maintenance on home, garden, and auto
- Tries to save money where-ever he can
- Not as computer-savvy as his children
- Wants to help his children build computers if they have trouble

• **Demographic** (industry data: age, geographic location, occupation, annual income, marital status, children, etc.):

- Part of Generation X
- 47 year old male
- Lives in suburban area
- Construction Project Supervisor
- \$50,000/year
- Married
- 3 sons

• **6 Goals** (of what to accomplish on the business website):

- **Obtain the knowledge to help build computers for each of his children if they need help**
- Be able to know how to upgrade computers if children need them upgraded
- Save more money building computers compared to buying new ones

• **6 Needs** (motivations user building website business relationship):

- **Provide materials and tools for his children to do homework for high school**
- **Help build and maintain gaming PCs for his children**
- Learn what he needs to know as quickly and efficiently as possible
- Find the cheapest and most effective way to make what is needed for his family if all possible

Brand + User 1 Goals = Features

Tucker Sawell:

Complete his Photoshop and Illustrator projects for college
A computer to do Photoshop and Illustrator projects

Dave Mayley:

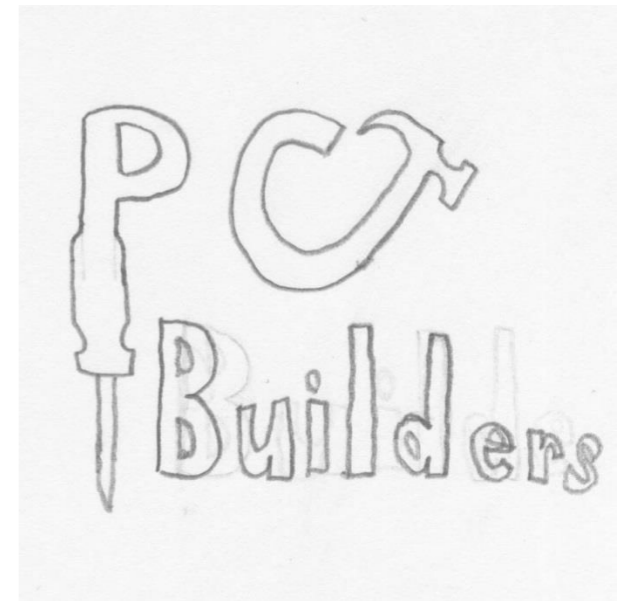
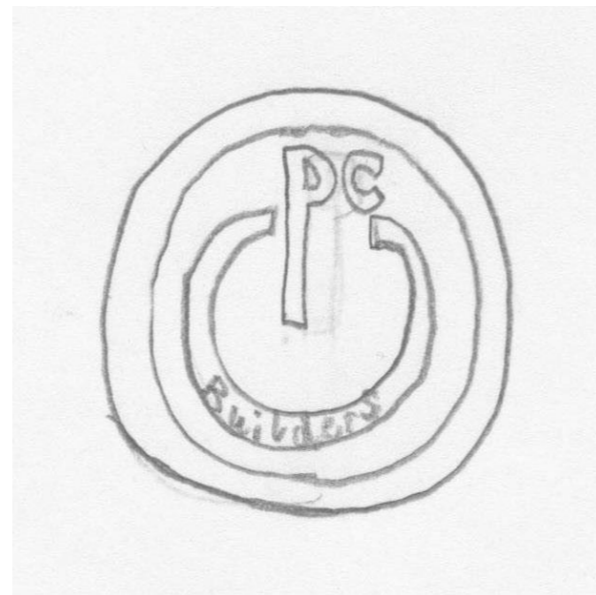
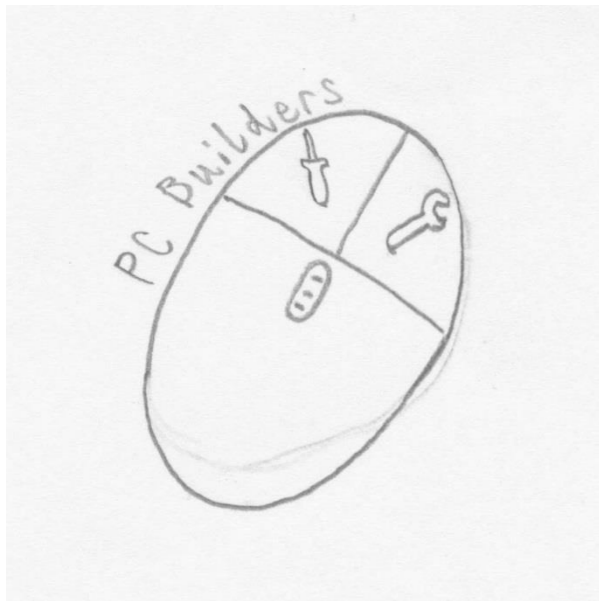
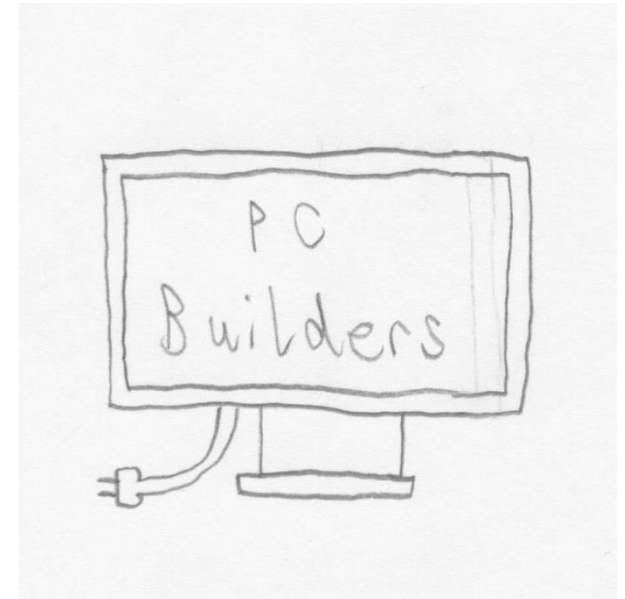
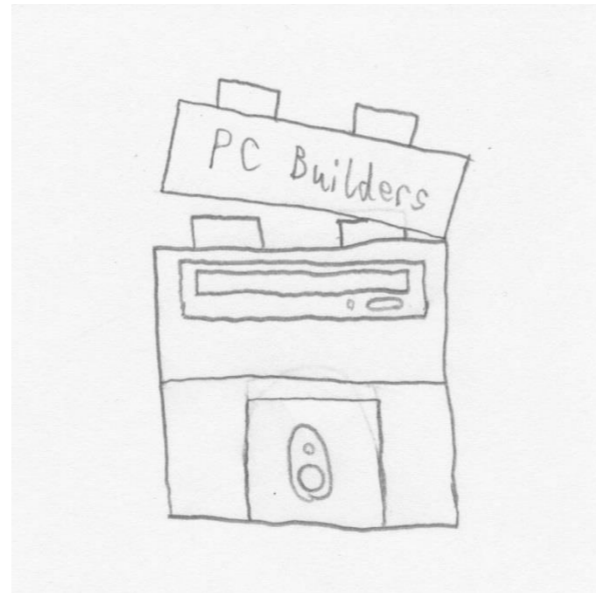
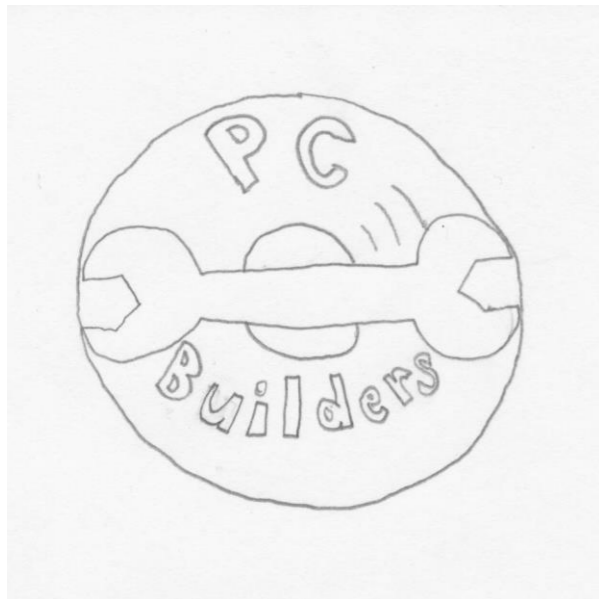
Obtain the knowledge to build for each of his children a computer for home
Provide materials and tools for his children to do homework for high school
Help build and maintain gaming PCs for his children

SMART PROJECT GOALS

- Search bar to search specific content
- Comment section per article for people to voice opinions and more detailed info related to article
- Contact page for customer problems and concerns run via email

