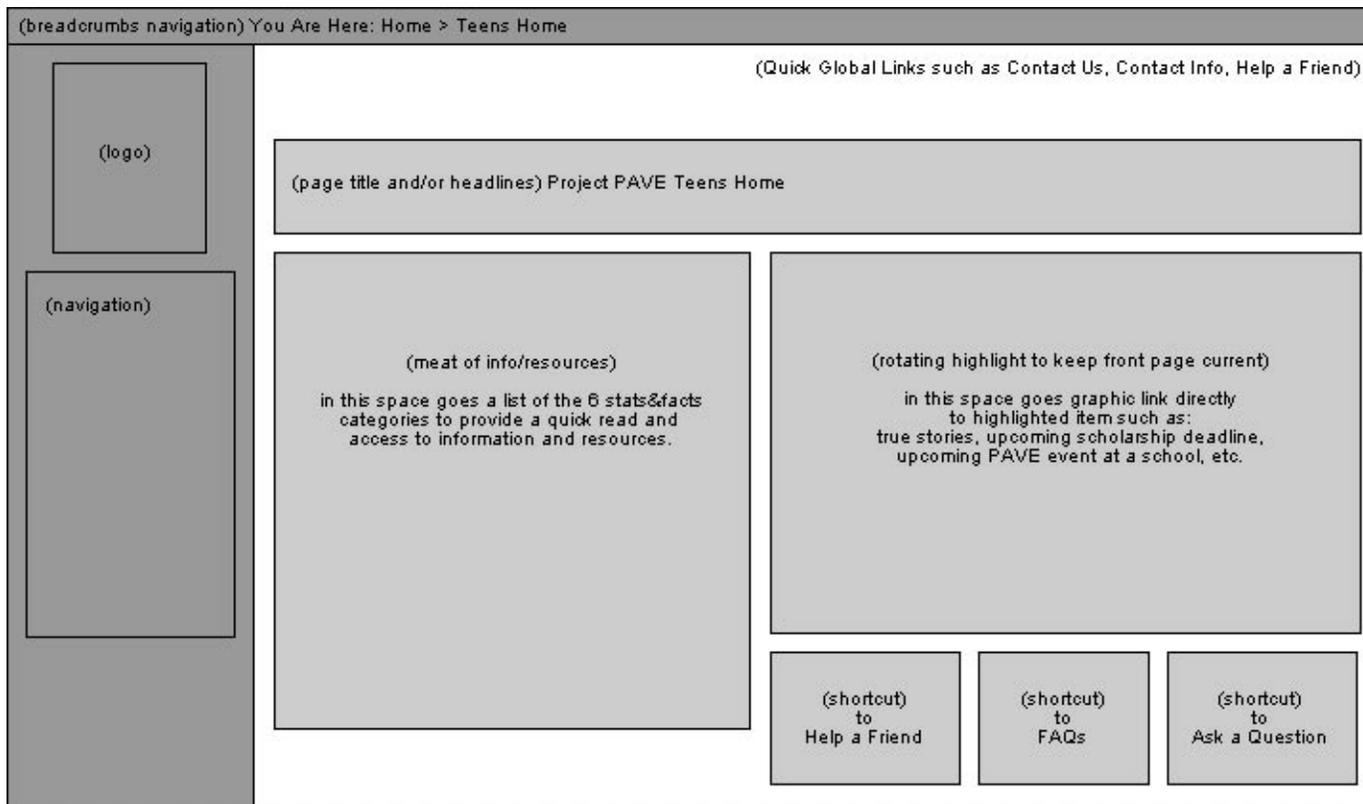


Creative Overview: Emphasize contents and sincerity over flashiness.

01. Let the contents and caring voice be the star.

02. Create a simple, flexible structure that allows for growth and that encourage contents updates for freshness.

03. Establish a consistent navigation scheme among all 3 sites to create consistency and ease of use for users of varying proficiencies.

