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I. Introduction

The following document contains the project concept for **Elephant Trax**, as well as a plan outlining my approach to evaluating the goals I wish to achieve for the project. There is also a completion plan, or schedule, which identifies each deliverable and provides a brief description, list of required resources, and the completion date.

II. Project Concept

A. Goals

The goal behind my senior project is to present myself as a diverse and talented music artist, better known as Elephant Trax. I intend to do this by showcasing my collection of songs through a unique Flash MP3 player. Additionally, 3 specific tracks will be chosen as "singles" and along with these tracks, I will also have an interactive section on the site where users can "mix-n-match" different song clips together to form their own songs. Additionally, I am going to design a keyboard in Flash, which will allow users to add unique notes and sound clips into their song, and make the user feel as if they are "performing."

I would like for my website to portray a talented artist who is abundant in musical talent and knowledge, as well as professionalism. These qualities are important because I want visitors to look at me as a serious artist who is capable of offering professional music and sound design services.

B. Design Approach

The following section explains the design choices for the website of **Elephant Trax**. With this website, I want the viewer to immediately feel like they are in the wild with one of the jungle's most powerful animals, the elephant. The website is designed to have an African tribal and cultural feel. This is accomplished by incorporating leaves, brush, and organic curves within the design to convey a feeling of nature, specifically a jungle. This jungle theme is used for two reasons, one being that elephants live in the jungle, and also because my style of music is referred to as 'jungle'. There is also an elephant at the bottom of the page that is emerging from the brush. The

elephant is placed here so that the user will feel like the elephant, or Elephant Trax, is reaching out to them and is accessible to anyone.

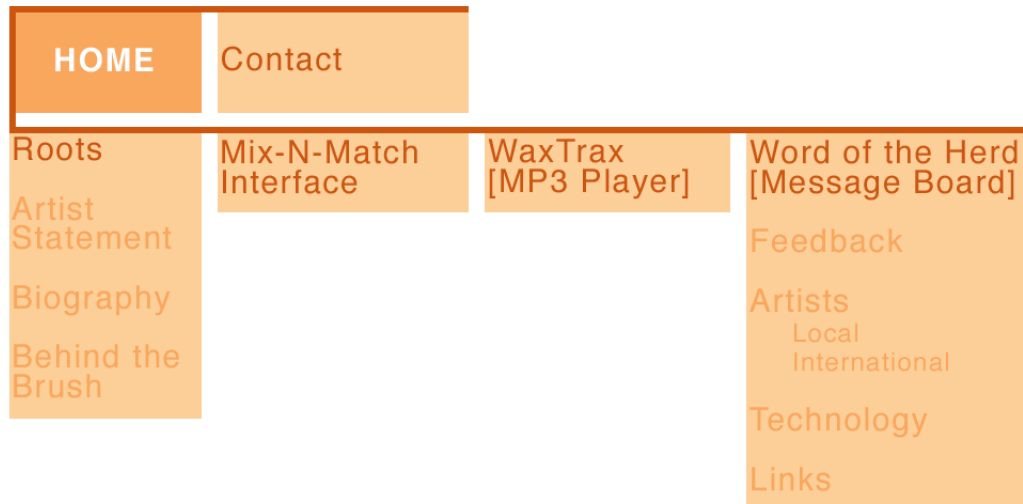
For the layout, information is displayed in a standard hierarchal manner. At the top of the page is the logo and name of the website, followed by the navigation, which is then followed by a page heading. Next is the body content, which is then followed by the disclaimer and copyright text.

C. Visual Comps



D. Site Map

ELEPHANT TRAX :: SITE MAP



III. Evaluation Plan

An evaluation plan is used to assess the goals of the project, which can be measured in order to determine the success of the project. Below are the goals that I wish to achieve for the Elephant Trax website.

A. Goals / Return on Investment

1. Traffic

All website traffic and bandwidth will be measured using a traffic analysis program called Webalizer. The detailed results will be recorded here: <http://trax.vintagestars.com/webalizer/>. One traffic goal is for the site to receive at least 80-100 unique visits a week, and in the process, gain around 20-40 visitors who will frequently visit the site. These frequent visitors are important to the website because they will be my dedicated audience, and help spread the word about my site.

