



INDEX

Proposal	2	Site Map	17
Creative Brief		Flow Chart	18
Mission statement	3	Fall In Wireflow Chart	19
Communication goals	4	Content Inventory	20
Communication strategy	4	Wireframes with Sitemap	23
Marketing strategies	5	Design Comps	28
Communication strategy	5	Logos	34
Personas	6		
Competive Analysis			
Objective	9		
Results	15		
Navigation Map	16		

TITLE

Young Marines

www.youngmarines.com

OBJECTIVE

The client needs a dynamic yet easy to use interface that is easy to navigate and help visitors and members alike to locate the information they want in a much more efficient manner.

ANALYSIS

The client needs a dynamic yet easy to use interface that is easy to navigate and help visitors and members alike to locate the information they want in a much more efficient manner.

SOLUTION

Create a more user-friendly and updated layout for youngmarines.com by placing higher quality images, implementing one global navigation, creating a grid-system to improve the alignment, and utilize modern programming languages such as jQuery and javascript to enhance the user experience.

MISSION STATEMENT

The Young Marines is a youth education and service program for boys and girls, ages 8 through completion of high school. The Young Marines promotes the mental, moral, and physical development of its members. The program focuses on character building, leadership, and promotes a healthy, drug-free lifestyle. The Young Marines is the focal point for the U.S. Marine Corps' youth Drug Demand Reduction efforts.

COMMUNICATION GOALS

Short-term goals of youngmarines.com is to expand and increase online traffic and bring in as many visitors as possible to the website.

Long-term goals is to establish the company as a well-known and trusted youth education and service program through effective marketing, a user-friendly website that provides all the information a parent, potential member or volunteer could possibly need. By utilizing these components, youngmarines.com can maintain a knowledgeable base of members and increase the number of visitors.

COMMUNICATION STRATEGY

To ensure our goals are met, we will create a comprehensive interface that is user-friendly by implementing a clear navigation, an image gallery to show latest activities, testimonials by our members, placing our young marines on the home page so it's the first thing users see upon arriving at the website and ensuring our units representatives will respond to any questions/requests in a timely manner.

MARKETING STRATEGIES

To achieve our short-term goal, we must bring in as many visitors to the page as possible and get our name out there to the public. To do so, we will post flyers all around local school bulletin boards and local recruiting stations, post banner advertisements to distribute to online youth centers and counselors, and we will also create accounts on social networks such as Facebook, and Twitter so members can post pictures and testimonials for future members.

COMMUNICATION STRATEGY

It is imperative that we consistently update our site with the info of new activities and new members who earn the title Young Marine. This will create a sense of family for the Young Marines and volunteers and encourage future members to join.

Primary User



Percy Williams, 44
Baltimore, Maryland

Retired Marine

Adult Leader of Baltimore Young Marines
Income: \$60,000 - \$80,000

Percy Williams returned to his hometown of Baltimore, MD after honorably serving 20 years and retiring from the United States Marine Corps.

Percy wanted to contribute and be a positive role model for young men and women by continuing the traditions of the United States Marine Corps. He has worked with the Young Marines for over ten years and is looking to start his own chapter. Young Marines.com is essential website for Percy to use because it provides a great starting point for him to bring his dreams into reality.

Secondary User



Kendra Miller, 32
Fayetteville, North Carolina

X-Ray Technician
Income: \$45,000

Kendra Miller is a divorced mother of two boys, 9 and 11 years old. Her ex-husband is an Army Medic stationed at Ft. Bragg but currently deployed to Afghanistan. Being that he is away she is looking for an activity to involve her sons in and keep them occupied.

Kendra was introduced to the Young Marines through another parent. The website provided the information necessary for her to decide to enroll her boys and possibly have them understand what their father does for a living. She is also able to stay involved and relate to her sons weekly activities by using the website.

Complimentary User



DeShawn Jackson, 17
Los Angeles, California

Student and part-time employee (Wendys)
Income: \$5,000- \$8,000

DeShawn is a senior in high school and has been involved with The Young Marines since he was ten years old. The Young Marines have been instrumental in his development into a responsible young man. Deshawn has been accepted and will be attending Cornell University this fall.

DeShawn currently uses the website and Fall-In portal to become more knowledgeable about the organization. It also allows access to community service functions in which he is a lead participant. DeShawn plans to continue his relationship with the Young Marines as an Adult Leader once he turns 18.

OBJECTIVE

Youngmarines.com is just one of very few youth paramilitary organizations. It is essential to do an analysis of at least 3 different companies with well executed websites to ensure that we are setting a standard for the other the units in organization as they run their own websites, independent from Young Marines.com. In addition, the analysis may spark new ideas for our website to achieve our goals that may have not of been thought of without the proper stimulus of data found while researching.