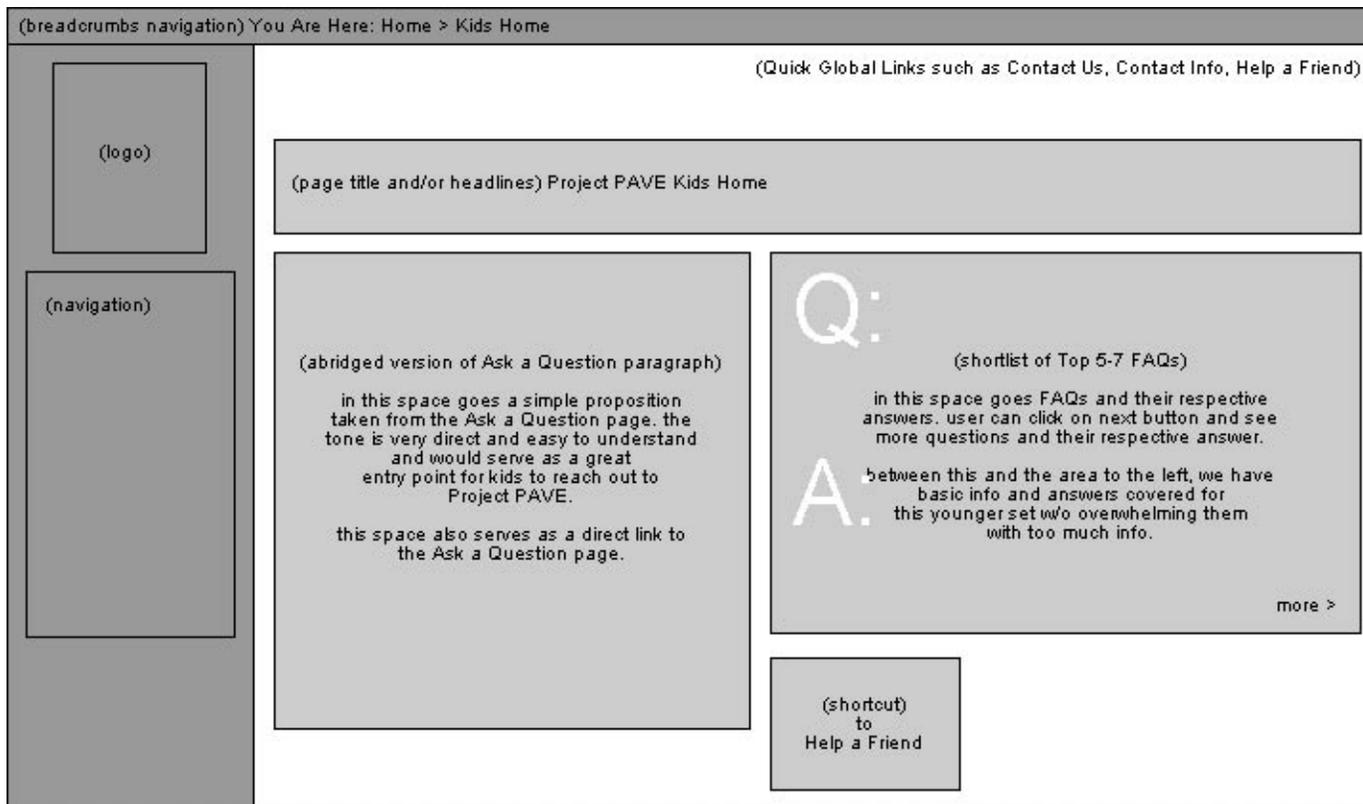


Statement of Purpose: "This is a relevant, useful online resource from an organization that I can trust."

O1. Most important initial Q/A: I have a problem with _____. How can you help me?

