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Geneology
Redefined

Tamer M Zaher

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Company: Cyantific
DNA/Paternity Testing

Who we are...
-We are a privately owned company certified to test and determine anyone's heritage and health history.
-Twelve years of experience and professional expertise.

What we do...
-DNA paternity testing.
-Provide clients with a genetic overview of a family history.
Why it matters...
- Our award winning Genealogy team
-Testing from your own home at your own convenience
-Efficient
-Inexpensive
-Options packages

Why it matters...
-It is the most powerful test available for determining parentage. DNA is set at conception and does not change. With a painless cheek swab, samples can be taken from a person of any age and DNA analysis can be performed to quickly determine relationships.
-Twelve years of experience
-Leading force in the industry
-quality DNA testing services are also nationally and internationally recognized

Message:
Using your past, we can map your future.

Website:-

Home:
-Basic information about the company and its services as well as a definition of what DNA is.

Services:
-A list of services provided as well as a more proactive understanding of what the company does.

About us:
-Company's philosophy on privacy / characteristics of the company's unique capabilities. A Contact link to open an email page to be sent by user as well as a phone number of the company for immediate mobile contact.

Website (continued):

Blog/News:

-News/Blog page where Consumers will be able to view comments posted by previous customers. The page will contain an article about recent DNA discoveries. The user will be able to sign up for a username and a password in order to share their experience regarding with the company with others and post their views concerning the company's services.

Audience:

-Educated, working adults ages 35-60 possessing interest in science.

-Ones who seek a thorough understanding of DNA.

User Profile/Persona:

-Shaun is half Armenian / half German. His parents met in Europe after World War II was over. He was born in the US and graduated with honors from Bates University in Main. His studies were in Computer Science Technology. After years of deliberation Shaun decides to look up alternatives in finding out more about his ancestors. Shaun will be able to easily find out information he's seeking at his own convenience as he doesn't have to go to a clinic to use this company's services.

Front Cover:

-Company logo:
    -Cyantific

-A message for the consumer about our company:
    -Simplifying DNA

-A brief statement about our services:

    -Advanced, accurate and reliable

Back Cover:

-Company's name/logo.
-Company's slogan.
-Company's address, phone number and website address.

Inside first fold:

-'Find out which test is right for you?'

    -Information about ethnic backgrounds.

    -Information about traits and origins.

Products and Services:

    -A list of services provided by the company.

Specialties:

    -Personal service, completely confidential, etc.

Certification and Affiliation:

    -Companies and labratories we work with.

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Inside brochure:

-Left Column:

-Facts about company

-Facts about testing

-Support solutions

Middle Column:

-Information on paternity testing

-Information on the home DNA testing kit

Inside brochure:

-Right Column:

-Custom solutions

-Web solutions

-Other solutions & further assistance

Bottom Right Column:

-Company's address, phone number and website address

The information provided in the brochure is organized in a certain hierarchy for maximum emotional impact. It also serves the purpose of conveying the most important points using as less words as possible; making it easily understood by the reader.

Design Summery:

-The design is a serious look. The overall look is a corporate design to meet the company's status in the industry. The corporate look uses sophisticated buttons for the menu, and maximum space usage with careful division of the pages. The colors used are bright giving the site an attractive and happy look. Cyan is used in the logo to color some of the fonts. Since the word 'cyan' is within the company's name, it was essential to push for a cyan-color overall look and it would have to include the logo.

-Font choices are limited and simple. The logo uses the font 'Franklin Gothic Book'-regular. This font was chosen as it was the most attractive one, using simple smooth characters. The website will have the same logo and font used in the logo and title. In the website's body, the font family will include, 'Tahoma, Helvetica, Arial' as the fonts for the content to convey simplicity and ease.

-The message within the design is to aggregate an easy going website with simply understood information.