Brand Characteristics – minimum of 10 keyword descriptors

- Do-It-Yourself PC
- Computer Building
- Computer Components
- Learning Computer Technology
- White Box Building
- PC Builders
- Cost-Effective PC Building
- PC Building
- Computer Maintenance
- Custom Computer Education
- Discussing Computers
- DIY Computers



Brand Identity thumbnails for (Business name)

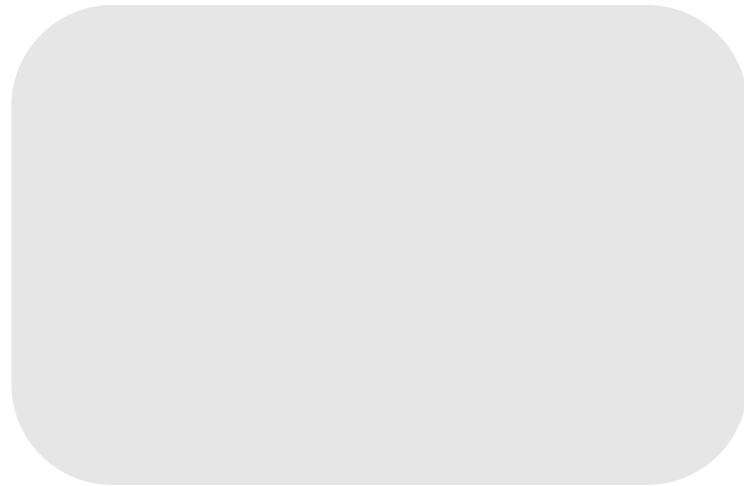
Brand Identity

Brand Identity COLOR logo with spacing requirements on website.



Brand Style Guide for (PCBuilders.com)

Project color scheme



RGB (230,230,230)
Hex (E6E6E6)
Background



RGB (63,146,210)
Hex (3F92D2)
Primary



RGB (255,240,220)
Hex (93B9D1)
Secondary



RGB (3,62,107)
Hex (033E6B)



RGB (37,86,123)
Hex (25567B)