O2. Research/testing has shown that images are not crucial to the teens site (see ADDENDUM A at end of document). Therefore the recommendation going forward is that we use images where it makes sense (for example, accompanying a story, related to an event, or highlighting scholarship winners, etc). The emphasis of this site is to make sure that information is comprehensive, relevant, useful, and most importantly, accessible.



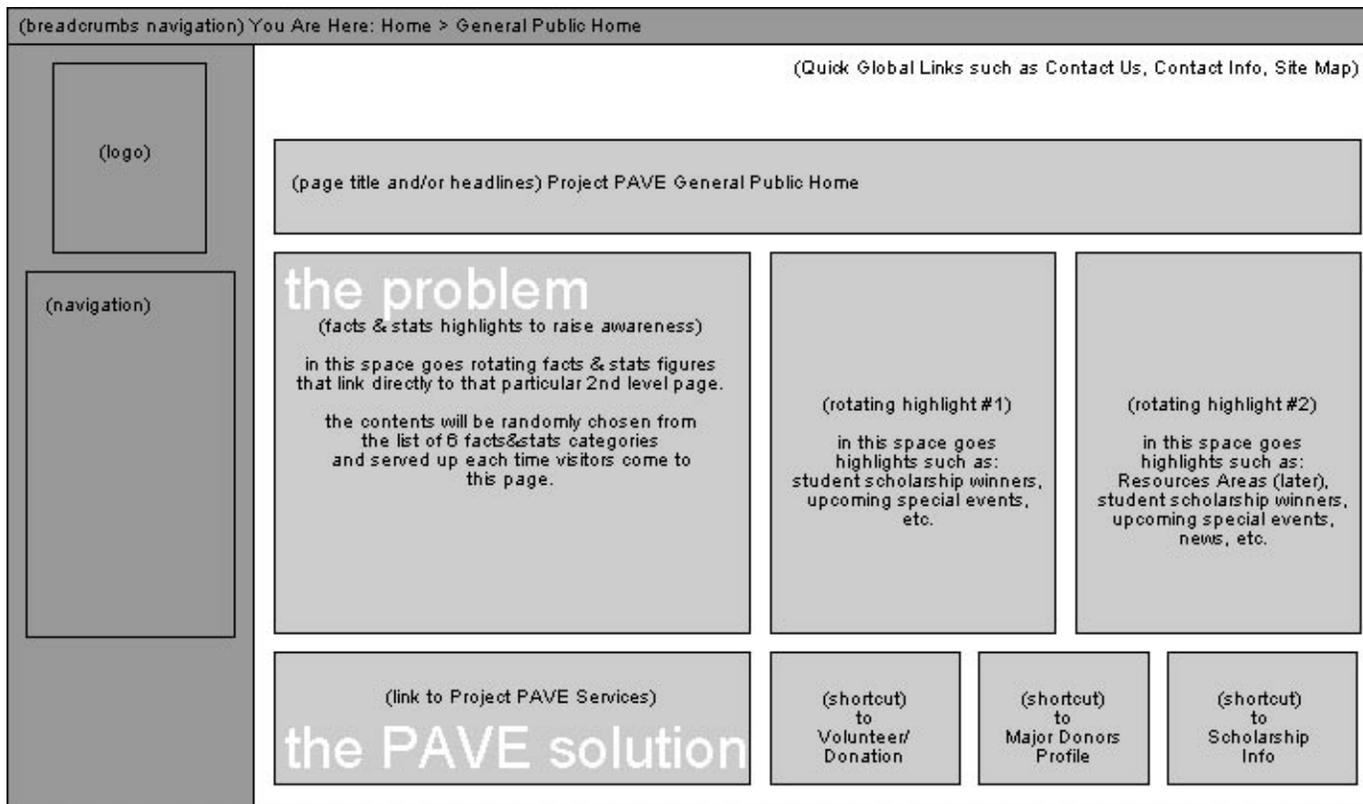


Statement of Purpose: "Provide the questions and answers that the young audience may not know how to ask yet."