Design Summer (continued):

-Having the user profile in mind, the content of the site has to be clear and straightforward. This site serves a purpose and it has to grab not only their attention but also their trust within the first ten seconds or less. The corporate look, the vivid colors and the clarity of the fonts used should be the first indicator for the visitor to stay and surf through the site.

Perception/Tone:

-Serious, trustworthy and elegant. Those emotions are expected from the targeted audience as a result of the design and the functionality of the site.

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Wet Paint: http://www.wetpaint.com

Wet paint is a website where users can create their own web pages for free. Their main message is creating your own free wetpaint website about anything in three simple steps. You can create a site on anything you love or anything you wish to share. Whatever URL you choose will be whatever.wetpaint.com as it is a social network which provides online collaborative website services to the user.

Wet paint technology provides social publishing/ networking solutions. By using their technology the user can enhance brand awareness as well as increase revenue for their business. Many prominent entertainment technology and lifestyle brands are injecting social publishing to their websites to drive user engagement as well as extend their audience reach.

Major media, consumer and technology brands are joining with wetpaint to enhance the user's experience by engaging them in a more meaningful way by creating custom hosting online communities. The user has two ways they can partner with wetpaint and use their services. One way is injecting their technology in your website which will enhance your search engine presence.

This user generated content takes only two minutes to install. Another way to help engage your customers and increase your revenue is by attaching wetpaint to your site.

This Wetpaint Attached social publishing platform offers a unique opportunity for consumer brands to engage their most passionate customers, extend audience reach, and increase revenue. These are powerful tools for social publishing to any website in order to increase the user's interest and engagement.

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http://www.wetpaint.com

Navigation: ★ ★ ⯪

Usability: ★ ★ ⯪

Organization: ★ ★

Design: ★ ★

Functionality: ★ ★ ★

Any user can contribute to any site as long as they posses an active account. By signing in or joining this wiki-based development you can share views, upload videos and photos. This web experience becomes more dynamic and sophisticated as the user base increases; discussing forums, photos, news, etc. With just a few lines of code and a bit of configuration, you can empower your users to create their own content on the pages of your choosing.

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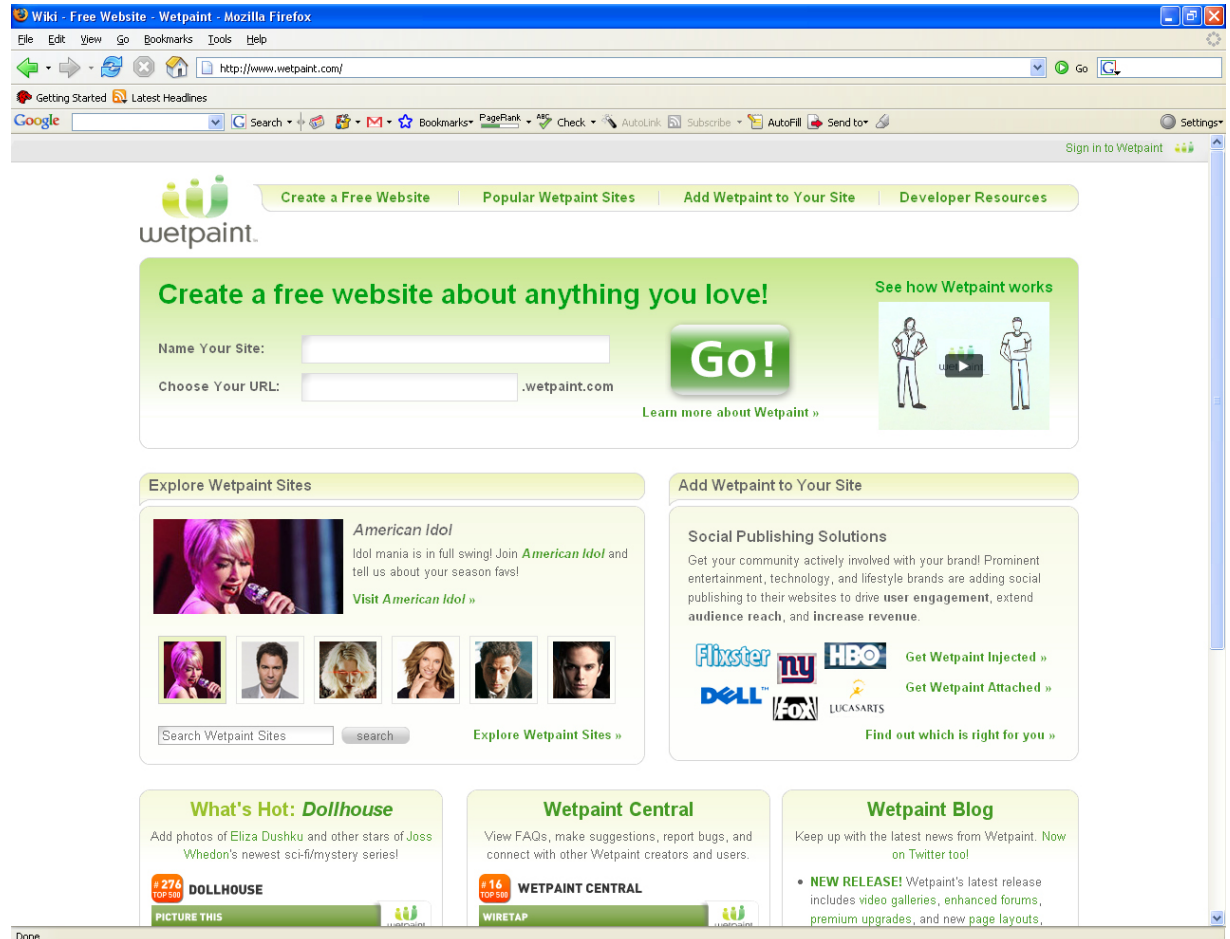
Café Mom: http://www.cafemom.com