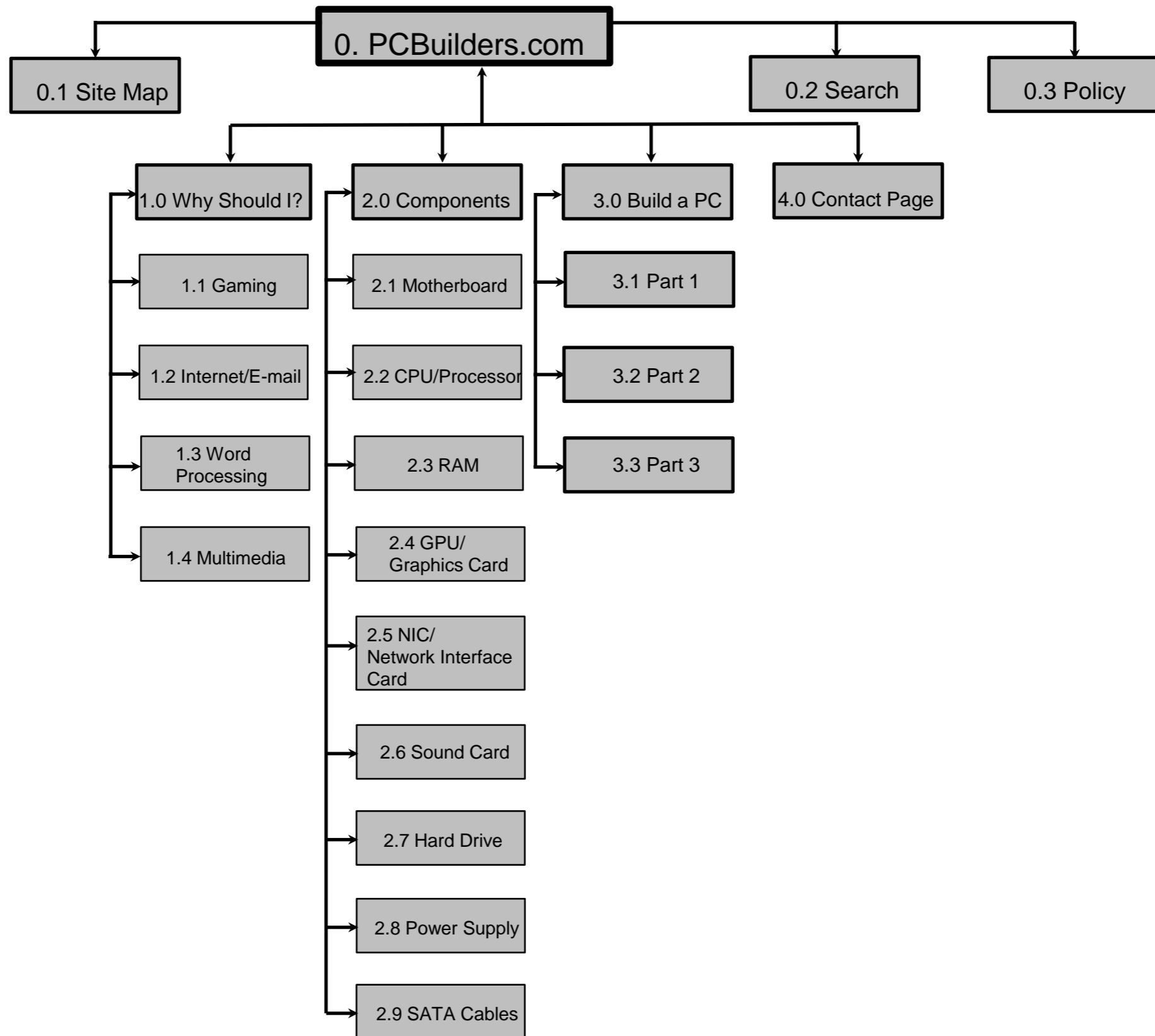
RGB (255,255,255)
Hex (FFFFFF)
Accents

Type selection to be used for promotional elements, Headlines, subtitles and body copy. Label what each typeface will be used for.