The websites used will be analyzed based on clear navigation, grid alignment, quality of images, readability, performance, and delivery of information.

OBJECTIVE (continued)

The websites will be evaluated based on the following credentials.

SPEED

Overall download speed.

AESTHETICS

Overall visual appeal of the webpages.

NAVIGATION

Overall clarity and ease of navigation system.

MULTIMEDIA

Effective use of images and videos.

PRESENTATION

Alignment and organization of content

COMPETITIVE ANALYSIS

YOUNG MARINES (CURRENT SITE)

SPEED	●	●	●	●	○
AESTHETICS	●	○	○	○	○
NAVIGATION	●	○	○	○	○
MULTIMEDIA	●	○	○	○	○
CONTENT PRESENTATION	●	●	○	○	○



COMPETITIVE ANALYSIS

MARINES

SPEED



AESTHETICS



NAVIGATION



MULTIMEDIA



CONTENT PRESENTATION



COMPETITIVE ANALYSIS

GO ARMY

SPEED



AESTHETICS



NAVIGATION



MULTIMEDIA



CONTENT PRESENTATION



COMPETITIVE ANALYSIS

BOY SCOUTS OF AMERICA

SPEED



AESTHETICS



NAVIGATION



MULTIMEDIA



CONTENT PRESENTATION



COMPETITIVE ANALYSIS

	Young Marines (current site)	Marines.com	GoArmy.com	BoyScoutsof America.com
SPEED				
Content download speed	4	5	5	4
AESTHETICS				
Aesthetically pleasing home page	1	5	4	3
Clear understanding of the of purpose of the website	2	5	4	4
NAVIGATION				
Ease of navigation	1	4	4	5
Consistant navigation throughout all pages	2	4	4	5
Internal and External	2	5	4	5
MULTIMEDIA				
High quality images	1	5	5	3
All content and graphic serve a purpose to the website	2	5	5	3
CONTENT PRESENTATION				
Well organized and structured layout	1	5	4	4
Information is clearly labeledto ensure friendly experience	1	5	4	4
All links are styled and consistent	2	5	4	4