Main Message: Advice, Support, and Fun for moms and moms-to-be.

Cafémom.com is a place for moms and moms-to-be to connect with one another. Through this social networking site, users can share their experiences and ask questions while supporting one another.

Café mom groups are created by moms for moms. Users can create and publish their own html pages listing their profile, posts, friends and photos. The site is full of information on health, healthy living, activities, news and entertainment. The moms using the site connect to share their interests, passion and challenges. The site clearly marks links to such challenges a baby name finder, pregnancy symptoms, breastfeeding, potty training and many more.

The site includes a long list of organizations that provide services and information on important issues such as caring for elders, child abuse, children's health, child predators, domestic violence, and many more. A visitor to the site can pretty much look up anything without having an account as the site is full of useful information. Once the user obtains an account, the fun and interaction can begin.

Members can ask questions on the 'Questions in: Politics and Current Events' page which sparks many conversations and long list of threads from concerned moms about Michael Phelps smoking pot to kind people asking 'would you help a stranger?' The blog area is filled with questions and answers and again this information can be obtained by just surfing the site.

The sites interactive tools are consistent as the user will always find something to click and view; polls, activities, quizzes and votes to be casted. The user also has the option to change the main look, the theme of the site, if he/she wants to. In this site the user gets to build their own custom built personalized homepage, voice their opinion, ask questions, make friends, get advice and join new groups.

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Navigation:

Usability:

Organization:

Design:

Functionality:

http://www.cafemom.com

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Positive Space: http://www.positivespaceblog.com

Main Message: The blog serves to be a resource for graphic designers, and other design minded individuals rather than being just another pretty blog.

Positive space, the name, is a reference to the idea of content versus presentation. Design blogs come and go every day, but Positive Space is different because it seeks to share what is important not what is trendy or link worthy. Beauty is every designer's goal but for an unattractive blog to function, the topics have to be dynamite. However, a blog holding nothing of interest will be of little value to the user. This site focuses on presentation and the use of space. It is also directed to target designers from all over the world especially graphic designers.

