

Alima Ahmed

COMM:244

### Research

- 1.) What is the website about?
  - This website is about Bengali culture. It will have content related to Bengali cuisine, history, animals that are native in Bangladesh, where it is geographically, the people who live there, and Bengali celebrations.
- 2.) What is its purpose (can be more than one)?
  - The purpose of this website is to bring Bengali people that feel like they aren't in touch with their culture, back in touch with their culture.
- 3.) Who is the target audience?
  - The target audience is first-generation Bengali Americans or first-generation Bengali people who did not grow up in Bangladesh or those who didn't grow up with Bengali culture.
- 4.) What does the target audience want from the website?
  - The target audience wants information on Bengali culture and how they can be closer to the culture.
- 5.) Are there other websites on your topic?
  - Food
  - Animals
  - Celebrations (Weddings, the birth of a child, babies' first steps, etc)
  - History (monuments, wars, etc)
  - Geography
  - The people
- 6.) What are other sites doing? What are they successful/unsuccessful at?

- <https://www.everyculture.com/wc/Afghanistan-to-Bosnia-Herzegovina/Bengalis.html>

This website has a page about Bengali culture. It has very good information and the placement of the information they have is put together and clear. This website does lack imagery and creativity.

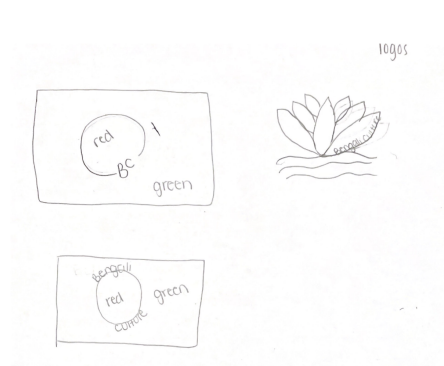
- <https://bangladesh.uz/culture-traditions> This website has a lot of information on culture and traditions. The information on this website is also very organized. This website lacks imagery and it looks very plain.

- 7.) How can your site be better or different from the competitors?

My website will include photos/imagery and will include more color.

## Content Audit

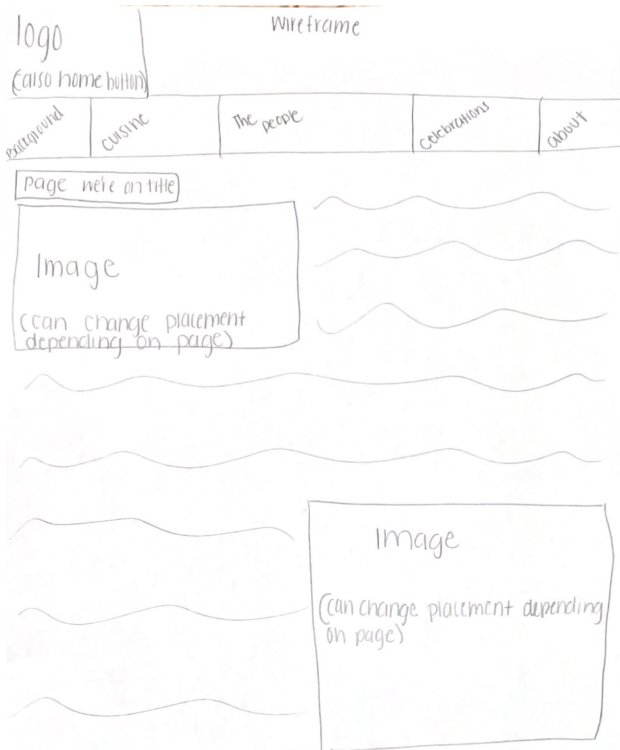
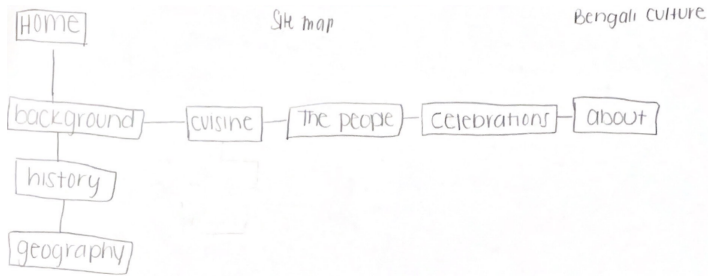
### Logos



### Some images



## Site map and Wireframe



## Moodboard

Color swatches:



Typeface: Univers, Verdana, Didot, Arial



Inspiration sites:

