Memo

To: Dànielle Nicole DeVoss

From: ---------------------------

Date: 3/3/2011

Re: Final Project Proposal

Project Purpose

The purpose of this project is to present new ideas and suggestions for the web site of MSU's Sexual Assault Crisis Intervention Center in the format of a paper including visual pictures of screen layouts. This organization has an existing web site, however this site is uninviting, difficult to navigate and less informative than it could potentially be. In this paper, I will explain the importance of a well developed site for this type of organization, and show the serious potential an improved site provides. I myself am an active volunteer for the Sexual Assault Crisis Center, and I know exactly where it is that the organization is lacking. The organization is short on volunteers, lacks public understanding and knowledge of existence. This project may or may not actually be used to create a new site, but at least suggestions will have been made, and an attempt to expand will have been provided.

Project Product

The final product of this project will be a 6-10 page paper including:
- Comparisons of this site to other sites with similar goals
- Provide specific examples of both what is good *and* bad about the site, and explain why these elements are positive or negative
- Create both textual and visual suggestions for a future site for this particular organization
- Break apart and reorganize the navigation and content of the site
- Include what is missing from the site and where the information fits best

Project Audience

The most targeted audience is Michigan State University students and possibly even some faculty, both male and female. The main goal is to inform people about the crisis center, include information about sexual assault and try to gain more volunteers for the program. These key goals are relative to men and women, so the site needs satisfy the needs and interests of both.

The best way to go about including all the information and directing it to the target audience is to make it an attractive and welcoming site, and make sure that the importance of this issue is understood. One of the best features of the web site is the confidentiality it provides, and so the site should portray that. The site also needs to be expressed in an unbiased manner, so that anyone approaching the site is not turned off to

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