The site contains a contribution page where anyone can add their thoughts and ideas for every user to view. However, the content will be review by the company before they decide to publish your article. If you are a designer or have an idea for design or technology revolving around web design, you can post your article for review.

Upon uploading your information you are asked to upload your URL also. The URL is promised to be private as far as the article is concerned. However, users can give permission to have their site reviewed and if 'positive space' is impressed they may link your site to theirs and write a little review about it. If it is spectacular technical superiority, it just may be posted on their 'Amazing Websites Eight' page. The site also includes tutorials and not just articles. Tutorials are helpful to students and learning adults. Tutorials are followed by advice and comments from other users. The site's simplicity in design is very effective and consistent. The color scheme works very well as it doesn't overwhelm the use of space on the page.

Users find links to a variety of advice from Career advice to technology. Positive Space is a community of designers who strive to be well informed on business and technology. The site caters to these objectives through articles based around managing clients, and creating a personal brand.

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http://www.positivespaceblog.com

Navigation:

Usability:

Organization:

Design:

Functionality:

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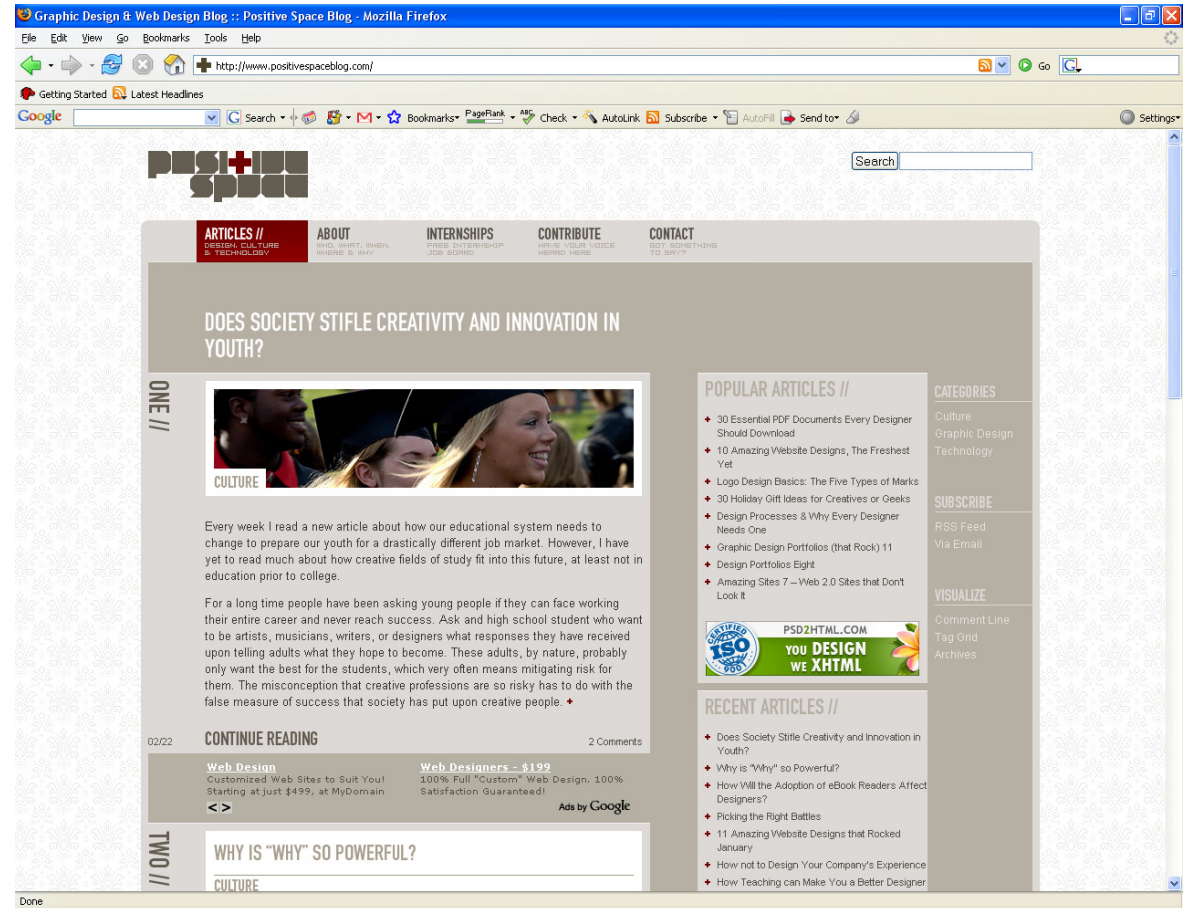
Fonts: Arial, Helvetica, Sans-serif
           Franklin Gothic Book, Tahoma

