

www.devilsden.com

HPR ENTERPRISES

Web Concept Proposal

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The Team

Hiler, Amber

Major: Fine Arts/Graphic Design Minor

Classification: Junior

About Me: Amber Hiler was born in Gainesville, Florida Jan 20, 2009. Her favorite hobby is painting and working with animals. Her favorite sport is water skiing.

Philson, Jordan

Major: Graphic Design

Classification: Sophomore

About Me: Jordan Philson was born in Atlanta, GA March 12, 1990. His favorite hobby is anything dealing with music. His favorite sport is football.

Rogers, Kamaria

Major: Public Relations

Classification: Senior

About Me: Kamaria Rogers was born April 12, 1988, in Orlando, Fla. Her favorite poets are Maya Angelou, Nikki Giovanni, and Langston Hughes.

The Client

Devil's Den

Devil's Den is one of North America's most prehistoric places. It is an underground spring inside a dry cave in Central Florida. The remains of many extinct animals from the Pleistocene Age (2 million - 10,000 years ago) were discovered at Devil's Den, including the bones of early man, dating back to 75,000 B.C.

The pleasant year-around temperature of 72 degrees in the Den allows comfortable diving, winter or summer. On cold winter mornings you can see steam, like smoke, rising from the cave's chimney. Hence, the early settlers called the place Devil's Den.

Current Solution

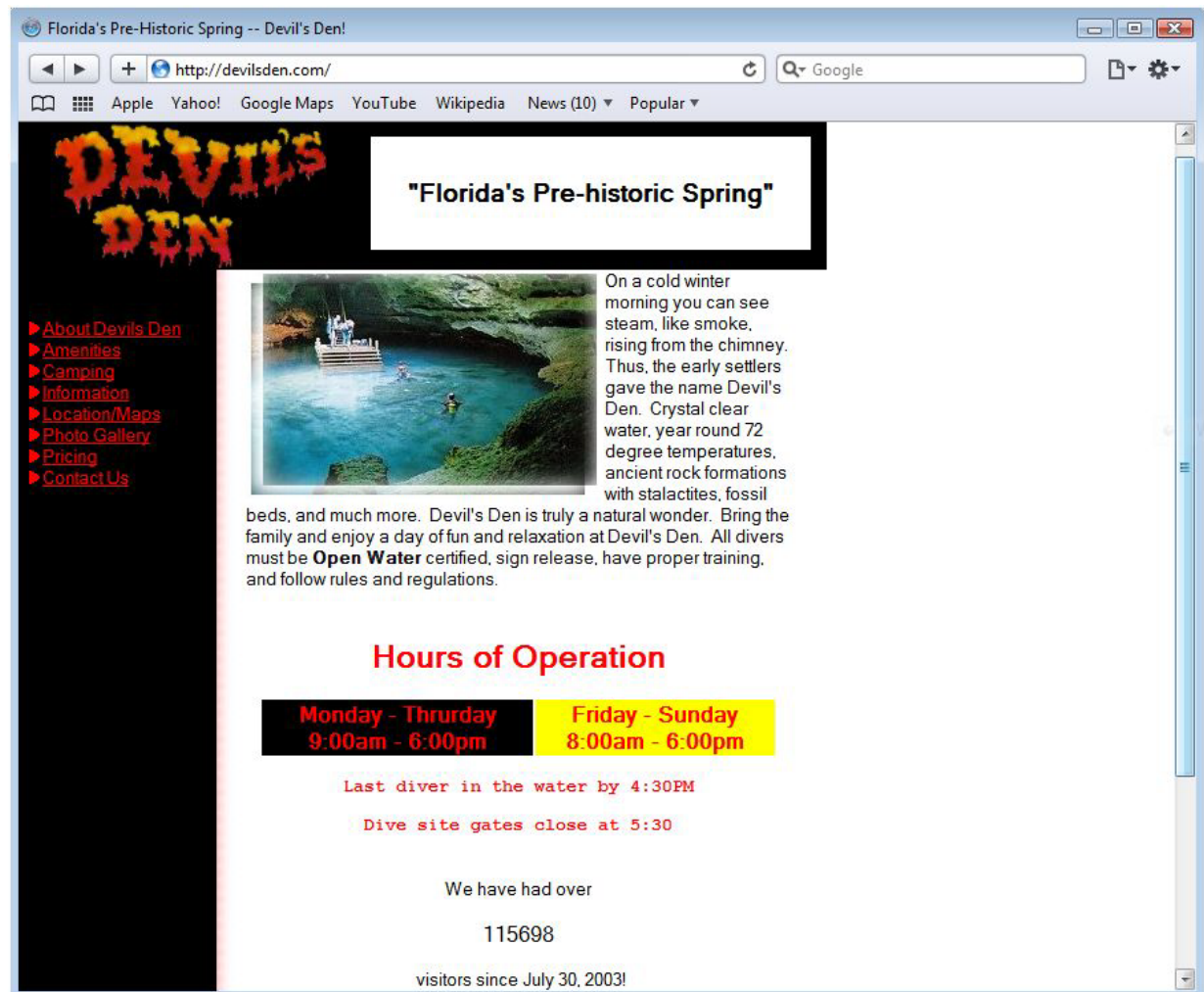
Home

Advantages

- Interesting Logo
- Narrative should remain on first page
- Navigation takes user to different pages in less than three clicks

Disadvantages

- Needs catchy heading
- Navigation links too dark
- Main picture should be changed and enlarged
- Too much white space
- Counter unnecessary



Current Solution

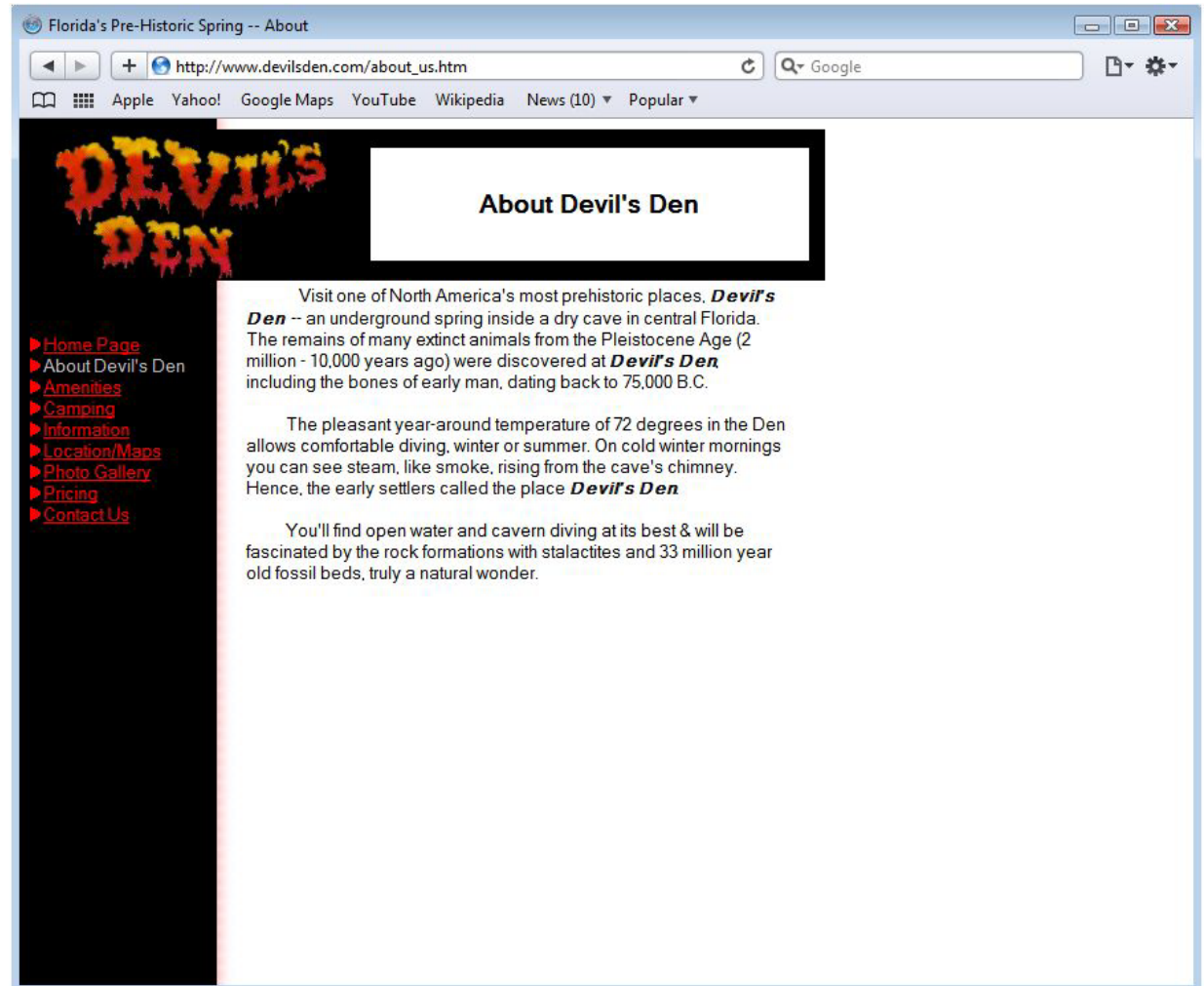
Content

Advantages

- The information is easy to understand

Disadvantages

- The page needs to be livelier
- Omit the bold words "Devil Den". It is distracting
- Title should be within content section



Current Solution

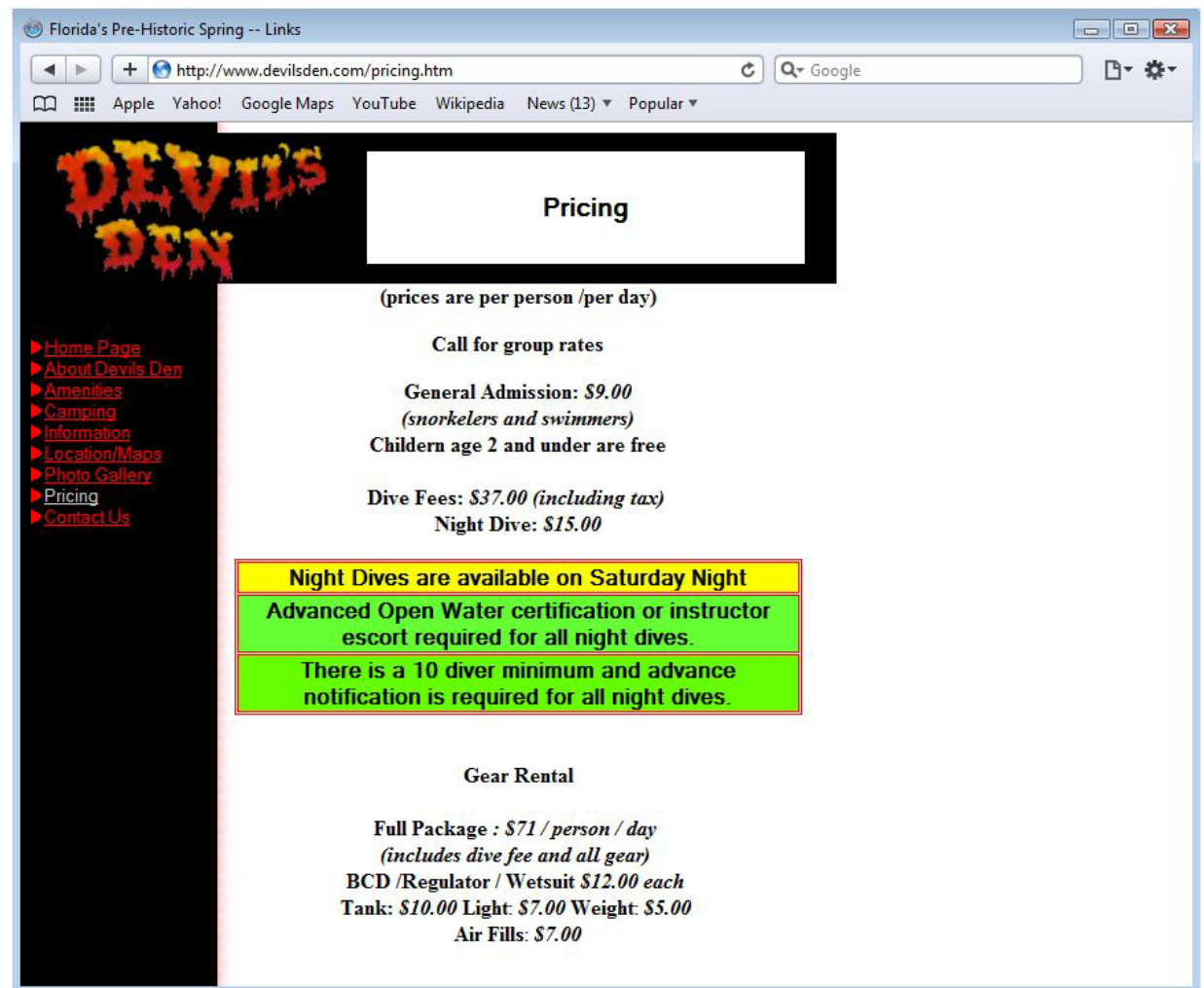
Advantages

- List everything in a thorough manner

Disadvantages

- The colors for the table do not fit well with the overall feel of the site
- The text is centered/better off left aligned
- Needs better organization

Prices



Current Solution

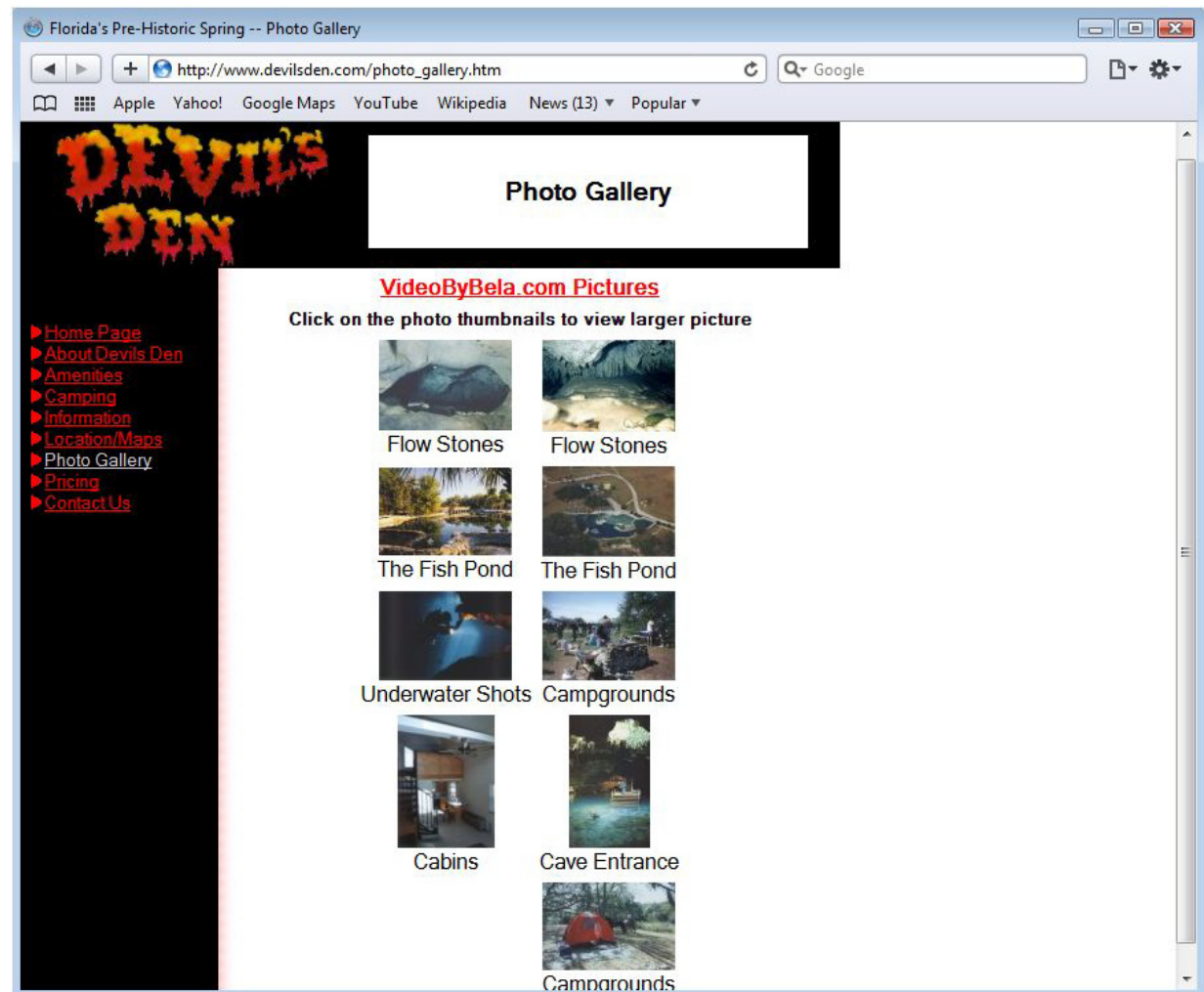
Photo Gallery

Advantages

- No Advantages on this page

Disadvantages

- Photos not all the same size
- Photos are not described or organized well
- User has to go to a complete separate page to view pictures
- Some links to pictures do not work
- Pictures are small and grainy



Current Solution

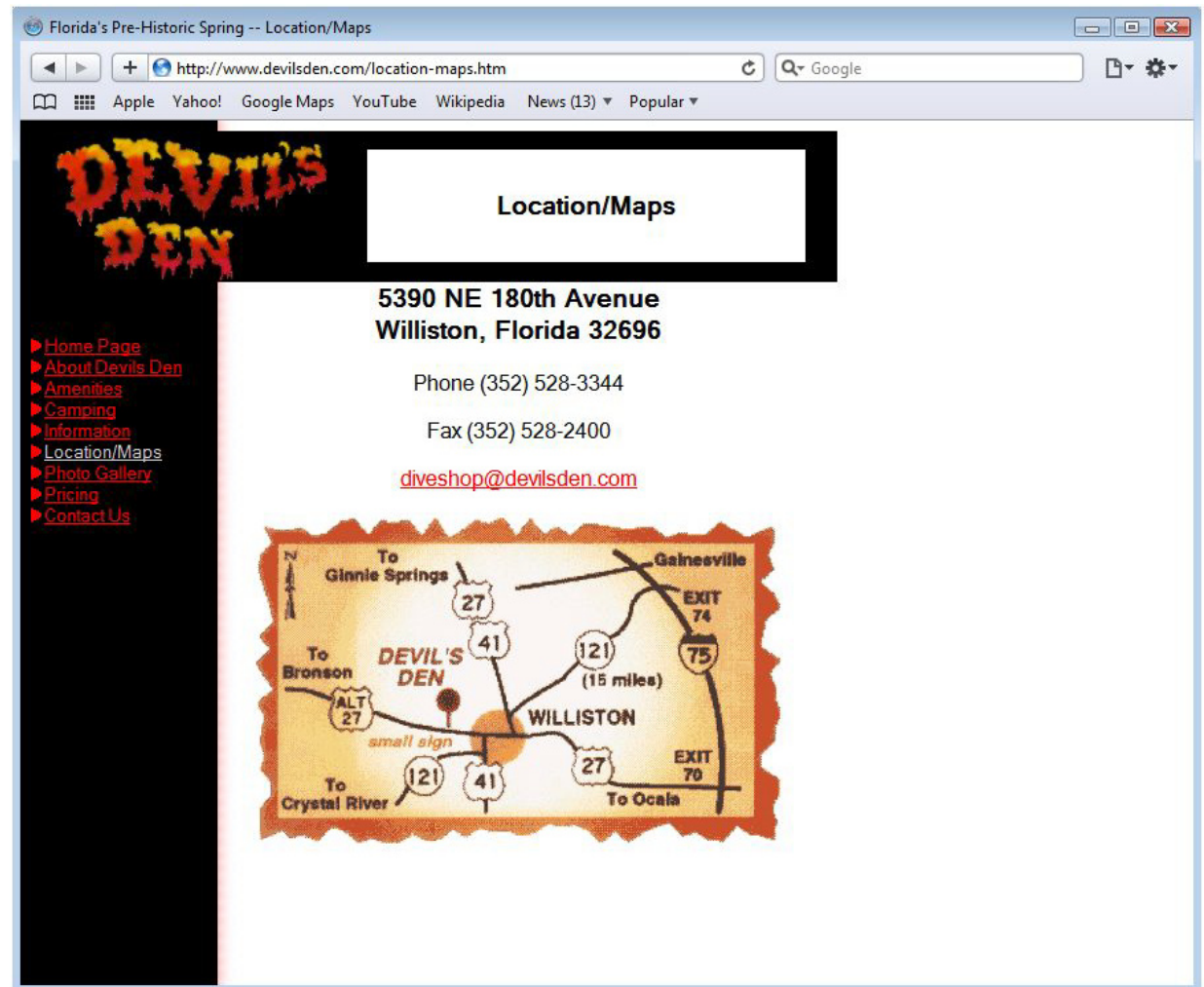
Location

Advantages

- Lists appropriate info

Disadvantages

- The map is not user-friendly and unclear
- Text would be better left aligned



Project Goals/Redesign Opportunities

Project Goals

- Websites atmosphere should interest the target audience.
- Needs to look less home made and more professional.
- The target resolution should be 1028 x 768.
- Pictures are important to this particular audience. Main picture and gallery pictures should be improved, larger/better presented.
- Counter unnecessary
- A picture of the mascot located outside of the spring would look good on the main page

Redesign Opportunities

- More structured organization
- Better design and structure of the site
- Creating a more inviting and appealing site for the user
- Making sure all links work so the user can get to destination in a timely manner

Client Requirements/Constraints

- Must use red when redesigning the site
- Must use new pictures for the Photo Gallery
- Navigation must be simple and user-friendly
- Must Load quickly for users with slower internet connections
- Must be easy to manage
- Must use all text already available on the website but can also add text that will better help enhance the site

User Definition

Jason is an experienced diver who heard about Devil's Den through friends and wants to visit in the near future. Jason's first interaction with Devil's Den will be through its website. He wants to find out prices, the different amenities, hours of operation and get a glimpse of what the spring looks like. In order for Jason to successfully complete his desired tasks he needs a website that runs smoothly and allows him to get from Point A to Point B in a fast, efficient way.



Dan is a family man who is planning his annual family vacation. This year he wants to take his family camping and he had visited Devil's Den in the past with a few buddies from work. Dan's reasoning for visiting the website is to find out camping prices. He also wants to know the rules and regulations and if Devil's den rents out equipment like flotation devices and snorkeling masks. Dan needs a website that works properly and has user-friendly navigation to help him easily find the answers to his questions.



Navigation/Hierarchy/Structure

Navigation

The navigation needs to be consistent throughout the site. The navigation also must be simple and organized so that the user won't become frustrated when trying to go to each page. The user should be able to get from Point A to Point B in three clicks or less.

Hierarchy

There are five page types to Devil's Den: The Home Page, The Content Page, The Price Page, The Photo Gallery Page and The Location Page.

Structure

The structure of site consists of the five page types. An example of what one page type consists of is the Content Page which contains Amenities, About Us, Rules and Contact Us.