1. STRONGLY DISAGREE

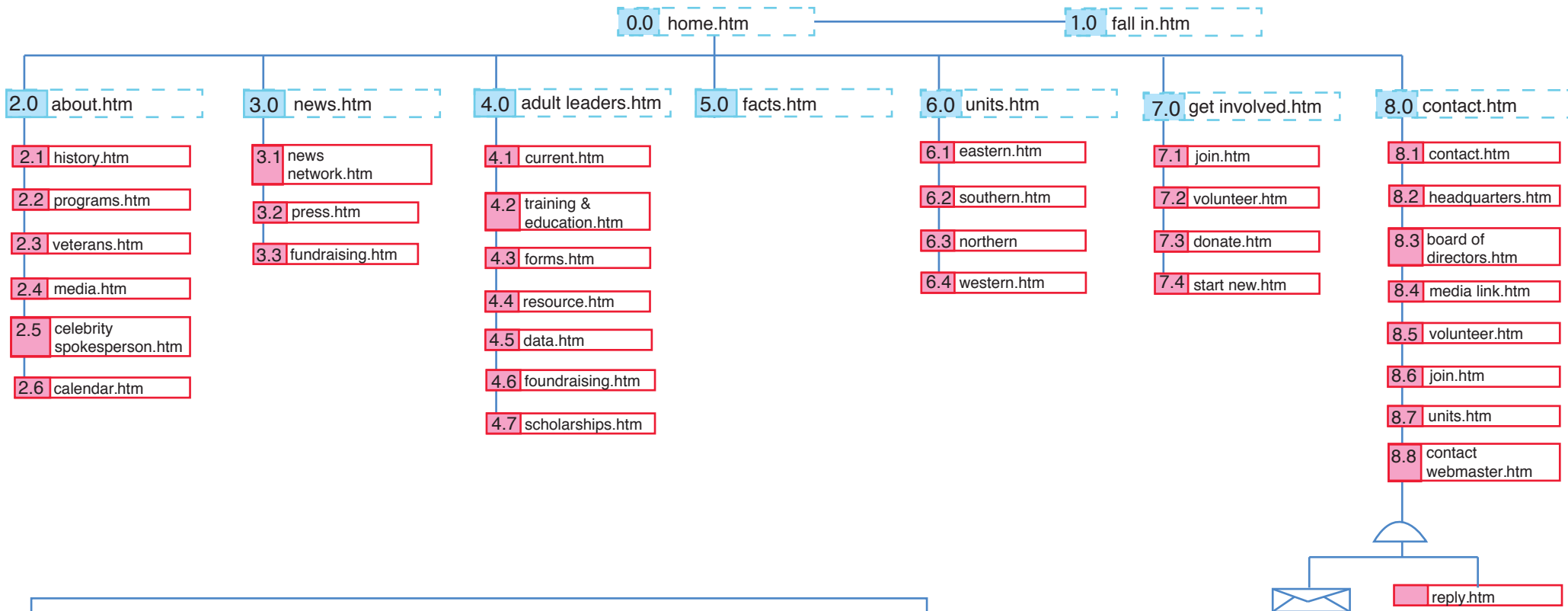
2. DISAGREE

3. NEUTRAL

4. AGREE

5. STRONGLY AGREE

NAVIGATION MAP



Legend

Global Navigation Page



Email



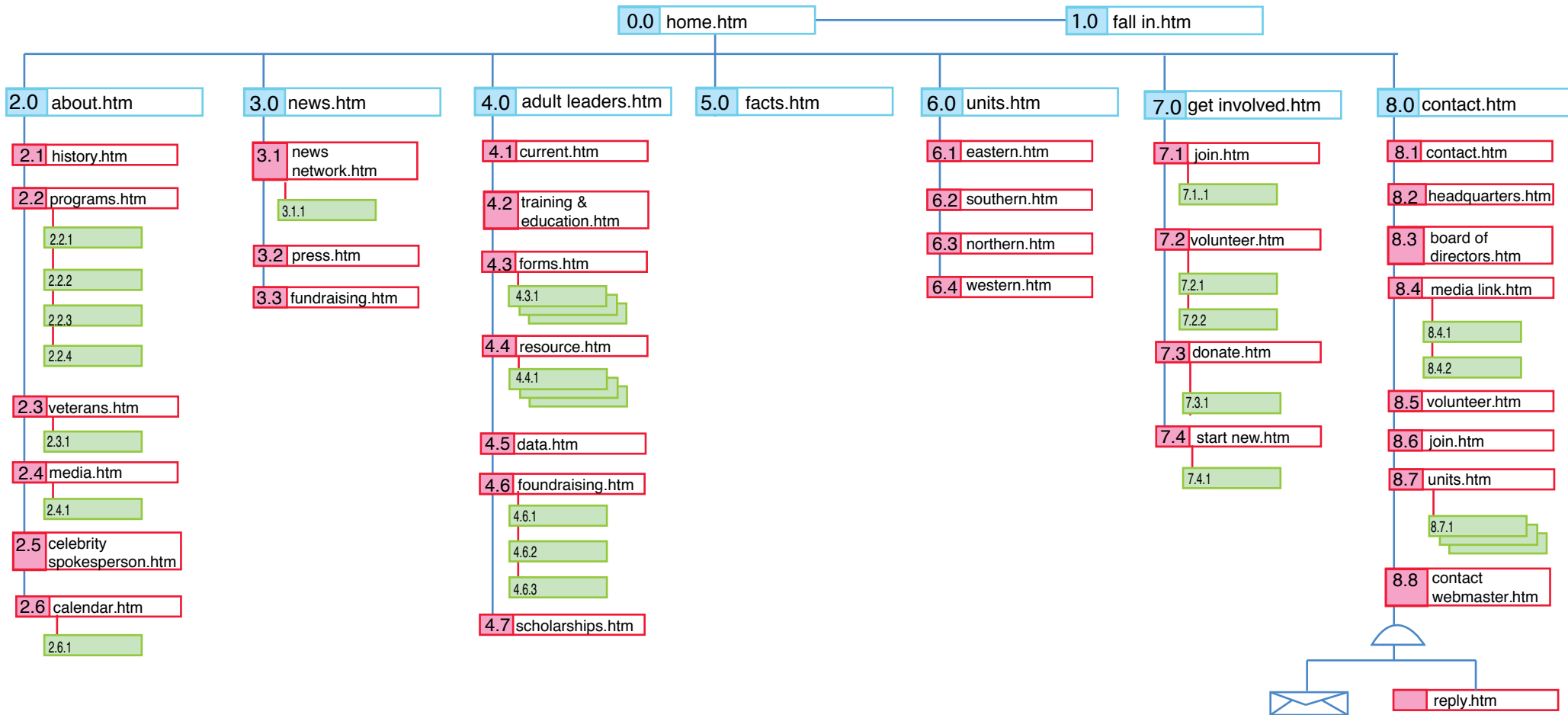
Single Page



Multiple Pages

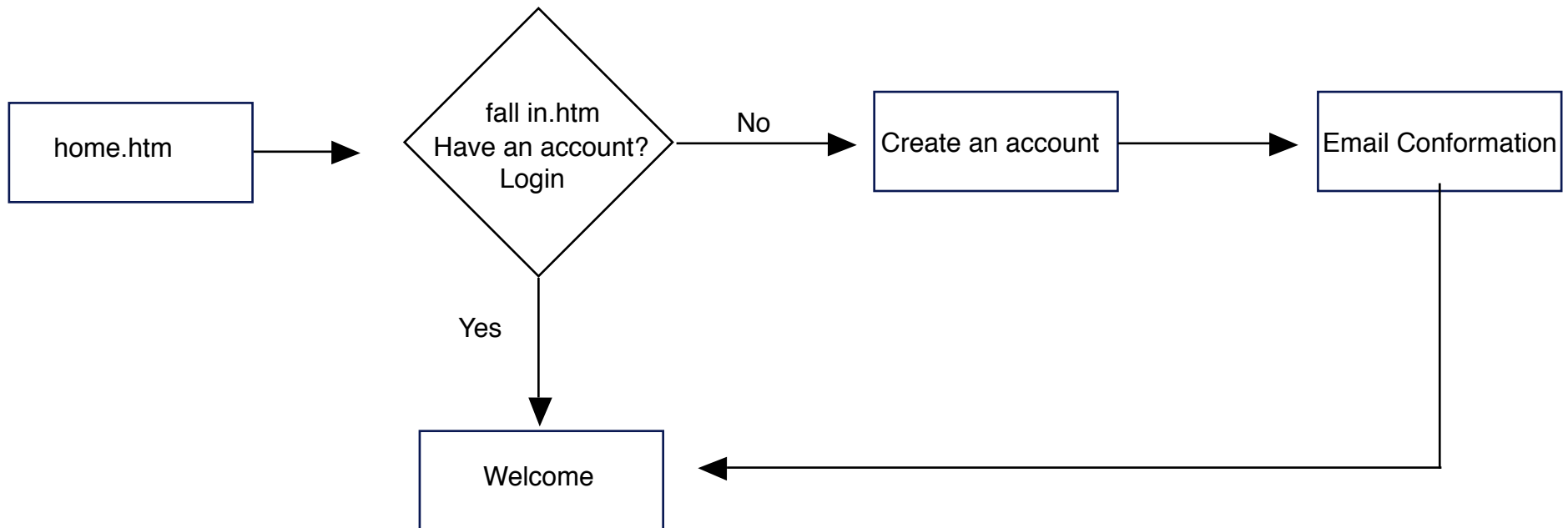


SITE MAP

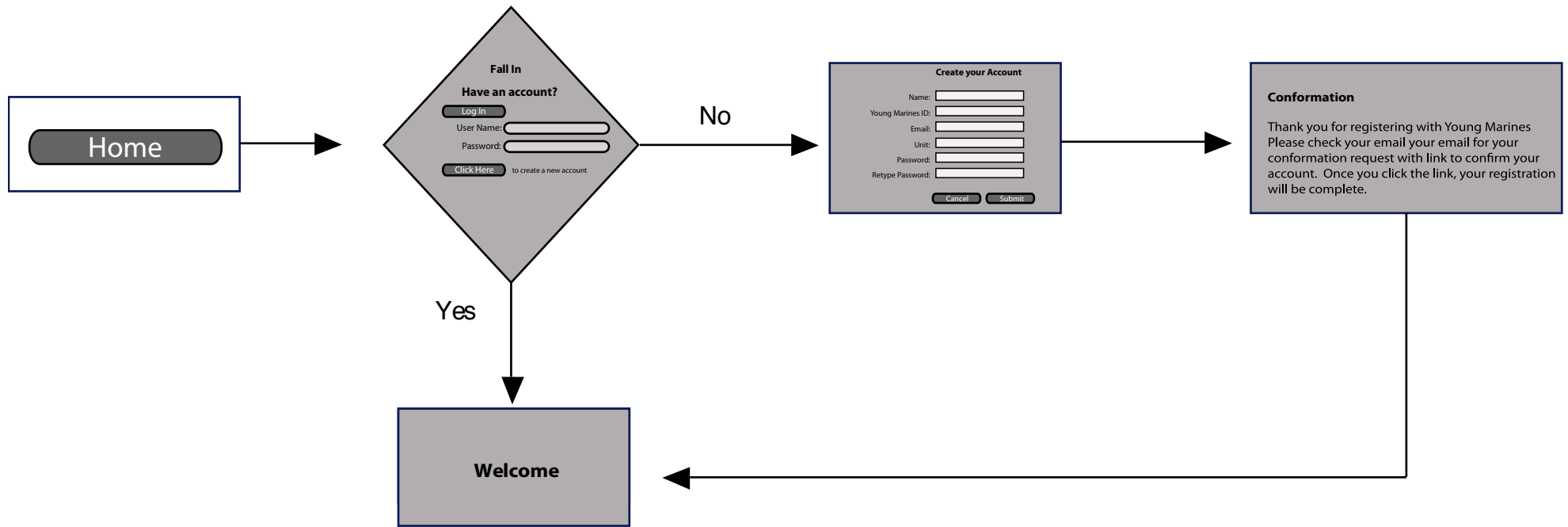


FLOW CHART

“FALL IN” page



WIREFLOW CHART



CONTENT INVENTORY

ID	NAME	TYPE	CONTENT	URL
0.0	Home	Home Page	Home	http://youngmarines.com/index
1.0	Fall In	Category Page	Online member portal	http://youngmarines.com/fallin
2.0	About	Category Page	General info about company	http://youngmarines.com/about
2.1	History	Sub-Category	History about company	http://youngmarines.com/about/history
2.2	Programs	Sub-Category	Information about programs	http://youngmarines.com/about/programs