O1. Most important initial Q/A: Because this is a younger set of audience who may or may not know WHAT to ask, the site is really an awareness campaign. A simple explanation and Q/A format will provide digestible answers and create awareness for this audience.

O2. Just as with the Teens site, images on the Kids site should be used where it makes sense. The site will be visually appropriate for this age group—using colors, scale, typography, etc.—without the needs of stock photography

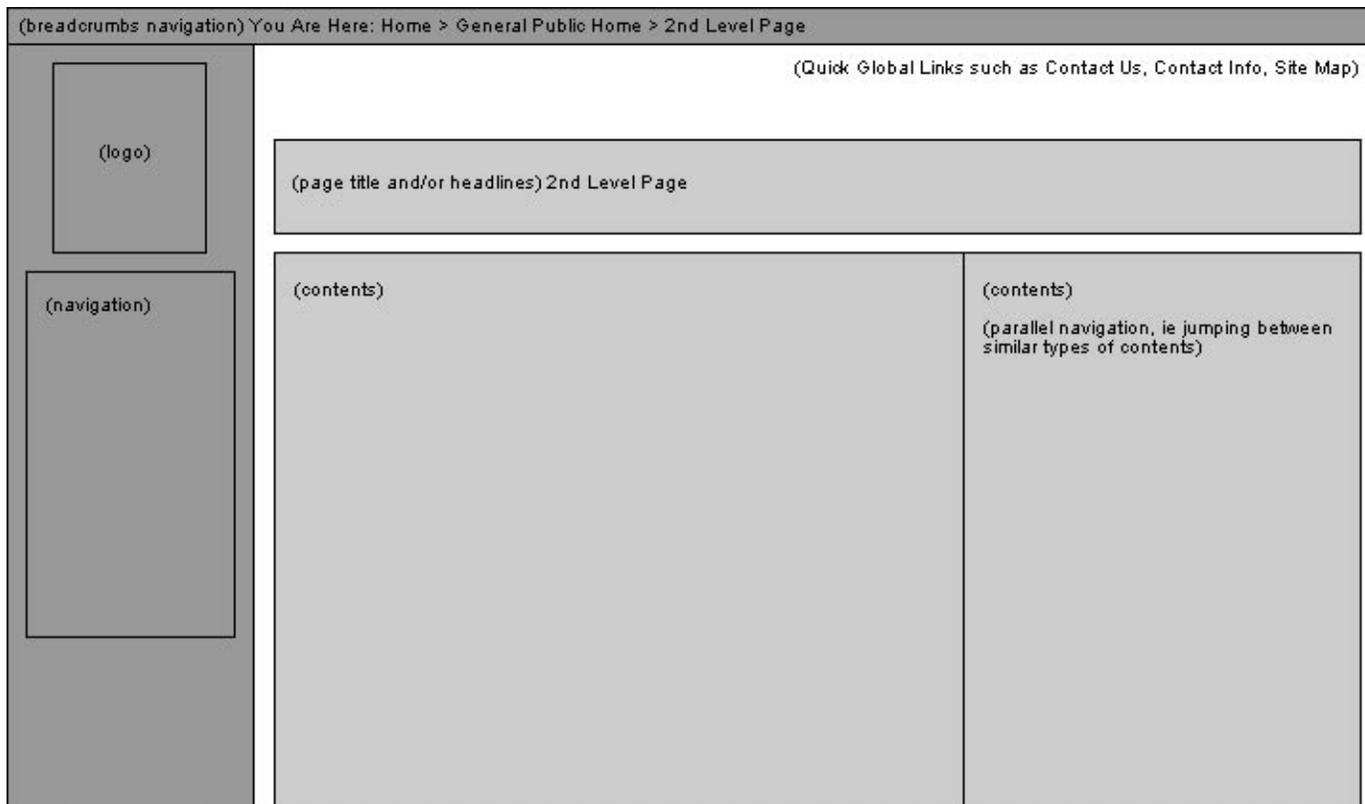




Statement of Purpose: "Project PAVE is a real, relevant, local organization that produces results."