Site Map

Page Types



Home



Content



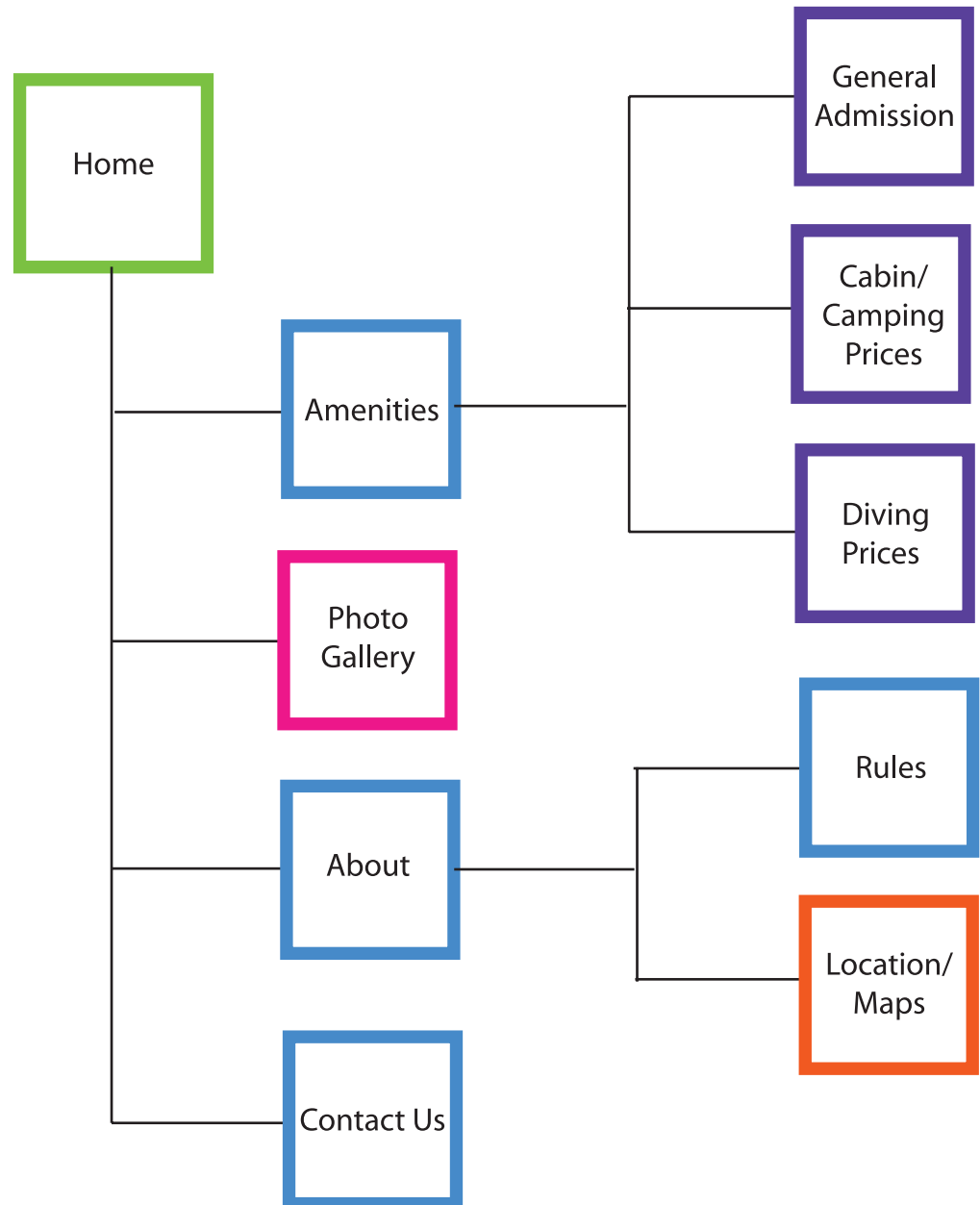
Prices



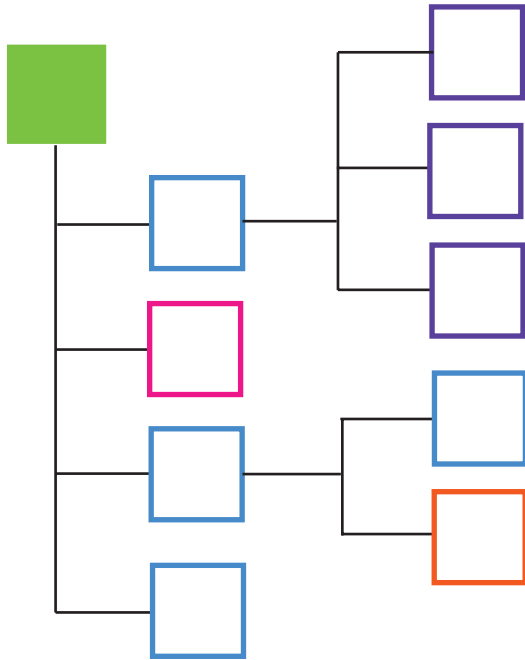
Photo Gallery



Location

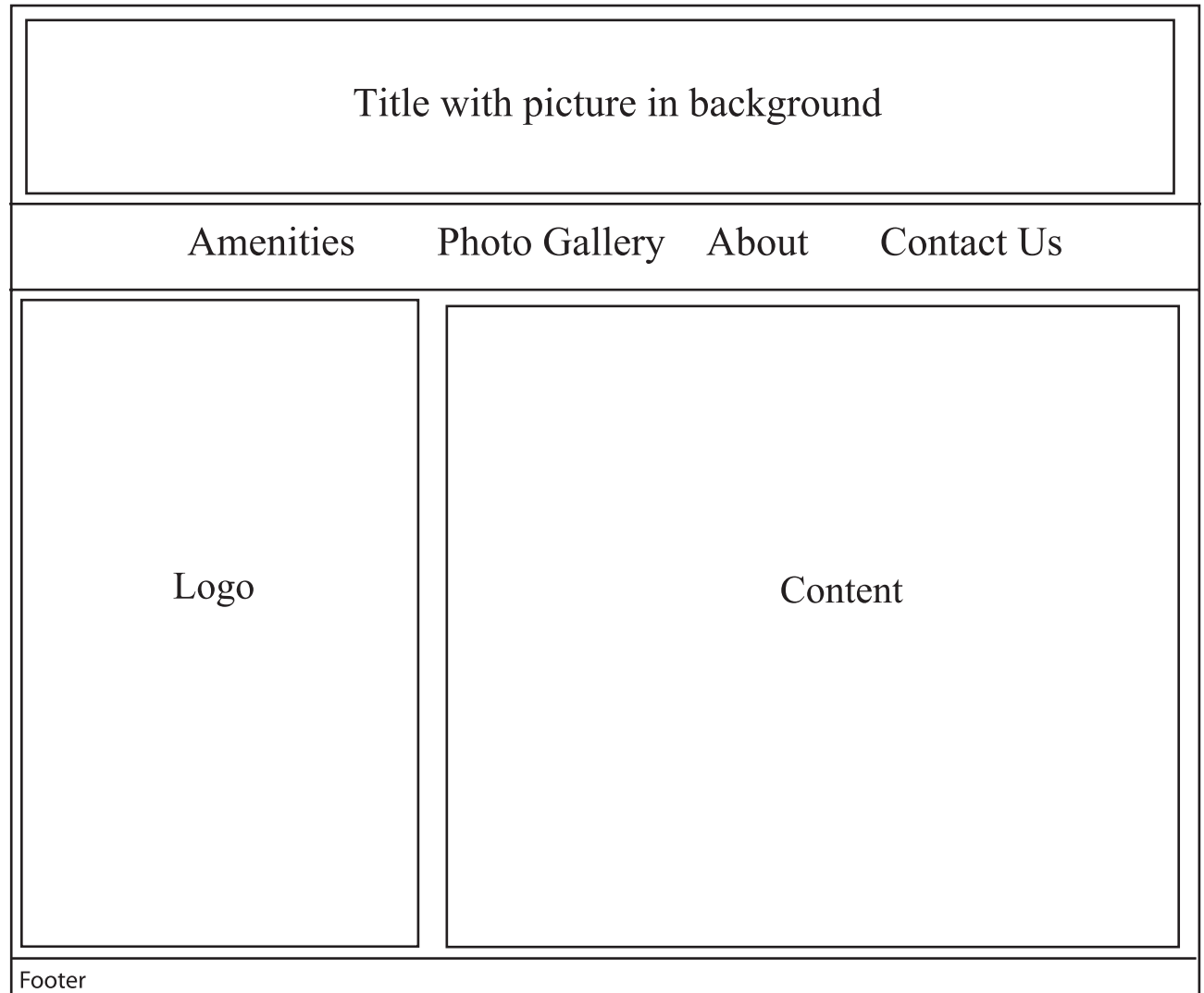


Wire Frames

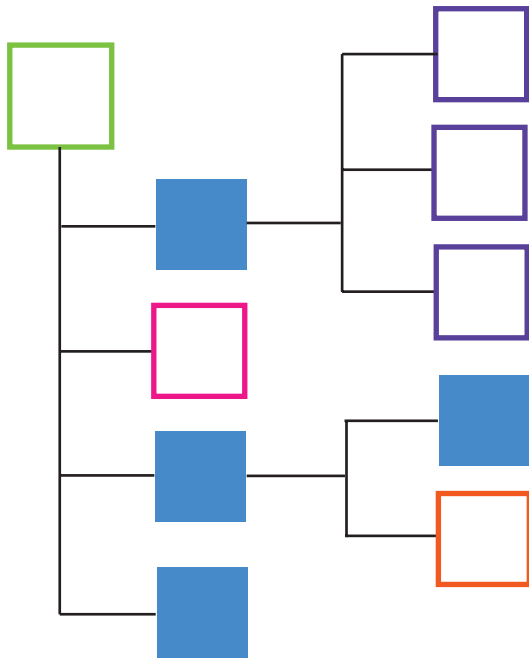


The homepage is the user's first look/impression. Jason and Dan would use the homepage to get to the other pages they are looking for.

Home

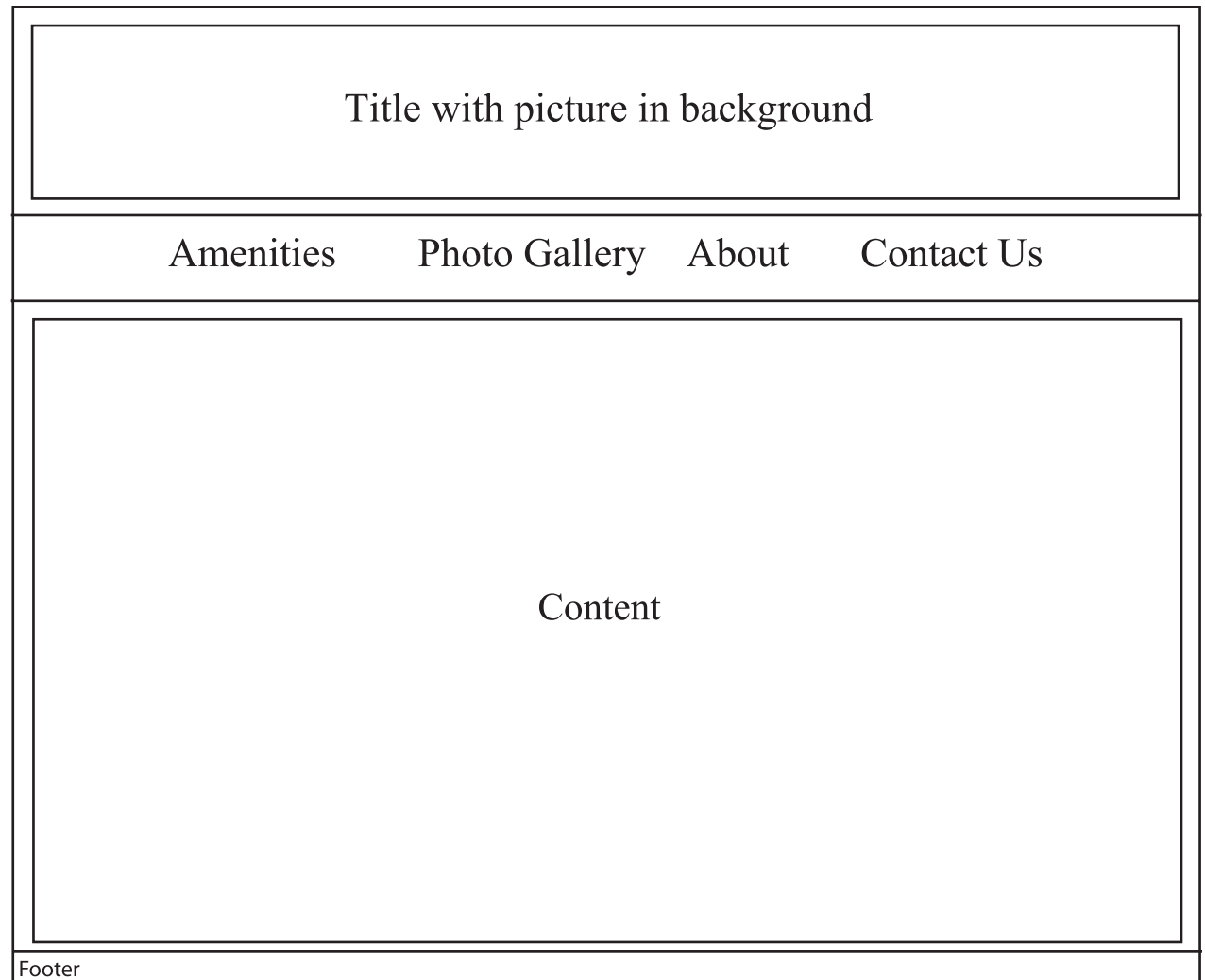


Wire Frames

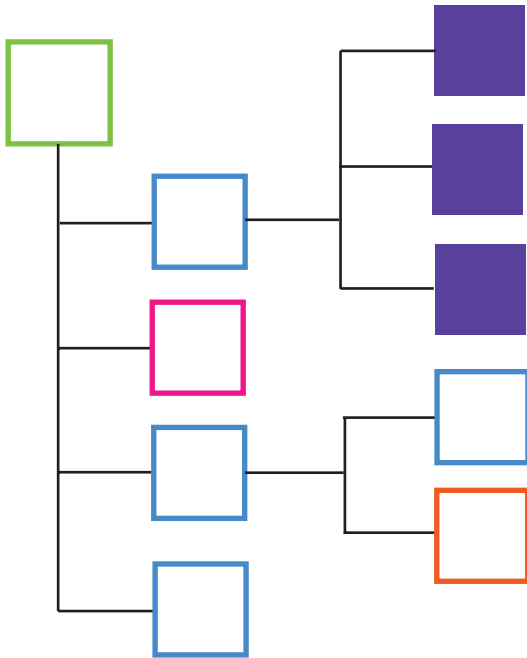


One of the content pages is Amenities. Dan would use the Amenities page to find out what activities Devil's Den has for his family.