2.2.1	Overview	Sub-Category	Description of programs	http://youngmarines.com/about/programs/overview
2.2.2	Spaces	Sub-Category	Availability of programs	http://youngmarines.com/about/programs/spaces
2.2.3	Special Programs	Sub-Category	Programs, summits and conferences listed	http://youngmarines.com/about/programs/specialprograms
2.2.4	Application Process	Sub-Category	Application for programs	http://youngmarines.com/about/programs/applicationprocess
2.3	Veterans	Sub-Category	Veterans appreciation request info	http://youngmarines.com/about/veterans
2.3.1	Veterans Appreciation	Sub-Category	After action reporting for Veterans Appreciation	http://youngmarines.com/about/veterans/veteransappreciation
2.4	Media	Sub-Category	Media relations page	http://youngmarines.com/about/media
2.4.1	Press Kit	Sub-Category	General and event specific info given to press	http://youngmarines.com/about/media/presskit
2.5	Celebrity Spokesperson	Sub-Category	Info on celebrities affiliated with program	http://youngmarines.com/about/spokesperson
2.6	Calendar	Sub-Category	Calendar of upcoming events	http://youngmarines.com/about/calendar
2.6.1	Year In Review	Sub-Category	past events and events for upcoming year	http://youngmarines.com/about/calendar/yearinreview
3.0	News	Category Page	News about program	http://youngmarines.com/news
3.1	News Network	Sub-Category	Young Marines News Network Webcast	http://youngmarines.com/news/webcast
3.2	Press	Sub-Category	Press announcements	http://youngmarines.com/news/press
3.3	Fundraising	Sub-Category	Fundraising programs involved in	http://youngmarines.com/news/fundraising

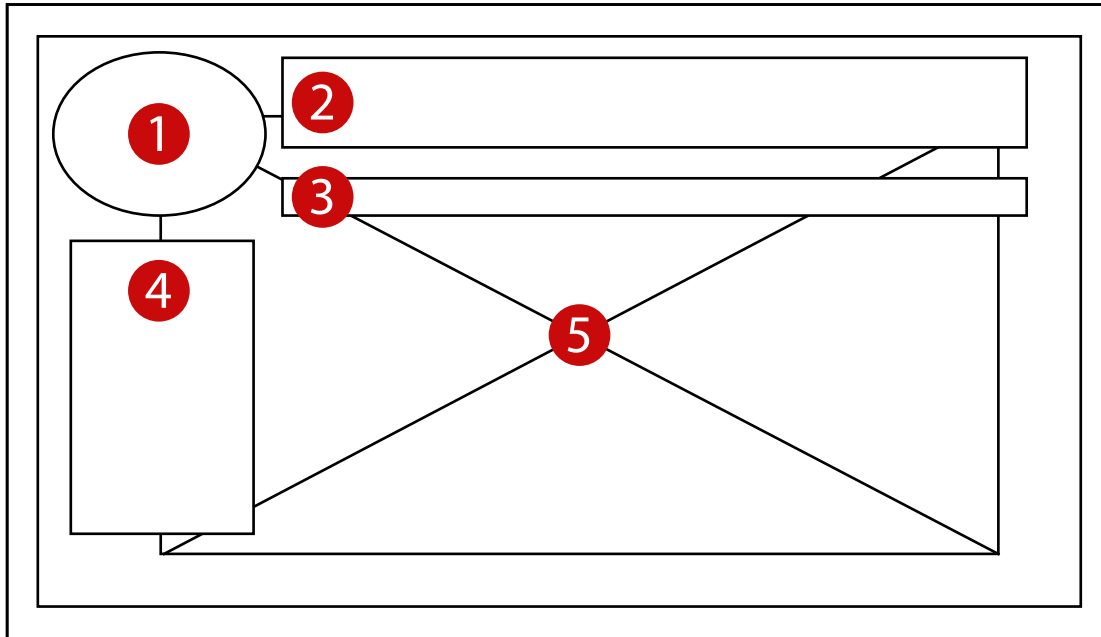
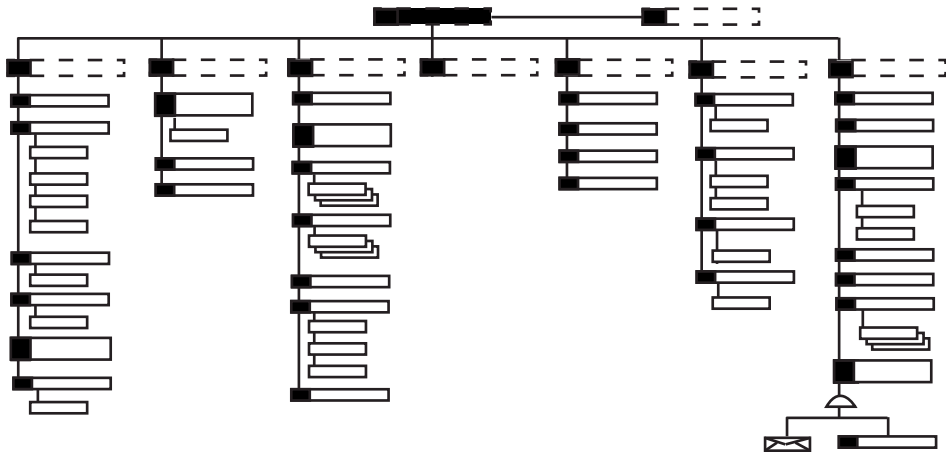
CONTENT INVENTORY