O1. Most important initial Q/A: What are the problems that Project PAVE is tackling, and how does Project PAVE plan on solving that problem?

O2. Images, when used, should be from the archive of images taken throughout the years of real people. These images are much more authentic than anything we would find in stock photography, and they will be free of the slickness that stock photography typically has. Project PAVE has been working with the Denver metro community for years, and the website would be a great place to bring attention to that fact.



PINNING DOWN THE TEENS

We are dealing with a very fluid and hard-to-pin-down demographic of teenagers whose:

01. sense of self is still in the process of forming,
02. likes/dislikes and aesthetics run the gamut,
03. varying socio-economic and ethnic backgrounds will inevitably lead to different responses to the photographic styles and contents,
04. reading and comprehension levels vary greatly, and most importantly,
05. interest is anything but what the website has to offer. This is an especially important point to keep in mind because no amount of design will make a topic that is of minimal interest become interesting. The most that design is able to do is to make the information regarding that topic easy to interact with.

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While there isn't a way to create the perfect website that will meet the needs of every group within this demographic, it is possible to create a website that will meet the needs of this audience on an information level.

Realistically, those that will go to the website to seek out information will be those that are:

01. mature for their age. The quantity and quality of information will be appreciated. They may take the time to browse, read, and interact with the website and its contents. For the others, this will simply be "another one of those things they teach you in school" that will most likely not be very on their list of things to think about. They may hear about Project PAVE and the website at school, but the most we may expect is a brief visit and very short casual browsing.

02. more rational. The information will be processed and messages considered, as they come to the site to get information. They will take the time to read through the information.

03. seeking help and/or answer. This is really the only captive audience that the site has. And even then, the likelihood of interaction still depends on factors such as: computer savvy, reading & comprehension level, proactive/non-proactive outlook, etc.

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However, no website is a standalone product. This one is no different. Whether or not it becomes a viable destination as we have all hoped for depends not only on its usefulness, but also on how well the words are spread. Awareness and trust-building efforts are already in place as Project PAVE conduct workshops and presentations at schools. Once more and more kids and teenagers in the Denver metro area become aware of the works of Project PAVE and the website become a good resource destination, its comprehensiveness will become a valuable asset.

INSIGHTS FROM TEENAGERS ALREADY ONLINE AND USING A TEEN-HELP SITE

"Coming to a teen site should leave you feeling better informed and more at ease with your problems."

"I think that many teen help sites try to make the information available but not necessarily easily accessible."

These statements are in agreement with Project PAVE's intentions of making the website an information-rich resource and destination. Our Information Architecture

scheme also picks up on the need to better organize information.

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"It should look professional so kids coming here really feel like they're being taken care of with advice they can trust...sometimes depressed kids find all these happy pictures triggering and can ask themselves why can't my life be like that?"

This is one of those things that is so subjective and can be taken either way. While it's certainly true that seeing happy images when in such a state of mind can make one feel worse, seeing depressing images certainly isn't going to make one feel better. The following statement is really what clarifies and resolves this one. See below.

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"A website dealing with these complex issues should not be oriented toward marketing, it should be oriented towards helping teens. We do not look for trendy because we're not here to be cool."

This is an especially poignant statement that reinforces our original goal for the website: to make it a viable, relevant destination. It also points out the potential pitfall of trying to make the website reflect the current trends/hip-ness that is not the purpose of this website.

We see the website as a resource that works in conjunction with other forms of marketing, such as posters or takeaway handouts at school or rec centers. Project PAVE needs marketing to drive awareness for the organization and its services. Project PAVE needs marketing to get the words out that the website is a good source of relevant information. These are opportunities where the "cool" factor may be more effective in capturing the attention of a particular group(s).