Content



Wire Frames

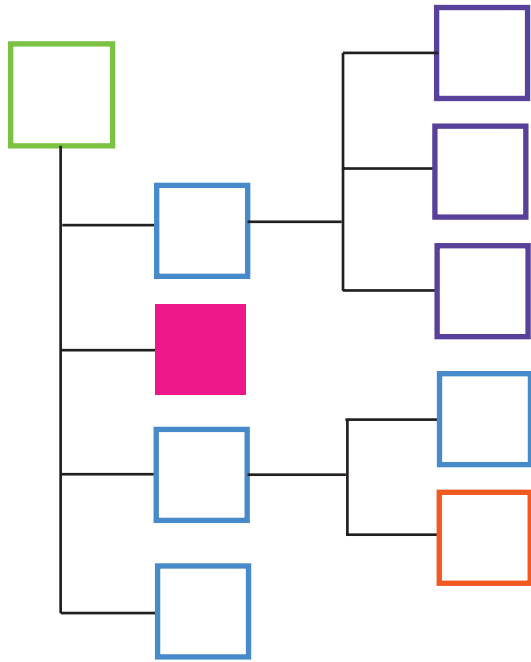


Jason and Dan would use the prices page for finding out the prices for rentals at Devil's Den. They would also see restrictions for pricing.

Prices

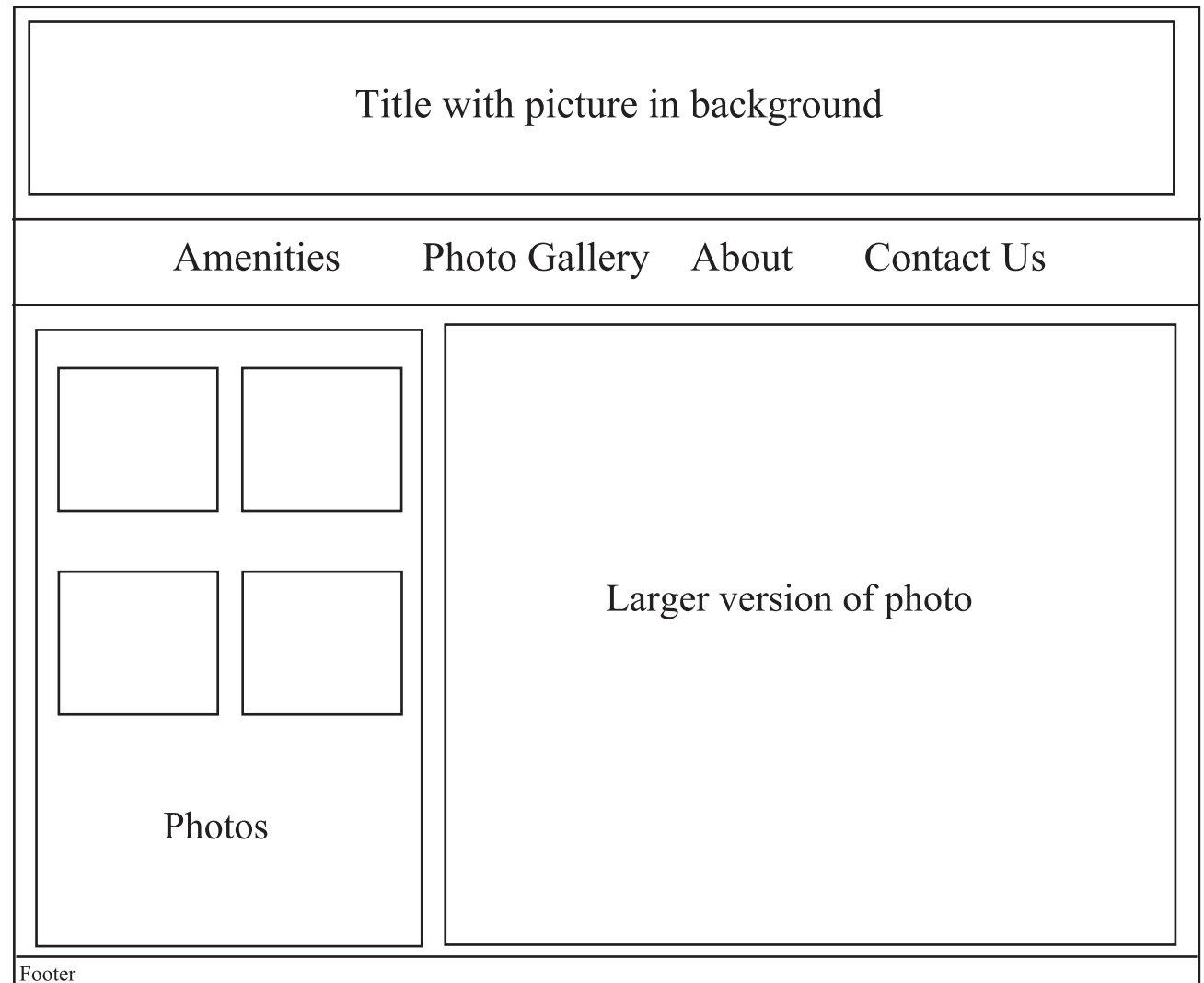
Title with picture in background			
Amenities	Photo Gallery	About	Contact Us
Content			
Prices Table			
Footer			

Wire Frames

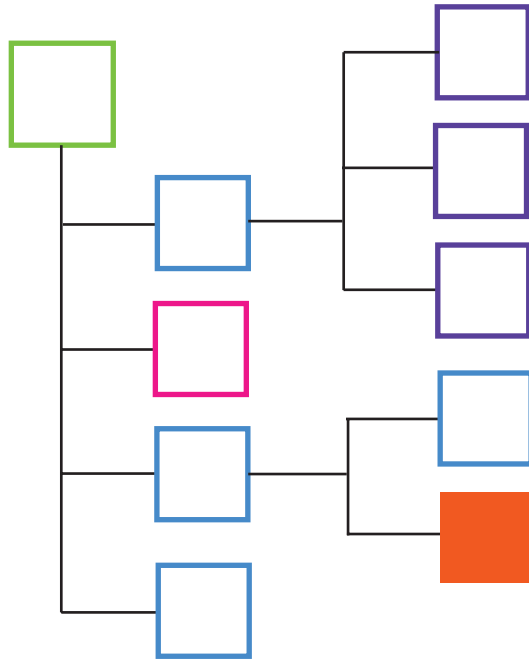


Jason and Dan would use the Photo Gallery page to see pictures of different amenities at Devil's Den. The Photo Gallery lets the user see how things look.

Photo Gallery

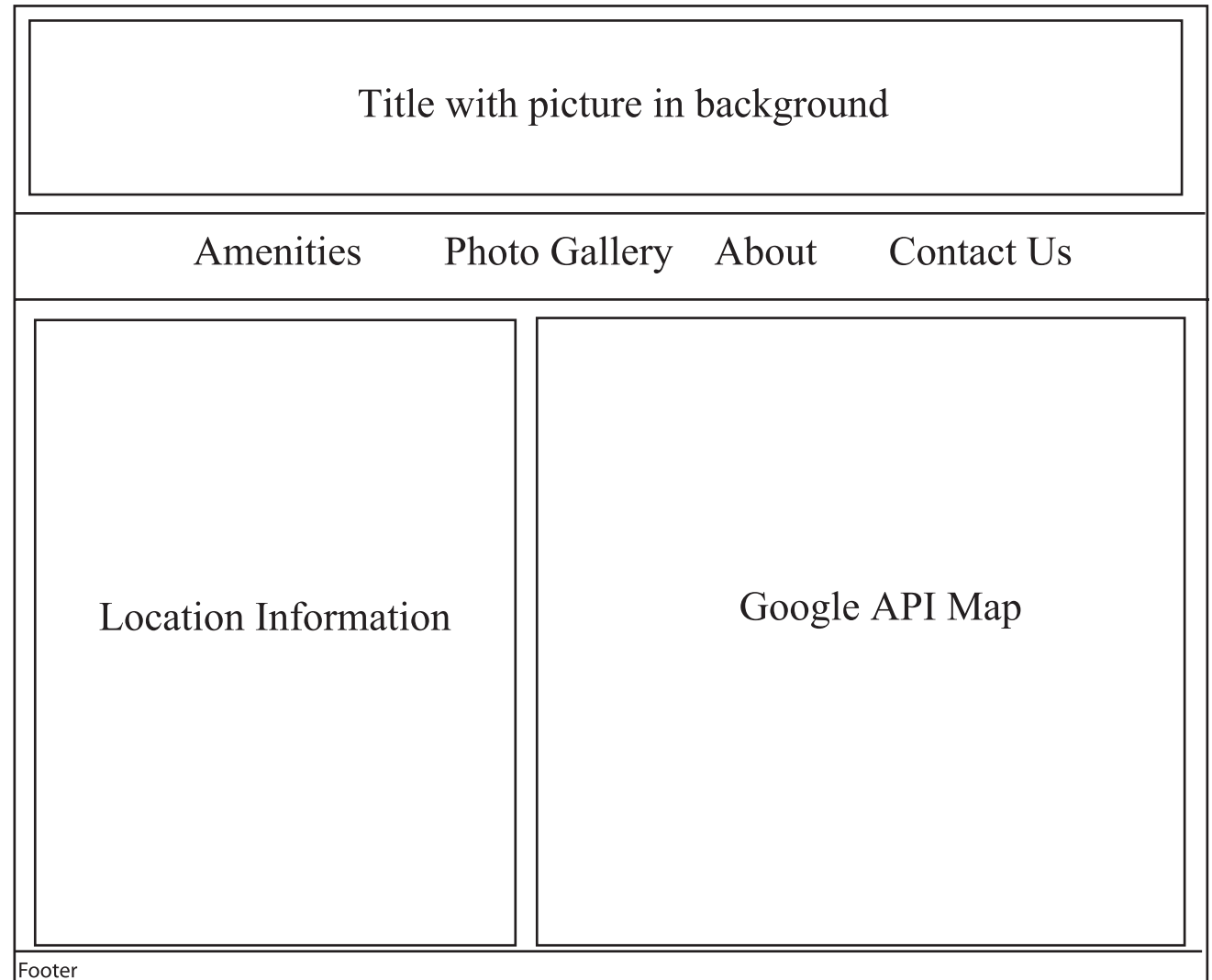


Wire Frames



Jason and Dan would use the Location pages for getting location information/getting directions by using the interactive Google MAP API feature.

Location



Style/Color Palette

Style

- Pictures enlarge when clicked on for easier viewing
- Professional style makes users feel comfortable with the park
- Site simple and easier to use with flare
- Users get a better feel what Devil's Den has to offer

Color

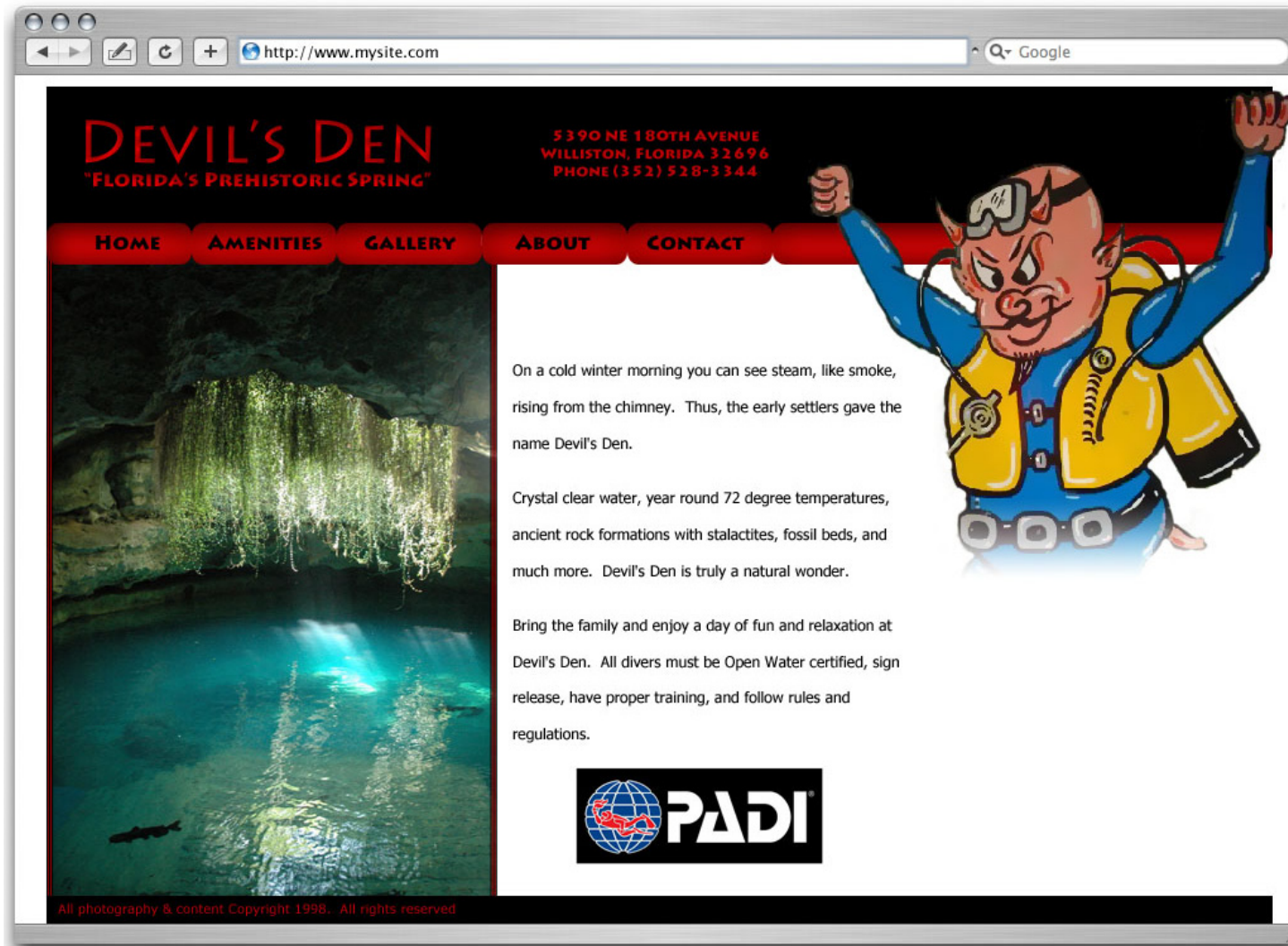


- Blue, Red, Orange, Yellow and Black
- A comfortable balance of warm and cool colors
- The Colors fit well with the overall feel of the site