ID	NAME	TYPE	CONTENT	URL
4.0	Adult Leaders	Category Page	Adult Leader Information	http://youngmarines.com/adultleader
4.1	Current Memos	Sub-Category	Current Memos issued	http://youngmarines.com/adultleader/currentmemos
4.2	Training and Education	Sub-Category	Training and Education info and guides	http://youngmarines.com/adultleader/training
4.3	Forms	Sub-Category	list of forms (volunteer, medical, bio, etc)	http://youngmarines.com/adultleader/forms
4.3.1	Instructions	Sub-Category	Instructions	http://youngmarines.com/adultleaders/forms/instructions
4.4	Resources	Sub-Category	List of manuals, brochures, links	http://youngmarines.com/adultleaders/resources
4.4.1	Materials	Sub-Category	access to manuals, brochures, and links	http://youngmarines.com/adultleaders/resources/materials
4.5	Data	Sub-Category	database system login	http://youngmarines.com/adultleaders/data
4.5.1	Database System	Sub-Category	information on members medical, etc.	http://youngmarines.com/adultleaders/data/database
4.6	Fundraising	Sub-Category	Fundraising programs involved in	http://youngmarines.com/adultleaders/fundraising
4.6.1	Locker 81	Sub-Category	Smart-Giving Fund Raising Program	http://youngmarines.com/adultleaders/fundraising/Locker
4.6.2	USMC Direct	Sub-Category	USMC & Young Marines Merchandise	http://youngmarines.com/adultleaders/fundraising/usmcdirect
4.6.3	Patriot Flags	Sub-Category	Patriot Yard Flags Fundraiser	http://youngmarines.com/adultleaders/fundraising/patriot
4.7	Scholarships	Sub-Category	List of scholarships	http://youngmarines.com/adultleaders/scholarships
5.0	Facts	Category Page	Facts about Young Marines Programs	http://youngmarines.com/facts
6.0	Units	Category Page	All info for Young Marines Units in 50 states	http://youngmarines.com/units
6.1	Eastern Units	Sub-Category	List of all units by state with access to units website	http://youngmarines.com/units/eastern
6.2	Southern Units	Sub-Category	List of all units by state with access to units website	http://youngmarines.com/units/southern
6.3	Nothern Units	Sub-Category	List of all units by state with access to units website	http://youngmarines.com/units/northern
6.4	Western Units	Sub-Category	List of all units by state with access to units website	http://youngmarines.com/units/western