2. Communication

A contact form will be placed on the site for visitors to submit inquiries, comments, potential job and interview opportunities, as well as general feedback regarding any portion of the site. The success of

the contact form will be measured by how many emails I receive, preferably at least 20 email submissions a week.

When the site undergoes Quality Assurance testing, I will be using special questionnaires and feedback forms during the testing phase. When the testing has been completed, I will be able to gather measurable information from the forms pertaining to particular goals for the site.

3. Users are Actively Engaged in Music

One goal of the site is to make sure that users are listening to my music, as well as playing with the Music Mix-N-Match interface. One way to test the success of this is from the traffic analysis report (<http://trax.vintagestars.com/webalizer/>). This report will be able to tell me which pages of the site are visited the most (WaxTrax page versus Music Mix-N-Match page) as well as which songs are downloaded the most. Another way to tell if the music is successful will be from the emails I receive via the Contact form. The more positive feedback I receive, the more successful and valuable my website becomes.

B. Quality Assurance

Quality Assurance is used to ensure that the website adheres to basic web site standards and load times as well as providing a consistent visual presence. Quality Assurance are very important because they are needed to ensure that the user has a pleasant experience on the website, and does not get irritated from improper language, scripting and flash errors, and long loading times.

Task/Activity	Tools Used
Ensure that the audio clips used the in Music Mix-N-Match interface is synced up according to tempo and timeline.	Fruity Loops, Cool Edit Pro 2, Headphones
Ensure that the contact form validates the information in the form fields.	JavaScript, Various Web Browsers
Ensure that the audio used in the Music Mix-N-Match and MP3 Player is compressed and then preloaded for instant playback.	Macromedia Flash MX 2004. Test on Various Web Browsers, OS Platforms, and connection speeds.

Ensure that the language and grammar on the site is error-free.	Macromedia Dreamweaver MX, Microsoft Word
Ensure that the HTML and CSS code is error-free and validated by the World Wide Web Consortium	Macromedia Dreamweaver MX, www.w3c.org
Ensure that all of the links on the site point to a valid address.	Web Browser
Insert a special script into the site to test the user's computer for the Macromedia Flash Player plug-in.	Macromedia Flash Player plug-in script, Web Browser

C. Usability

Usability Testing is conducted by providing a list of tasks for the user (or tester) to complete while they are on the website. This information is used to determine how user-friendly the website is and whether or not these tasks (or goals) can be easily completed. For the Usability testing, a set of 8 tasks will be printed out on a sheet of paper and then handed to a group of 5 testers to complete. As the testers are going through the tasks, I will need to observe their behaviors and take written notes in the process. This will help me later on when I go back to analyze the users' data, and to determine if any negative results are related to the users' behaviors, the tasks provided to the, or the website itself.

For the testers, I would like to use people with varying levels of internet experience. This is important to me because although my website has a specific target audience (intermediate to advanced internet users), I still want my website to be accessible to anyone, including novice users. Testers have already been chosen to participate in the Product Evaluation.

Possible User Tasks/Questions:

1. Name one software program that Elephant Trax uses to create music.
(Information found on Roots "Biography" page)
2. Turn off the keyboard on the Music Mix-N-Match interface.
3. Play and Listen to a single drum track using the "Solo" button.
4. Play and Listen to a drum and synth track simultaneously in the Music Mix-N-Match interface.
5. Play and Listen to the song "Run Away Today" in the MP3 Player.

6. Fill out the contact form using the email address "tester@aiacom" and write down the response that you get.
7. Fill out the contact form using the email address tester@aia.com and write down the response that you get.
8. Name the person who is also known as Elephant Trax.

IV. Completion Plan

The completion plan is used to ensure that the tasks needed to produce the website are completed with the right tools and on time. The completion plan can be viewed here: http://vintagestars.com/aia/imd485/documents/completion_plan.html