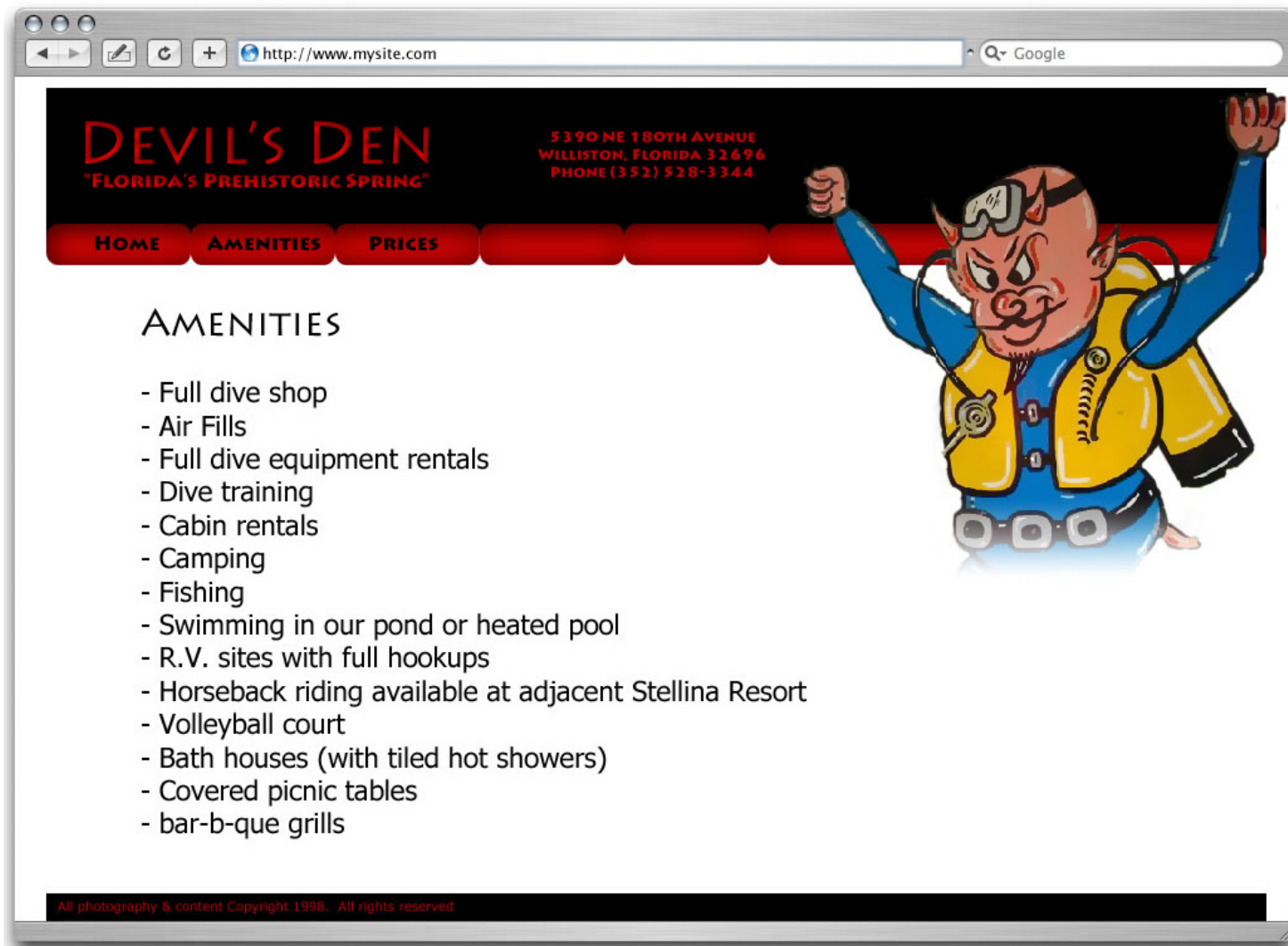
HPR Enterprises



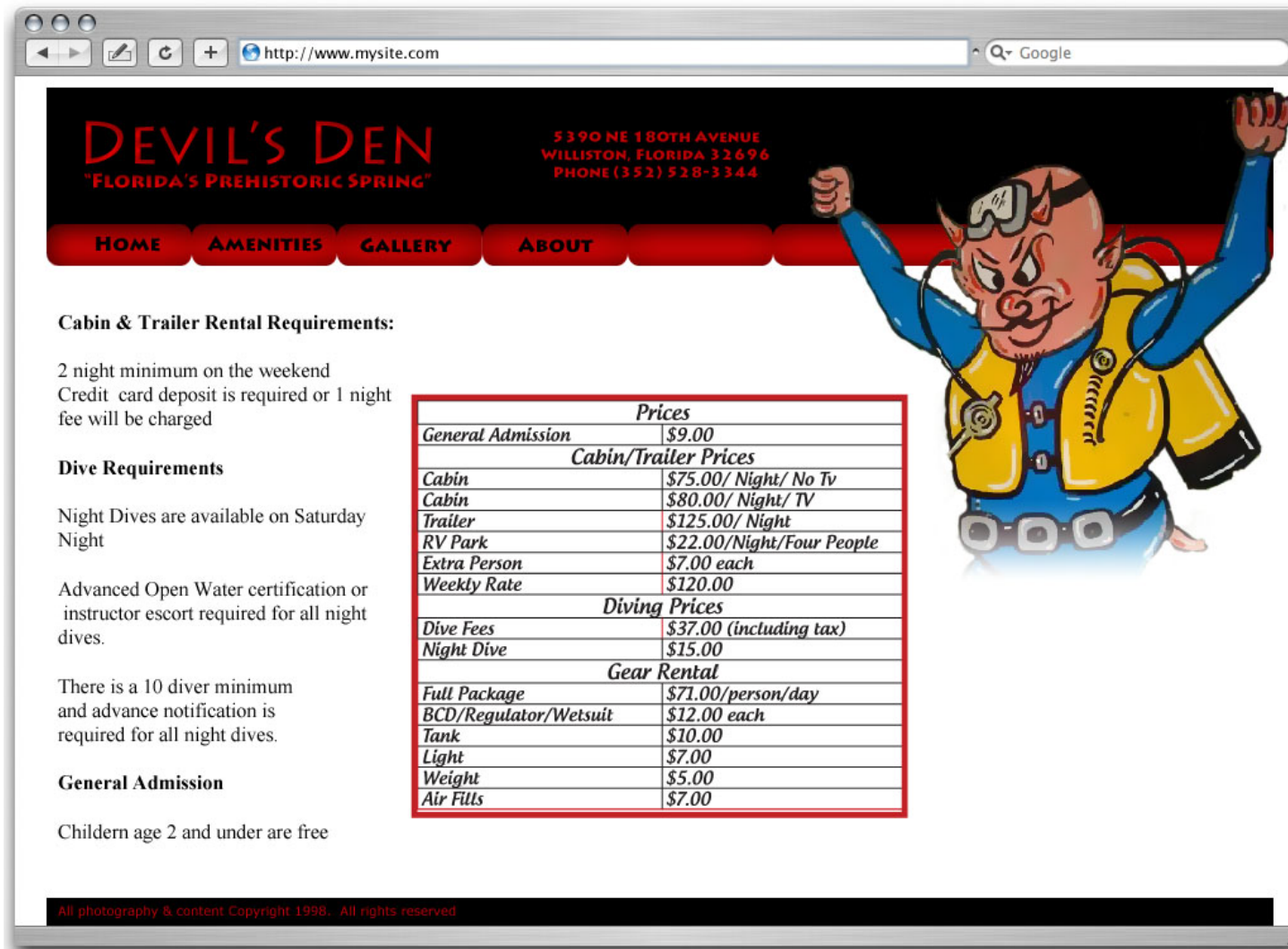
Visual Solution # 1: Homepage



Visual Solution # 1: Content



Visual Solution # 1: Prices



The screenshot shows a web browser window with the URL <http://www.mysite.com>. The website header features the logo "DEVIL'S DEN" in red, with the tagline "FLORIDA'S PREHISTORIC SPRING" below it. To the right of the logo, the address "5390 NE 180TH AVENUE WILLISTON, FLORIDA 32696" and phone number "PHONE (352) 528-3344" are listed. A navigation bar contains links for "HOME", "AMENITIES", "GALLERY", and "ABOUT". On the right side of the page, there is a cartoon illustration of a devil character wearing a yellow life preserver and blue flippers, with his arms raised in a celebratory gesture.

Cabin & Trailer Rental Requirements:

2 night minimum on the weekend
Credit card deposit is required or 1 night fee will be charged

Dive Requirements

Night Dives are available on Saturday Night

Advanced Open Water certification or instructor escort required for all night dives.

There is a 10 diver minimum and advance notification is required for all night dives.

General Admission

Children age 2 and under are free

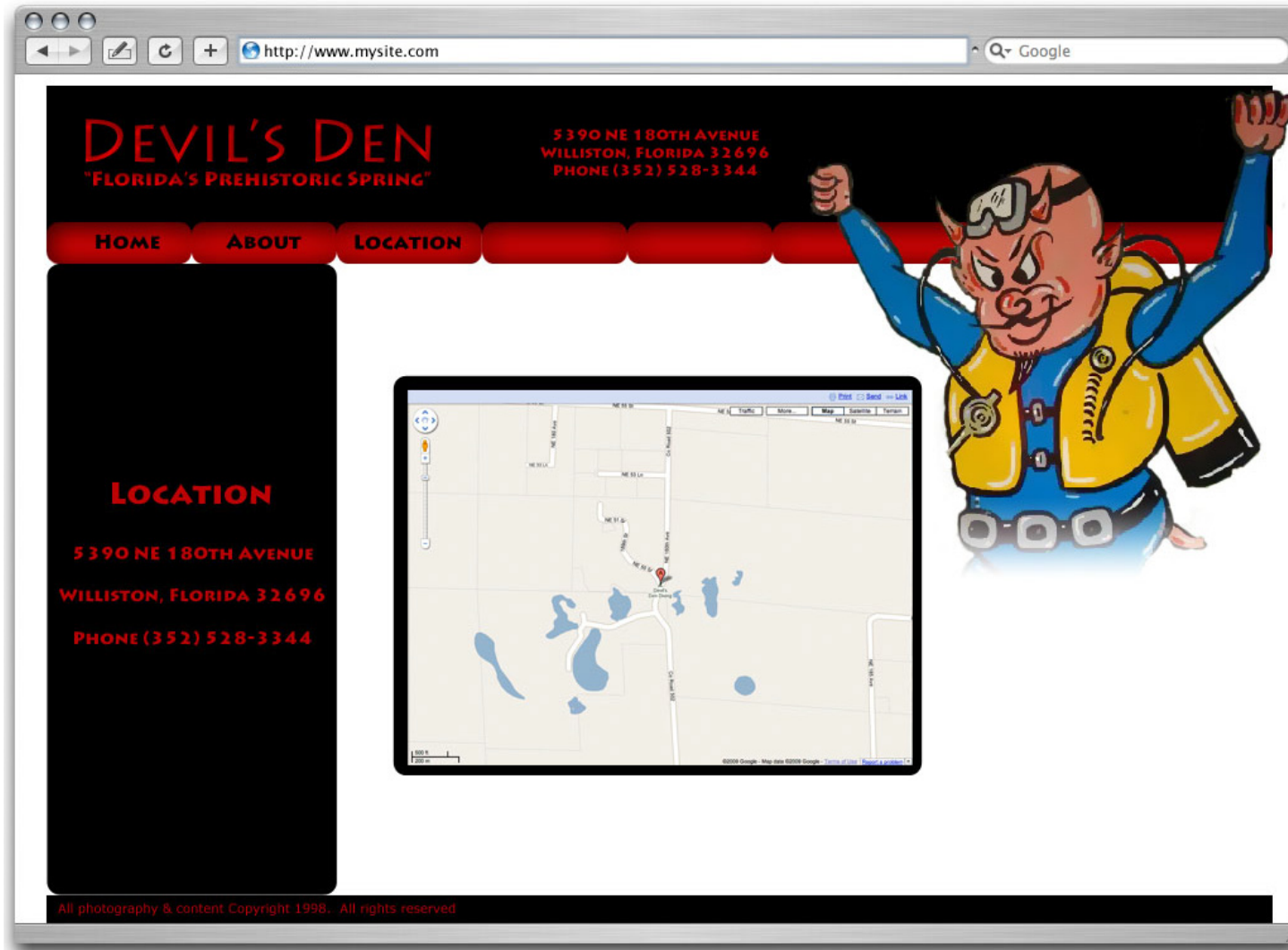
Prices	
General Admission	\$9.00
Cabin/Trailer Prices	
Cabin	\$75.00/ Night/ No Tv
Cabin	\$80.00/ Night/ TV
Trailer	\$125.00/ Night
RV Park	\$22.00/Night/Four People
Extra Person	\$7.00 each
Weekly Rate	\$120.00
Diving Prices	
Dive Fees	\$37.00 (including tax)
Night Dive	\$15.00
Gear Rental	
Full Package	\$71.00/person/day
BCD/Regulator/Wetsuit	\$12.00 each
Tank	\$10.00
Light	\$7.00
Weight	\$5.00
Air Fills	\$7.00