Colors: #000000

           #FFFFFF

           #FF6600

           #0099FF

           #333333

           #666666

Technology:

    -HTML, CSS, PHP

The blog page, signing in, and user registration will be developed using PHP.

Credits:

    PHP 6 and MySQL 5 for Dynamic Web Sites:
        Visual QuickPro Guide [ILLUSTRATED]
        by Larry Ullman.

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Image Credits:

Amana Productions Inc. Young couple using laptop. c. 2007
Getty Images 2009 Image # 76161330
    < http://www.gettyimages.com/detail/76161330/amana-images?axd=DetailPaging.
        Generic|1&axs=0|76161330|0 >.

Daj. Male scientist talking to female scientist sitting in front of a microscope, front view, side view. c. 2008
Getty Images 2009 Image # 77368992
    < http://www.gettyimages.com/detail/77368992/DAJ?axd=DetailPaging.Generic|1&axs=0|77368992|0
        >.
Dazeley, Peter. Person putting DNA test swab into woman's mouth, close up, studio shot. c. 2008
Getty Images 2009 Image # sb10068771g-004
    < http://www.gettyimages.com/detail/sb10068771g-004/Photographers-Choice?axd=DetailPaging.
        Generic|1&axs=0|sb10068771g-004|0 >.

Flashfilm. Two researchers working in laboratory. c. 2008
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    < http://www.gettyimages.com/detail/sb10065198b-016/Riser?axd=DetailPaging.Generic|1&axs=0|sb
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Image Credits:

Derr, Stephen. Scientists discussing dna sequencing bands. c. 2008
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Doyle, George. Portrait of young microbiologists holding an x-ray film with a dna pattern. c. 2009
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Levine, Ron. Male doctor looking at desktop screens of MRI x-rays in radiology lab. c.2008
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McAlister, Steve. Scientist in chemical laboratory, close up. c. 2008
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 &axs=0|sb10067954d-001|0>.

Oppenheim, Max. Model Made blue DNA strand. c. 2008
Getty Images 2009 Image # 84430384
 < http://www.gettyimages.com/detail/84430384/Digital-Vision?axd=DetailPaging.
 Generic|1&axs=0|84430384|0 >.

Photodisc. DNA models, (Close-up). c. 2009
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 < http://www.gettyimages.com/detail/200248837-001/Photodisc?axd=DetailPaging.Generic|1&axs=0|2
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Rakusen, Monty. Scientist Examining a Cell Culture in a Petri Dish in a Laboratory. c. 2008
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Ross, Andersen. Female scientist in lab, portrait. c. 2008
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Ross, Andersen. Mature couple in bed with laptop and credit card, portrait. c. 2008
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Ryan, Chris. Woman with eyeglasses holding clipboard smiling. c. 2007
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Sacks, David. Researcher with arms folded, portrait. c. 2007
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    < http://www.gettyimages.com/detail/200021599-001/The-Image-Bank?axd=DetailPaging.Generic|1&
        axs=0|200021599-001|0>.

Sands, Jochen. Mature male doctor writing at desk, smiling, portrait. c. 2008
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