CONTENT INVENTORY

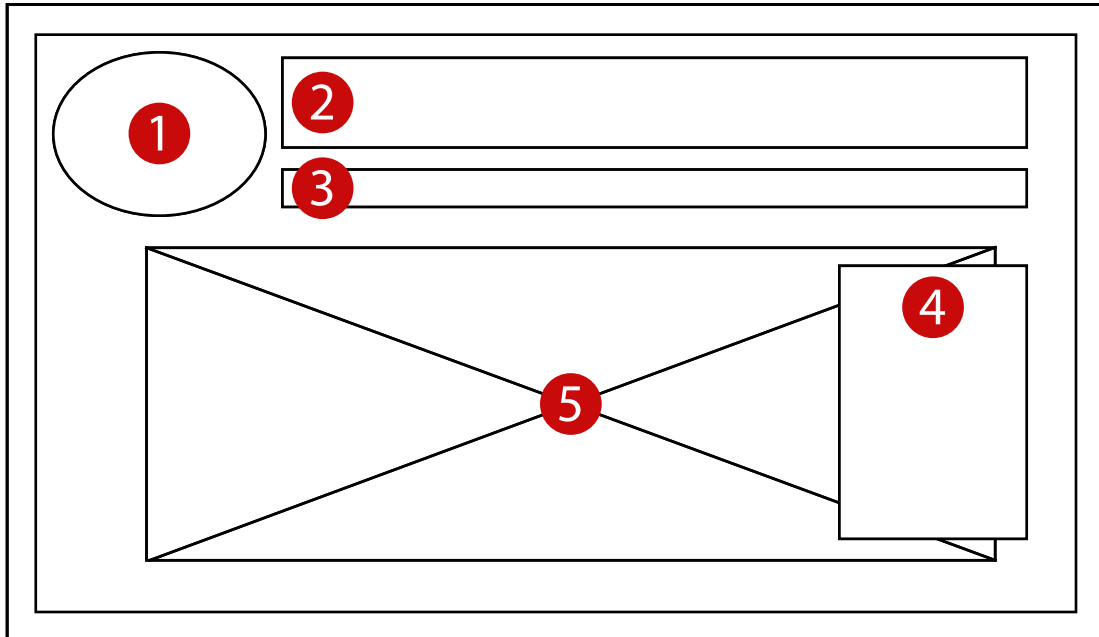
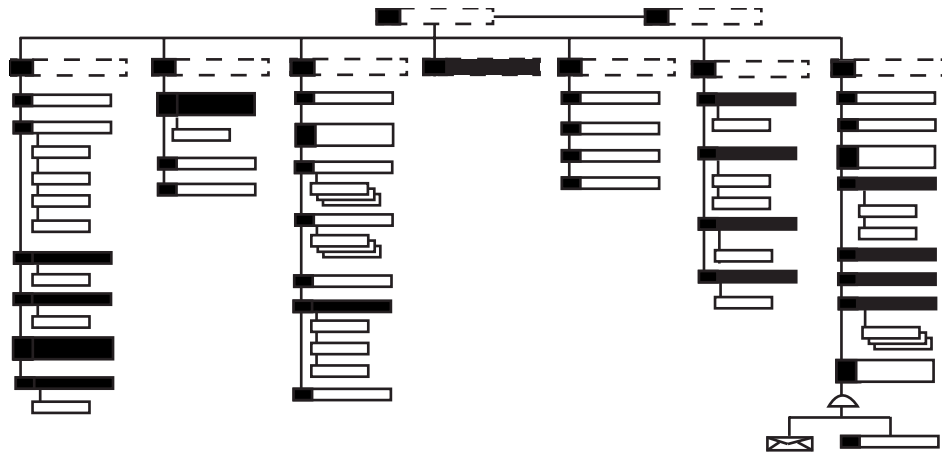
ID	NAME	TYPE	CONTENT	URL
7.0	Get Involved	Category Page	How to page	http://youngmarines.com/getinvolved
7.1	Join	Sub-Category	Info on how to join as a member	http://youngmarines.com/getinvolved/join
7.1.1	Unit Locator	Sub-Category	Contact unit nearest you	http://youngmarines.com/getinvolved/join/unitlocator
7.2	Volunteer	Sub-Category	Info on how to volunteer	http://youngmarines.com/getinvolved/volunteer
7.2.1	Unit Locator	Sub-Category	Contact unit nearest you	http://youngmarines.com/getinvolved/volunteer/unitlocator
7.2.2	Register	Sub-Category	Adult Application	http://youngmarines.com/getinvolved/volunteer/register
7.3	Donate	Sub-Category	Donation Information	http://youngmarines.com/getinvolved/donate
7.3.1	Online Form	Sub-Category	Online Donation form	http://youngmarines.com/getinvolved/donate/onlineform
7.4	Start New	Sub-Category	Info on starting a new unit	http://youngmarines.com/getinvolved/startnew
7.5	FAQS	Sub-Category	Frequently Asked Questions	http://youngmarines.com/getinvolved/faqs
8.0	Contact	Category	Contact info for Young Marines and affiliates	http://youngmarines.com/contact
8.1	Headquarters	Sub-Category	National Headquarters Staff Directory	http://youngmarines.com/contact/headquarters
8.2	Board of Directors	Sub-Category	Board of Directors Directory	http://youngmarines.com/contact/boardofdirectors
8.3	Media	Sub-Category	Media relations page	http://youngmarines.com/contact/media
8.3.1	News	Sub-Category	News about program	http://youngmarines.com/contact/media/news
8.3.2	Press Kit	Sub-Category	General and event specific info given to press	http://youngmarines.com/contact/media/presskit
8.4	Volunteer	Sub-Category	Info on how to volunteer	http://youngmarines.com/contact/volunteer
8.5	Join	Sub-Category	Info on how to join as a member	http://youngmarines.com/contact/join
8.6	Units	Sub-Category	All info for Young Marines Units in 50 states	http://youngmarines.com/contact/units
8.6.1	Eastern Units	Sub-Category	List of all units by state with access to units website	http://youngmarines.com/contact/units/eastern
8.6.2	Southern Units	Sub-Category	List of all units by state with access to units website	http://youngmarines.com/contact/units/southern
8.6.3	Nothern Units	Sub-Category	List of all units by state with access to units website	http://youngmarines.com/contact/units/northern
8.6.4	Western Units	Sub-Category	List of all units by state with access to units website	http://youngmarines.com/contact/units/western
9.0	Contact Webmaster	Category	Webmaster contact info	http://youngmarines.com/webmaster