Headlines: Rockwell Bold, 38pt, Black

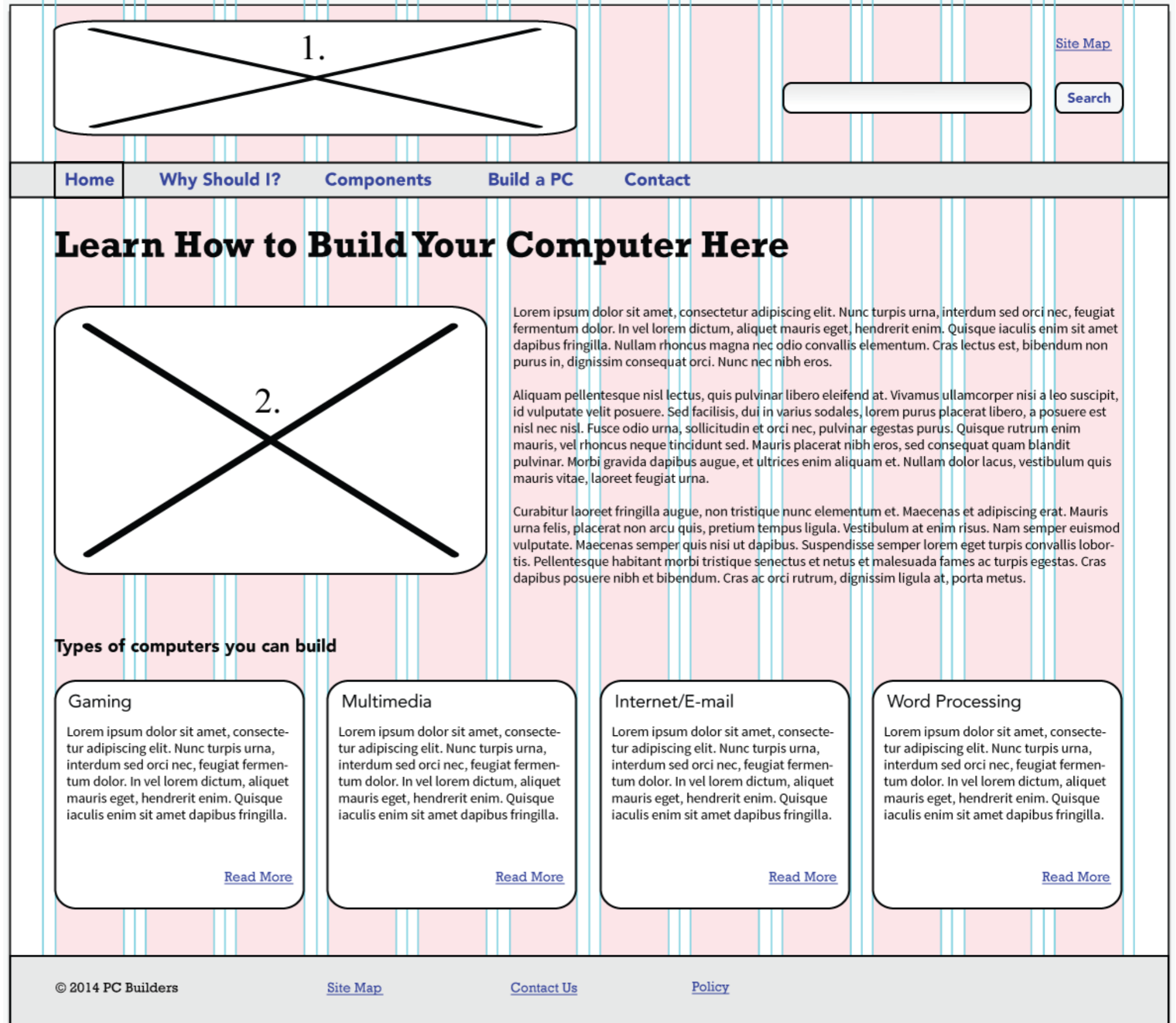
Subtitles: Avenir Black, 18pt, Black

Body Copy: Source Sans Pro, 14pt, black



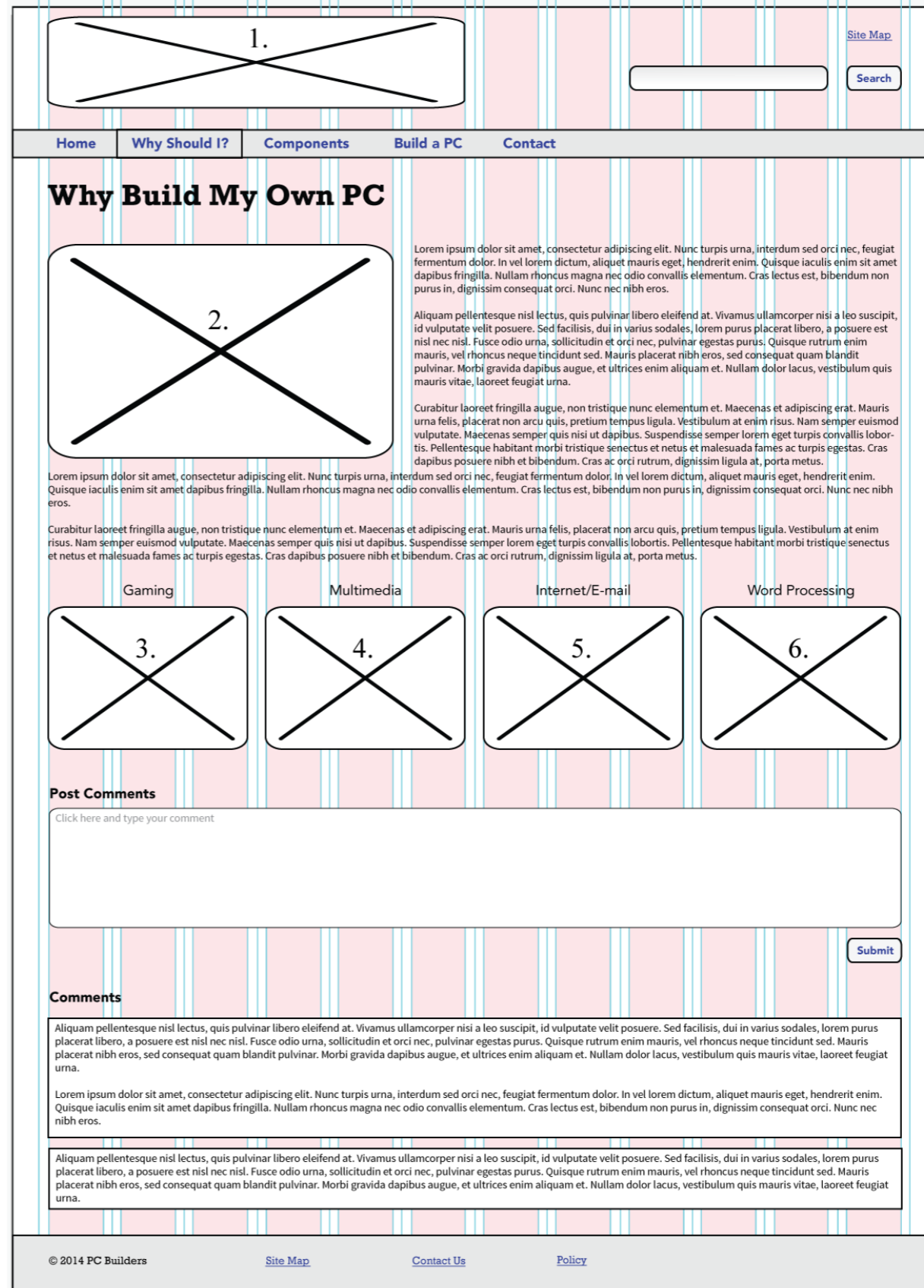
(Page ID: 0.0) Homepage Wireframe Notations:

- 1. Logo
- 2. Opening Picture



(Page ID: 1.0) Landing Page Wireframe Notations:

1. Logo
2. Opening Picture
3. Gaming Picture
4. Multimedia Picture
5. Internet/E-mail Picture
6. Word Processing Picture



(Page ID: 3.1)

Wireframe Notations:

1. Logo
2. Picture of Putting in Motherboard
3. Picture of Putting in CPU
4. Picture of Putting in RAM

1.

Site Map

Search

Home Why Should I? Components Build a PC Contact

PC Building Part 1

2.

3.

4.

Putting in the Motherboard

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Installing the CPU

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Locking in RAM cards

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[Continue to Part 2](#)

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Click here and type your comment

Submit

Comments

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Wireframe Notations:

- 1. Logo
- 2. Gaming Picture

The wireframe shows a website layout with a header, navigation menu, main content area, and footer. Annotations 1 and 2 are placed in the header and main content area respectively.

Header: Contains a logo placeholder (1), a search bar, and a search button. A [Site Map](#) link is also present.

Navigation: A horizontal menu with links for [Home](#), [Why Should I?](#), [Components](#), [Build a PC](#), and [Contact](#).

Main Content: Features a main heading **Gaming PC** and a large image placeholder (2). Below the image is a block of Lorem Ipsum text. A **Post Comments** section follows, containing a text input field with the placeholder text "Click here and type your comment" and a **Submit** button. Below this is a **Comments** section with three separate blocks of Lorem Ipsum text.

Footer: Contains copyright information "© 2014 PC Builders" and links for [Site Map](#), [Contact Us](#), and [Policy](#).

(Page ID: 4.0)

Wireframe Notations:

1. Logo

1.

[Site Map](#)

[Home](#) [Why Should I?](#) [Components](#) [Build a PC](#) [Contact](#)

Contact Page

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Concern(s)/Question(s):