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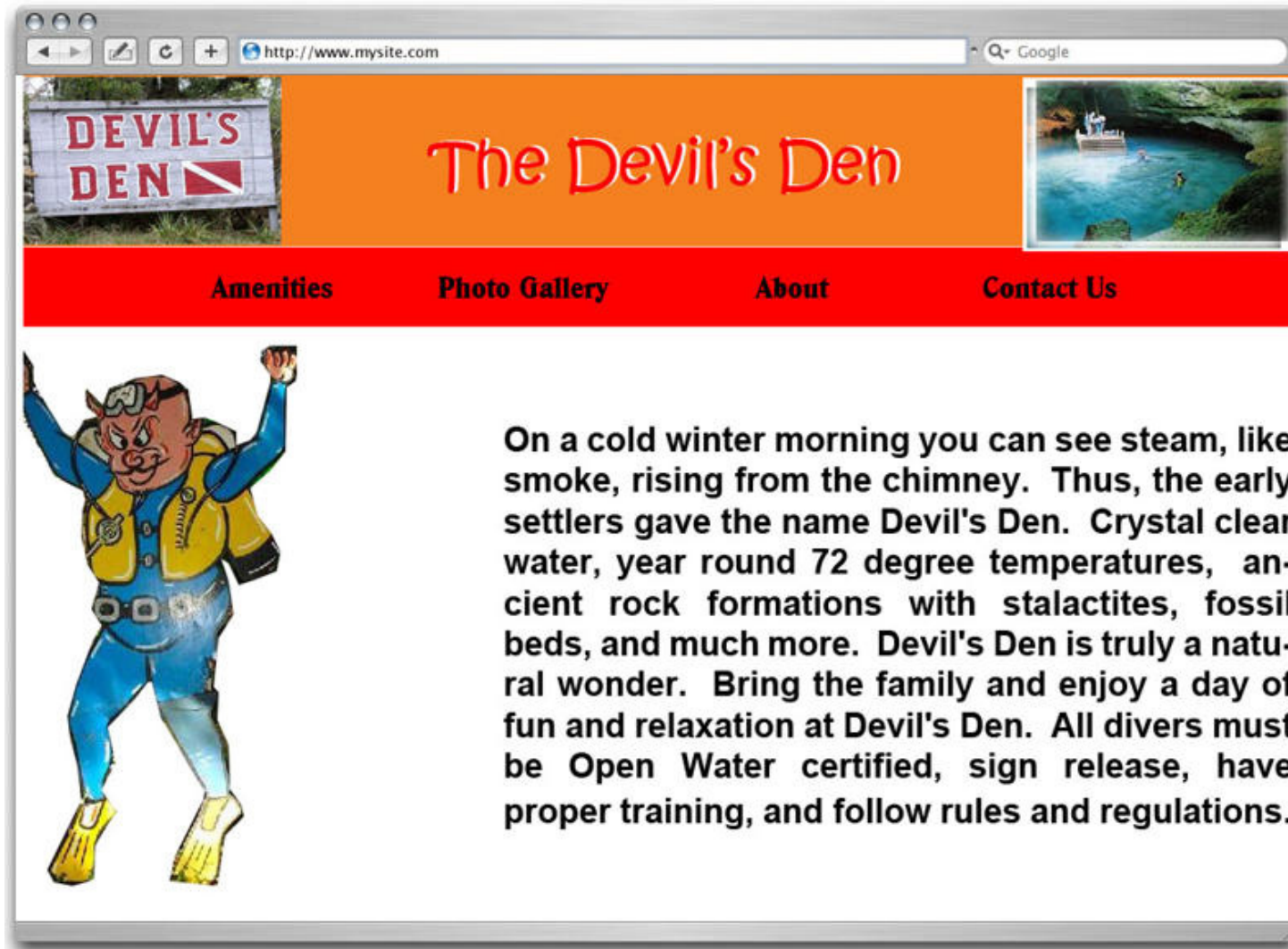
Visual Solution # 1: Photo Gallery



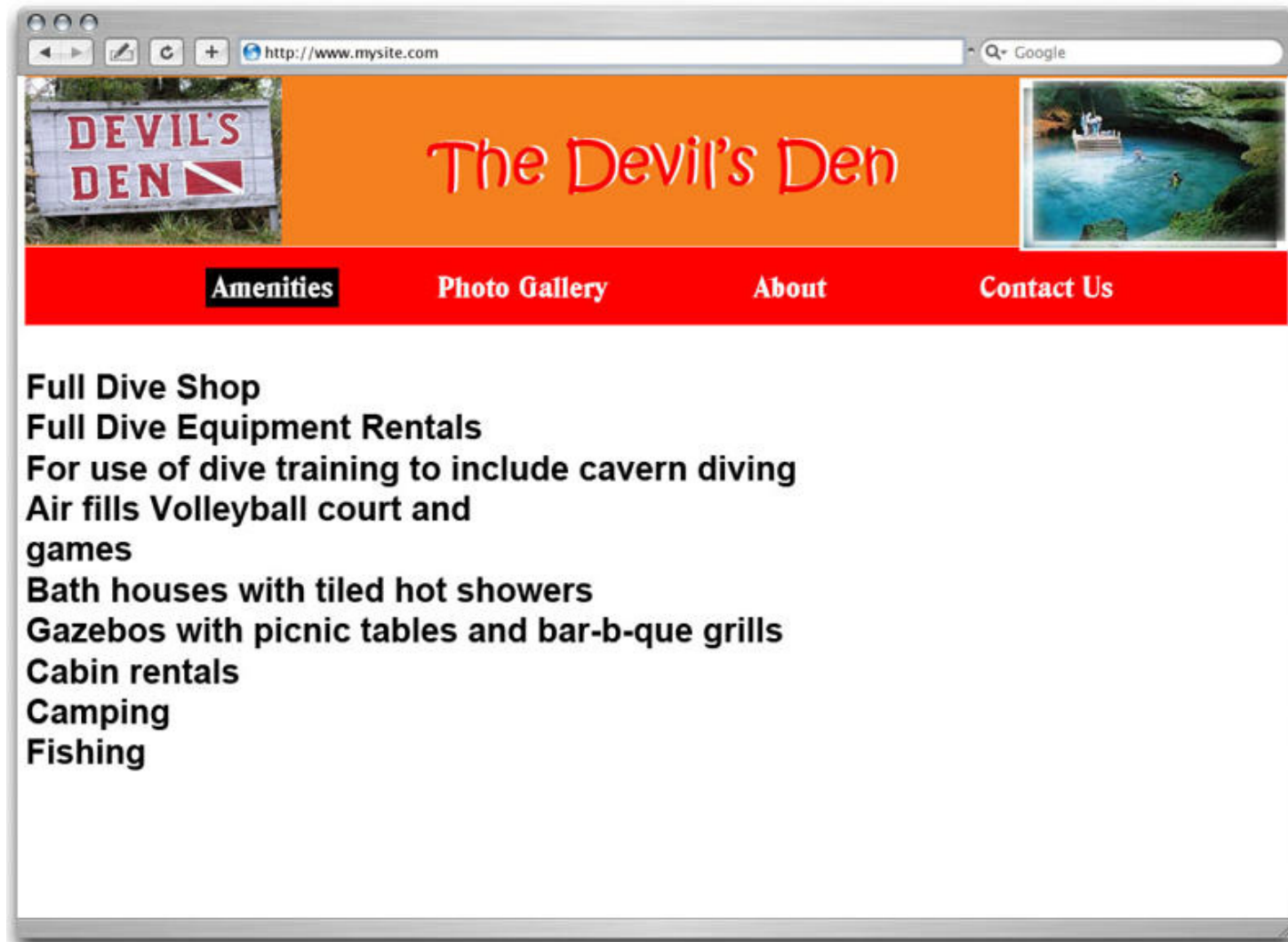
Visual Solution # 1: Location



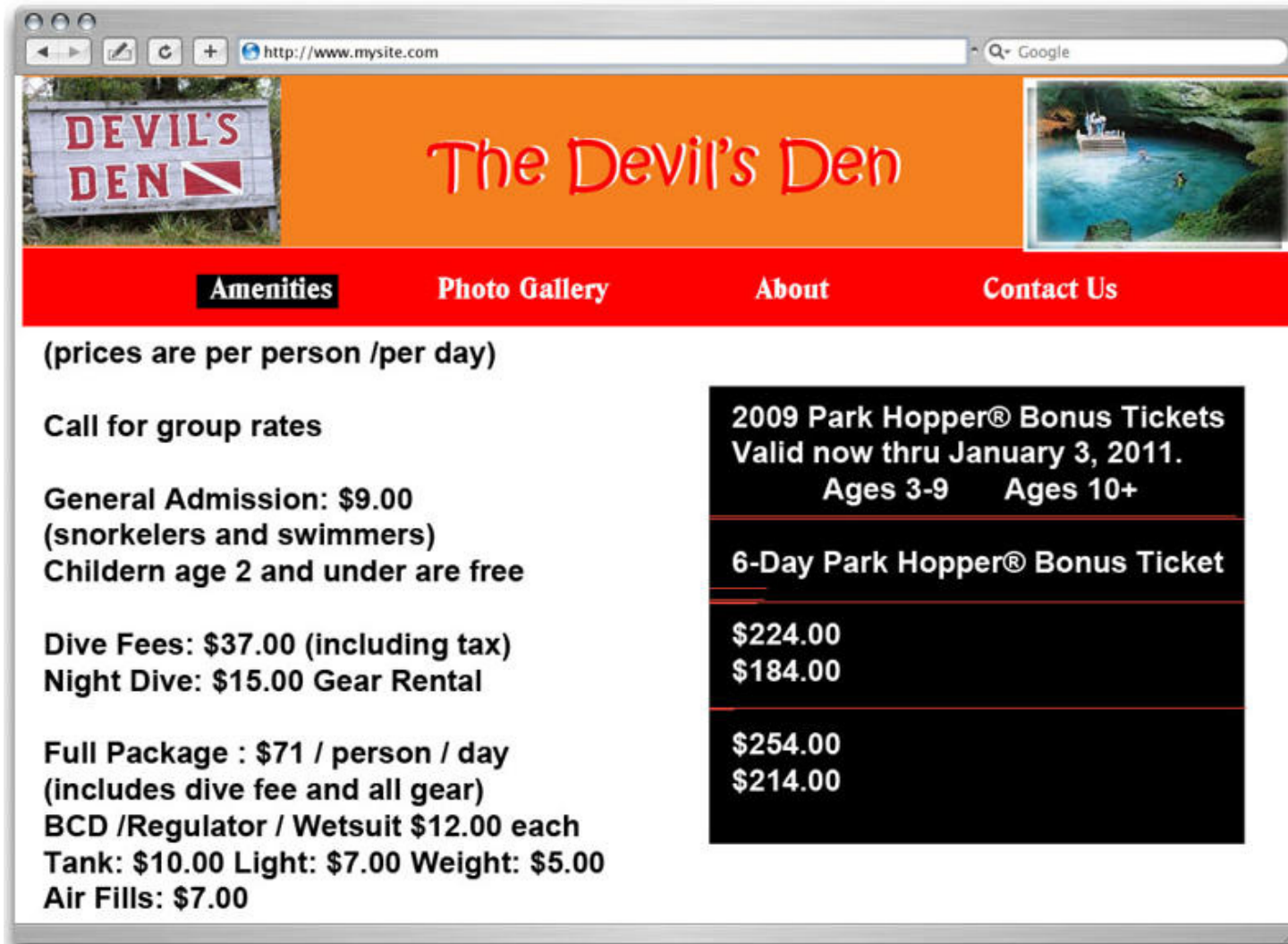
Visual Solution # 2: Homepage



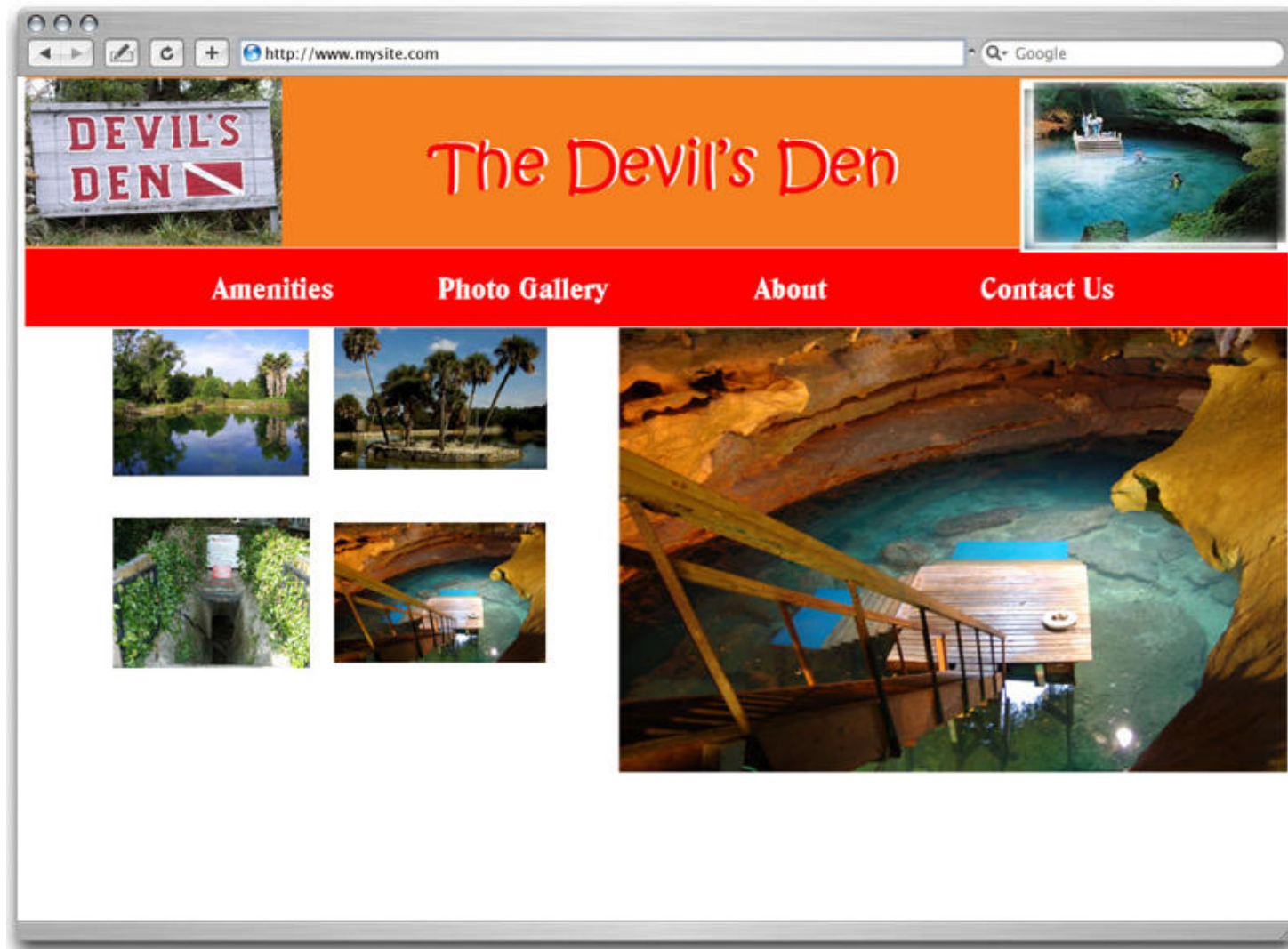
Visual Solution # 2: Content



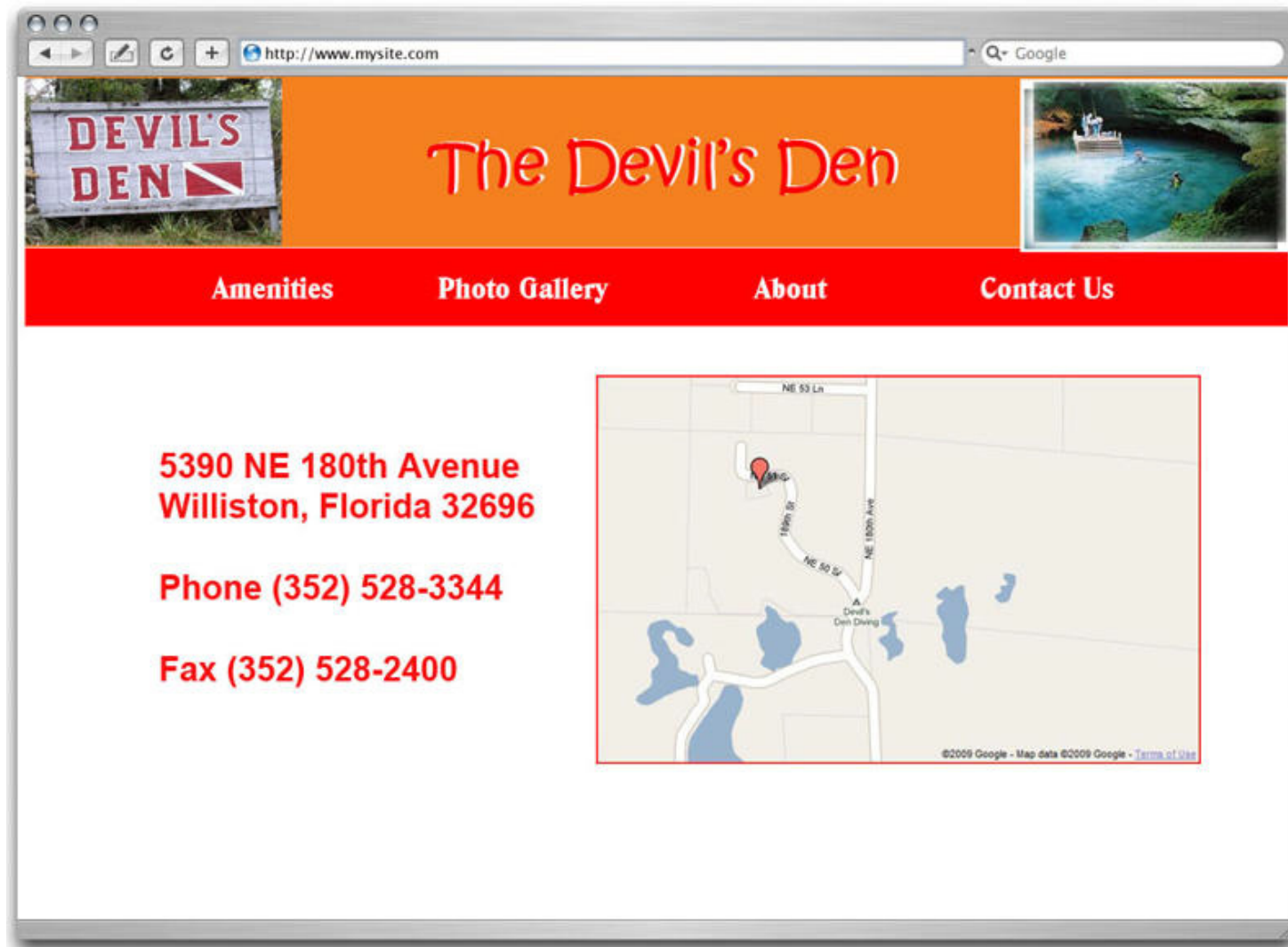
Visual Solution # 2: Prices



Visual Solution # 2: Photo Gallery



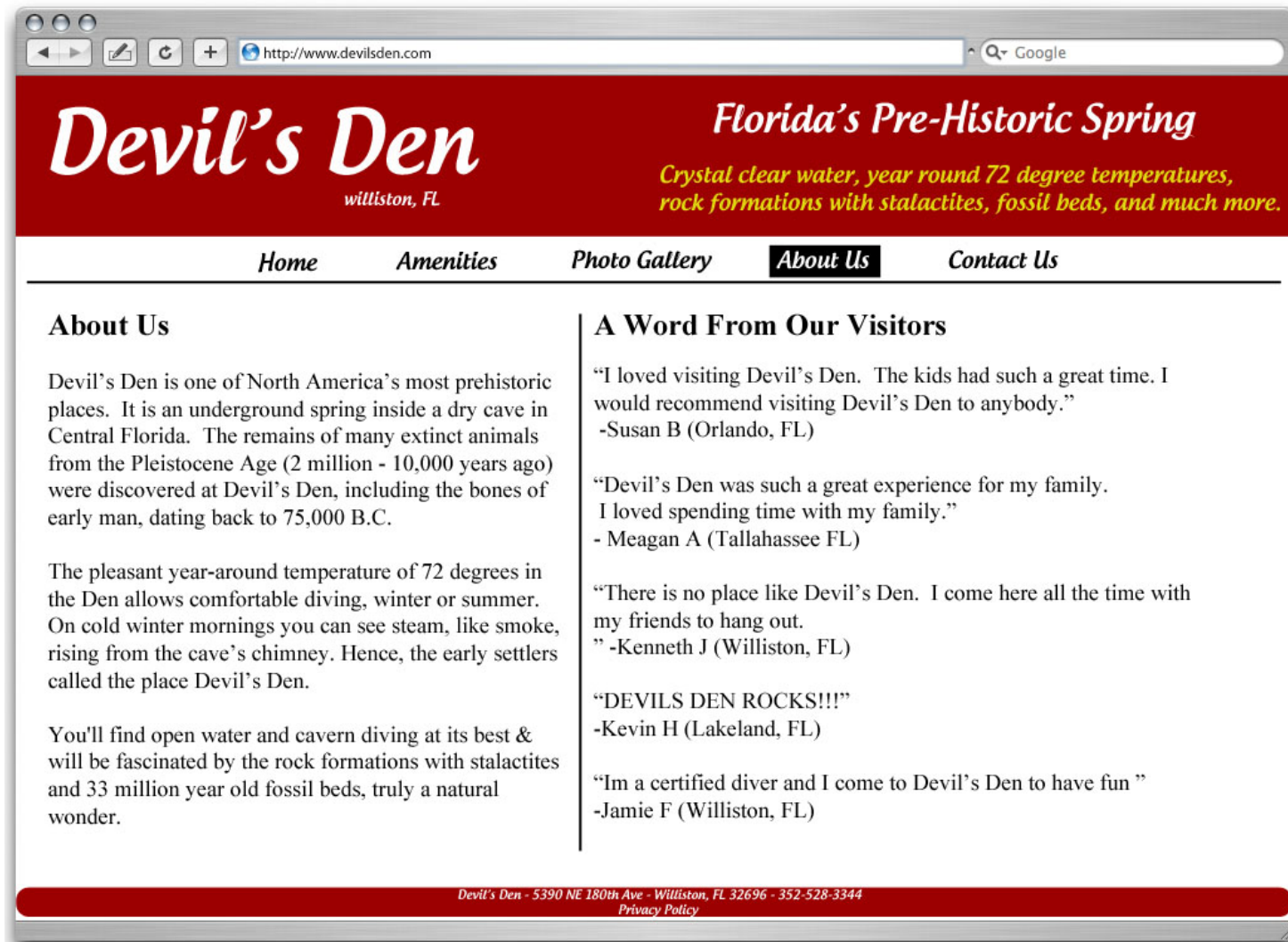
Visual Solution # 2: Location



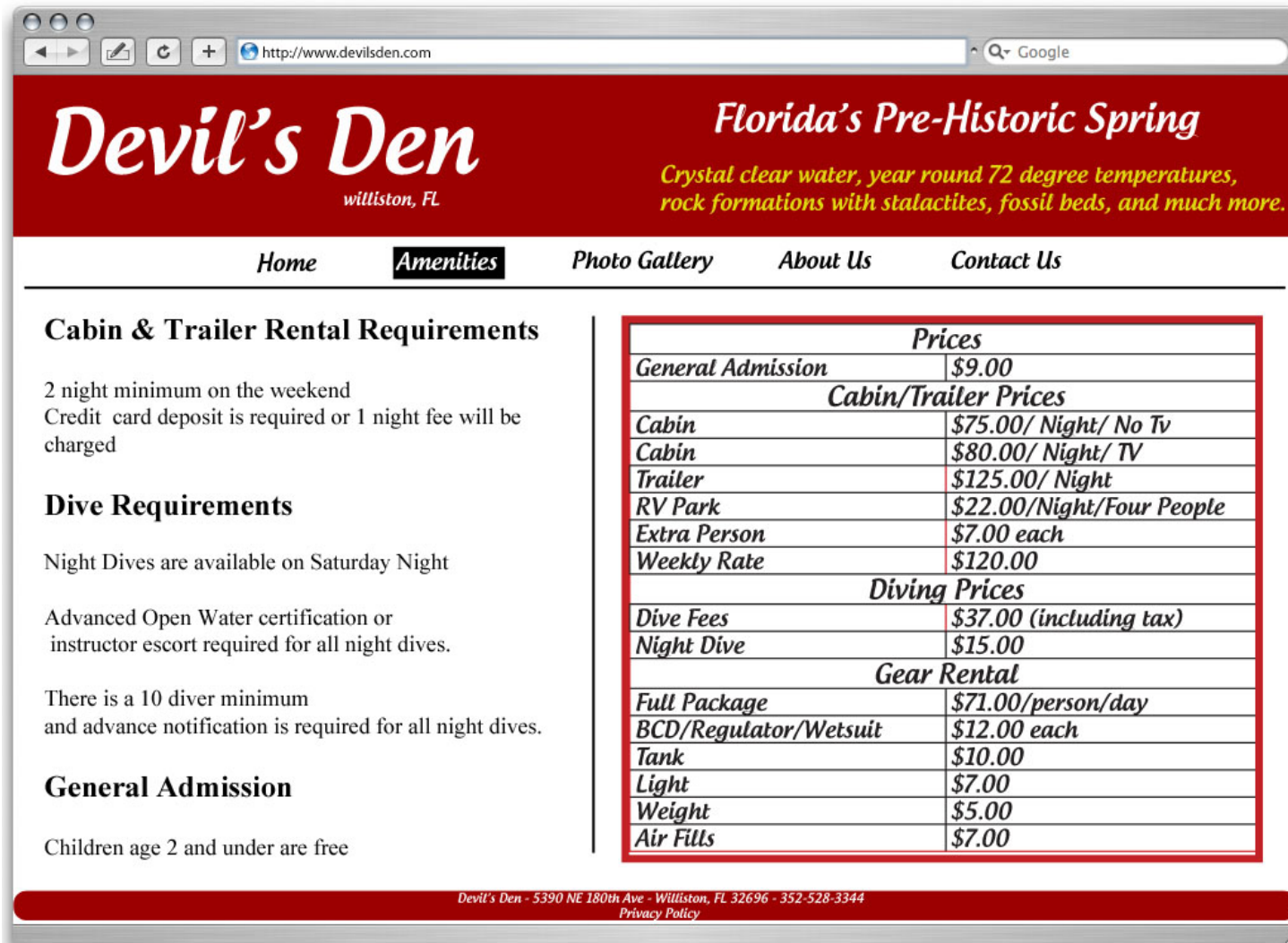
Visual Solution # 3: Homepage



Visual Solution # 3: Content



Visual Solution # 3: Prices



The screenshot shows a web browser window with the URL <http://www.devilsden.com>. The website has a red header with the logo "Devil's Den" and the location "williston, FL". To the right of the logo, it says "Florida's Pre-Historic Spring" and "Crystal clear water, year round 72 degree temperatures, rock formations with stalactites, fossil beds, and much more." Below the header is a navigation bar with links: Home, Amenities, Photo Gallery, About Us, and Contact Us. The main content area is divided into two columns. The left column contains sections for "Cabin & Trailer Rental Requirements", "Dive Requirements", and "General Admission". The right column contains a table titled "Prices" with sections for "General Admission", "Cabin/Trailer Prices", "Diving Prices", and "Gear Rental".

Devil's Den
williston, FL

Florida's Pre-Historic Spring
Crystal clear water, year round 72 degree temperatures,
rock formations with stalactites, fossil beds, and much more.

Home Amenities Photo Gallery About Us Contact Us

Cabin & Trailer Rental Requirements

