
What Shoes Should I Wear Today?



PROJECT PROPOSAL

Prepared For: Introduction to Interactive Media, INTM

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EXECUTIVE SUMMARY

Objective

The objective is to create awareness about different shoe styles and functionality to help a woman decide what shoe she should wear for on a Saturday in St. Louis, while giving her activity options.

Goals

To create a plan to help a woman decide what type of shoe she should wear during a weekend in St. Louis, Mo. There are several different options to narrow down the activity, which determines what shoe to wear. The woman can select the group size, time, location, cost and more specific details. If successful the woman will have a clear idea of what type of functional shoe to wear as well as a suggestion of what activity to perform. This will benefit her greatly because she will be prepared for her day out and guide her to make a decision about her Saturday.

Audience

Females

- Between the ages of 21-35
- From the St. Louis, MO area

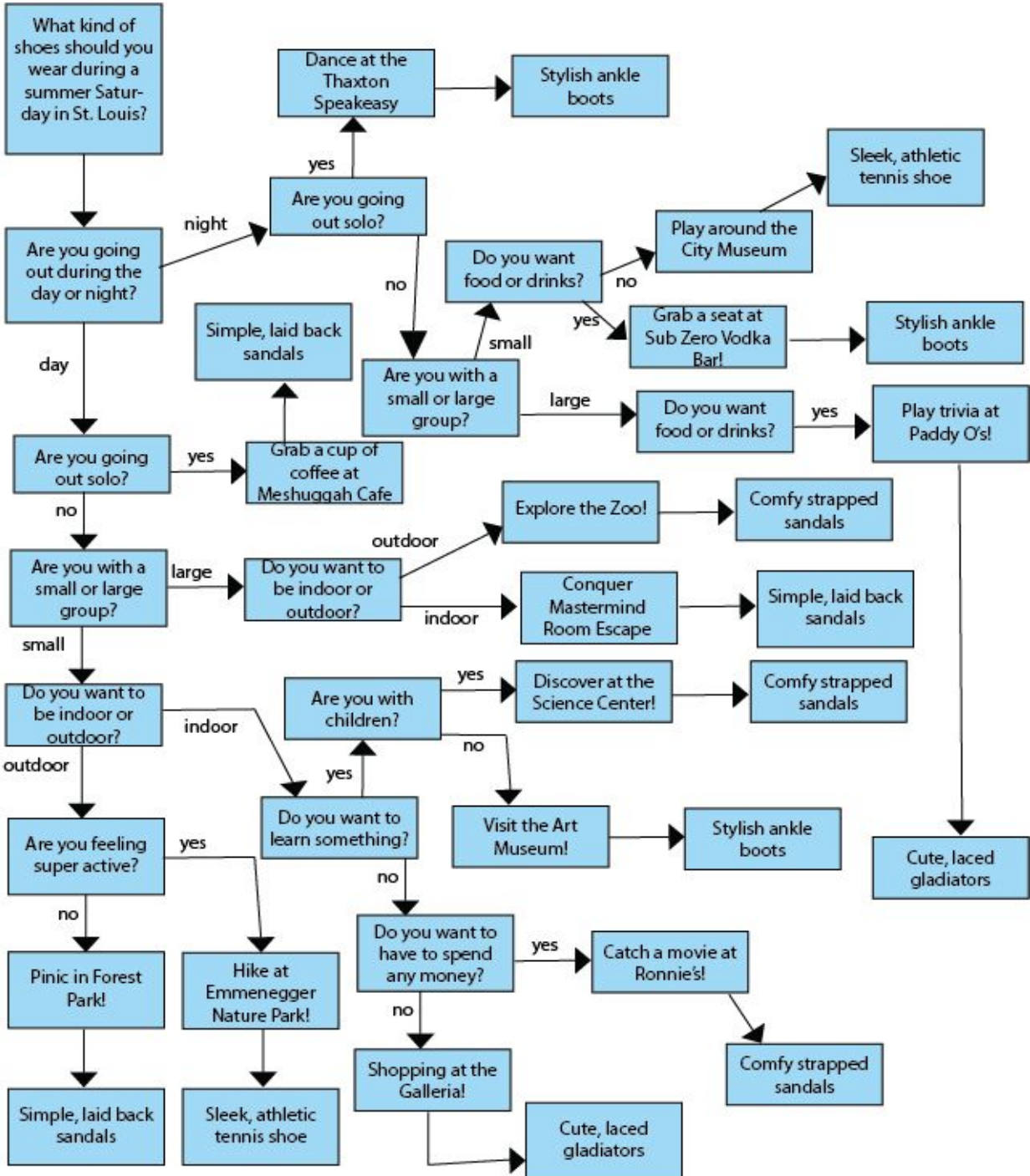
Design

The design will include pictures of different shoe styles with examples of why the shoe would fit the specific activity. The design will be simple throughout, with a warm color scheme. The images included will show off the different shoe styles as well as photos describing the activities available. Examples of shoe wear include: tennis shoes, sandals, and boots. Examples of activities include: picnicking, shopping, dancing, and exploring places.

Media Content

- A total of 27 slides, including an opening slide as well as 13 result slides.
- Each result slide will include a shoe description and an activity suggestion.
- The format will be Keynote, to ensure easy navigation and to guarantee the interaction is user friendly.
- Multi-level questions to ensure accuracy of end result.
- Each end result will include an answer as to what shoe to wear with image, a short description of the shoe, an activity suggestion based upon the previous answers, and an image of said activity.
- The testing will focus on the desired target audience but can be modified by feedback.
- This plan can be executed in life and style magazines throughout St. Louis to ensure accurate targeting.

FLOW CHART



WIREFRAME

Opening Screen



- *Opening question
- *Image

Question Screen



- *Question
- *Two Options
- * Clip art
- *Interactive capability

Result Screen



- *Result answer
- *Result image
- * Short description
- *Activity suggestion
- *Activity image