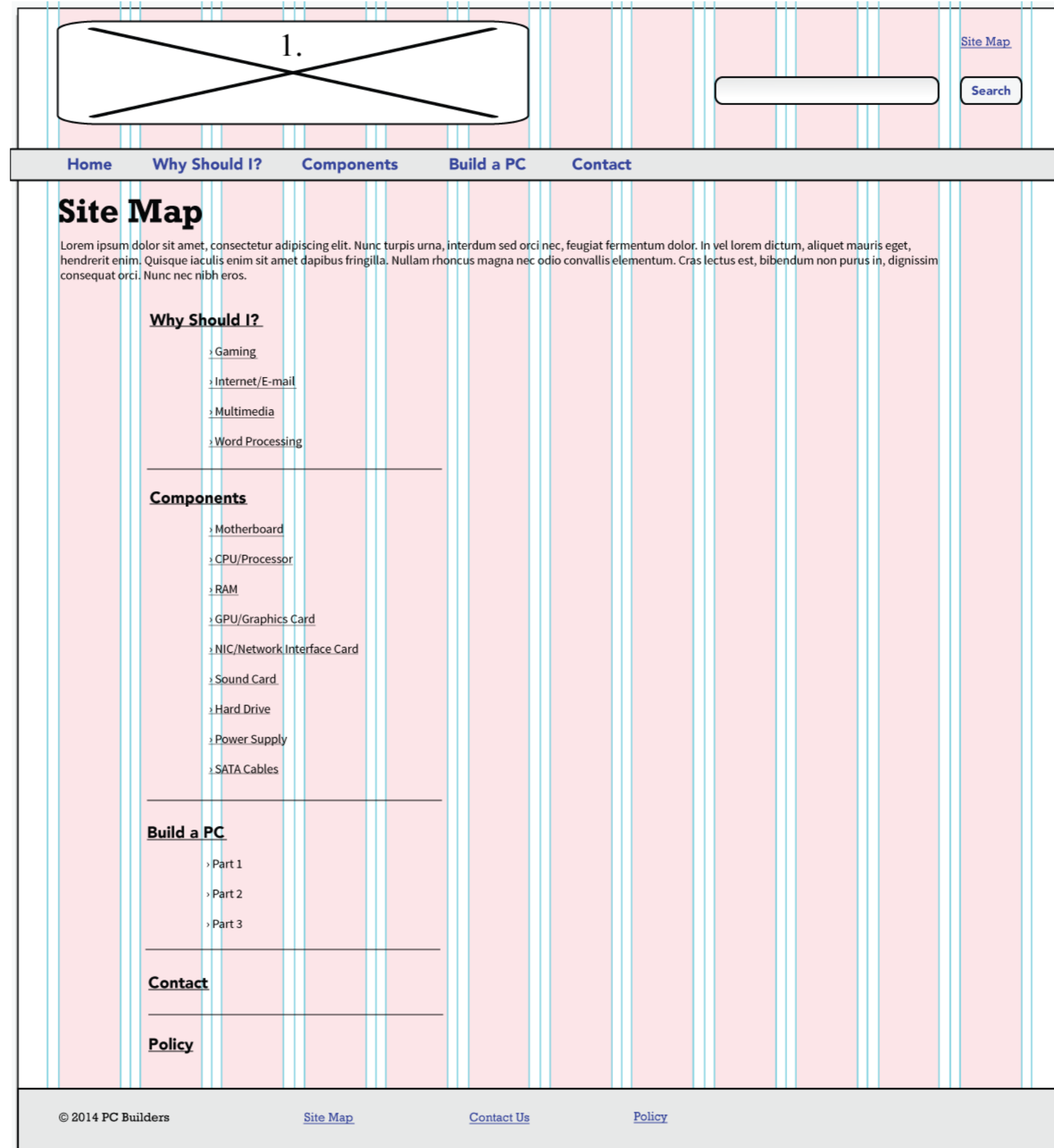
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Contact Wireframe - 960 grid/12column with annotations from Illustrator or PhotoShop file

(Page ID: 0.1)

Wireframe Notations:

1. Logo



Site Map Wireframe - 960 grid/12column with annotations from Illustrator or PhotoShop file

[Home](#)[Why Should I?](#)[Components](#)[Build a PC](#)[Contact](#)

Learn How to Build Computers



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Types of computers you can build

Gaming

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[Read More](#)

Multimedia

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[Read More](#)

Internet/E-mail

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Word Processing

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Why Build My Own Computer



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Gaming



Multimedia



Internet/E-mail



Word Processing



Post Comments

[Click here](#) and type your comment

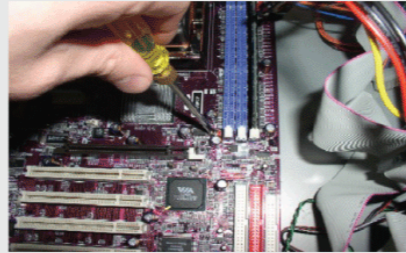
Comments

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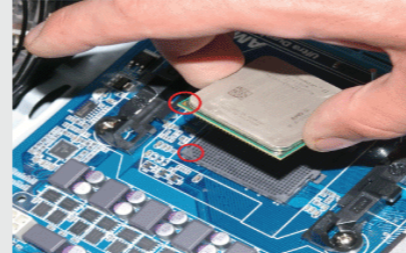
Build a PC Part 1



Putting in the Motherboard

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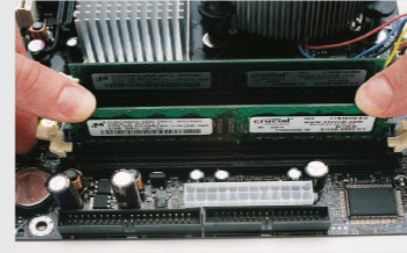
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Installing the CPU

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Locking in RAM cards

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