2 night minimum on the weekend
Credit card deposit is required or 1 night fee will be charged

Dive Requirements

Night Dives are available on Saturday Night

Advanced Open Water certification or instructor escort required for all night dives.

There is a 10 diver minimum and advance notification is required for all night dives.

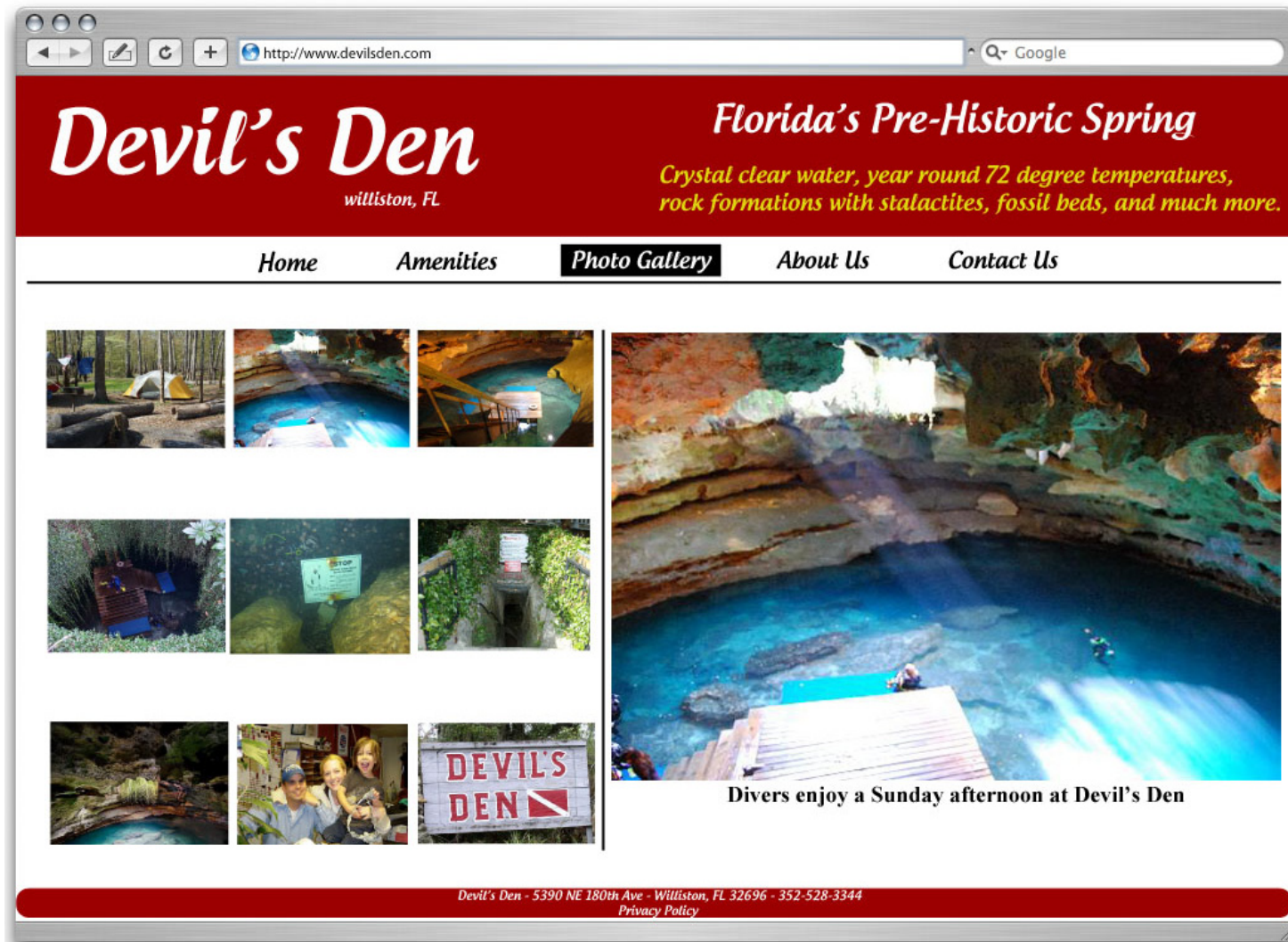
General Admission

Children age 2 and under are free

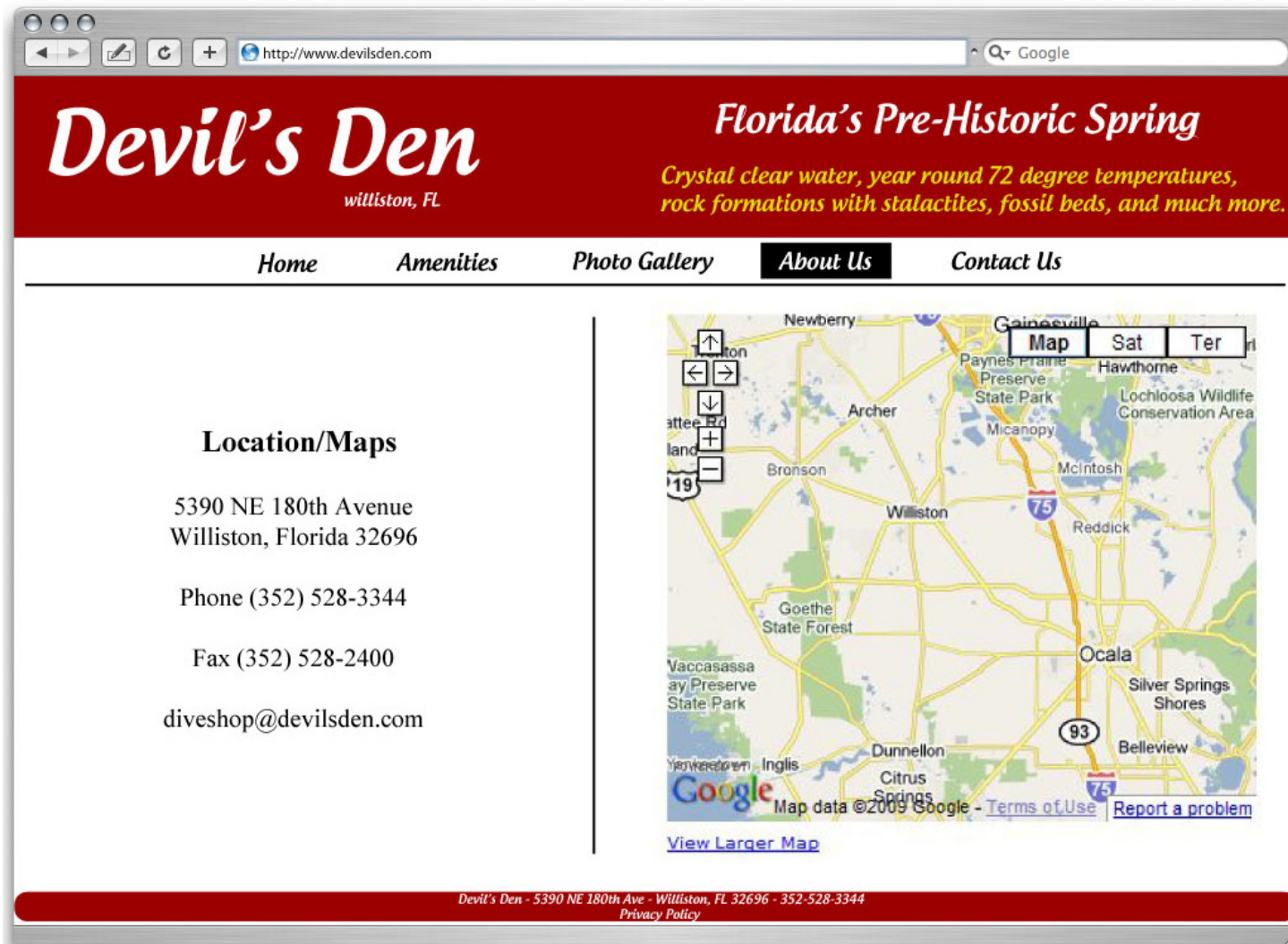
Prices	
General Admission	\$9.00
Cabin/Trailer Prices	
Cabin	\$75.00/ Night/ No Tv
Cabin	\$80.00/ Night/ TV
Trailer	\$125.00/ Night
RV Park	\$22.00/Night/Four People
Extra Person	\$7.00 each
Weekly Rate	\$120.00
Diving Prices	
Dive Fees	\$37.00 (including tax)
Night Dive	\$15.00
Gear Rental	
Full Package	\$71.00/person/day
BCD/Regulator/Wetsuit	\$12.00 each
Tank	\$10.00
Light	\$7.00
Weight	\$5.00
Air Fills	\$7.00

Devil's Den - 5390 NE 180th Ave - Williston, FL 32696 - 352-528-3344
Privacy Policy

Visual Solution # 3: Photo Gallery



Visual Solution # 3: Location



Advantages/Benefits of Redesign

- Simple navigation, user gets to destination in three clicks or less
- Well organized and user-friendly
- The user has a good impression of the park
- The user is given an extensive amount of information that will be helpful in better understand the park
- The Photo Gallery has clear and well organized pictures so the user gets a clear image of Devil's Den
- The colors of the site are simple and not distracting
- The Google Maps API feature gives user exact directions to the park

Questions?