WIREFRAMES



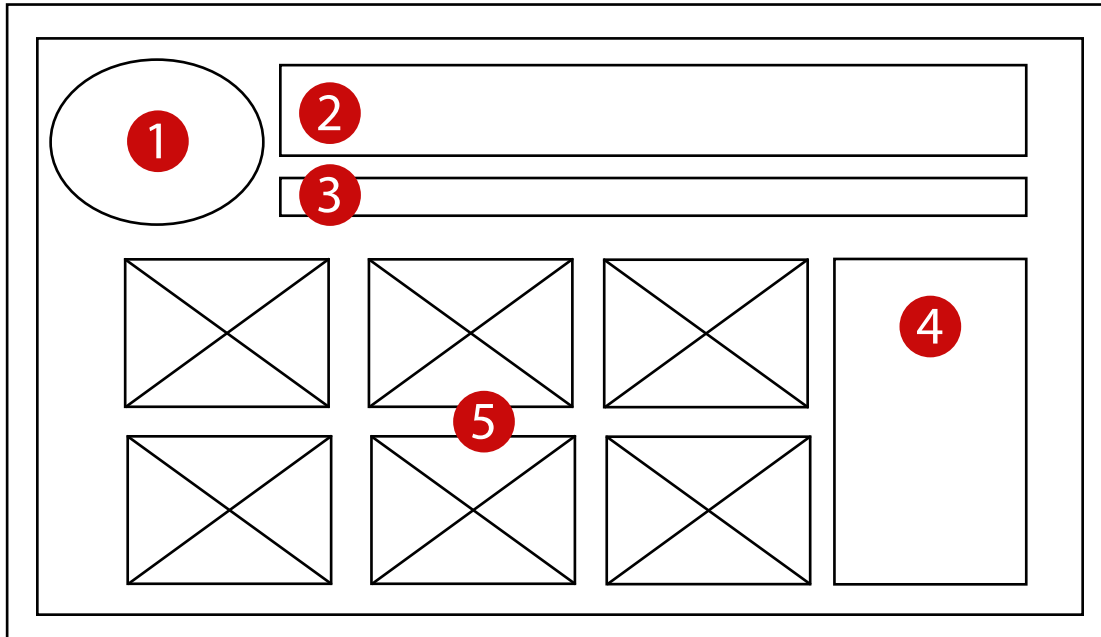
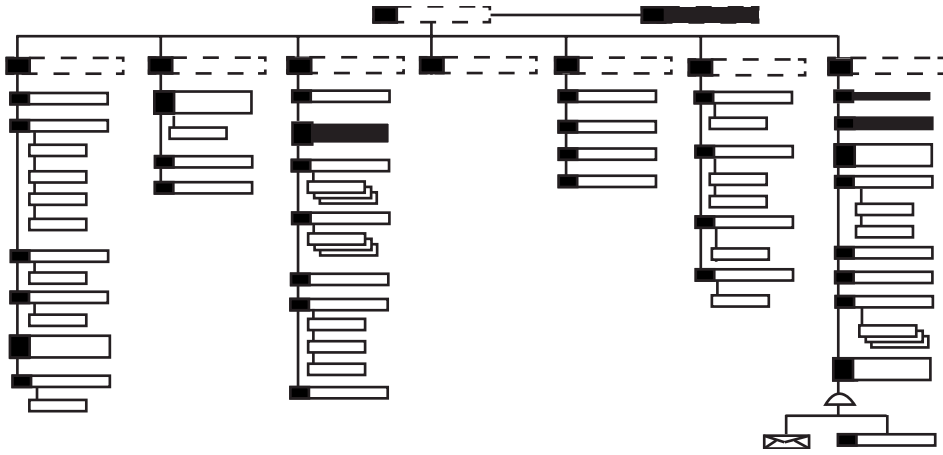
- 1 Logo**
Links to homepage
- 2 Banner**
Company Name and links to homepage
- 3 Global Navigation**
Contains links to all pages
- 4 Fall In Page**
Contains links to member portal
- 5 Images**
Images of young marines and various activities

WIREFRAMES



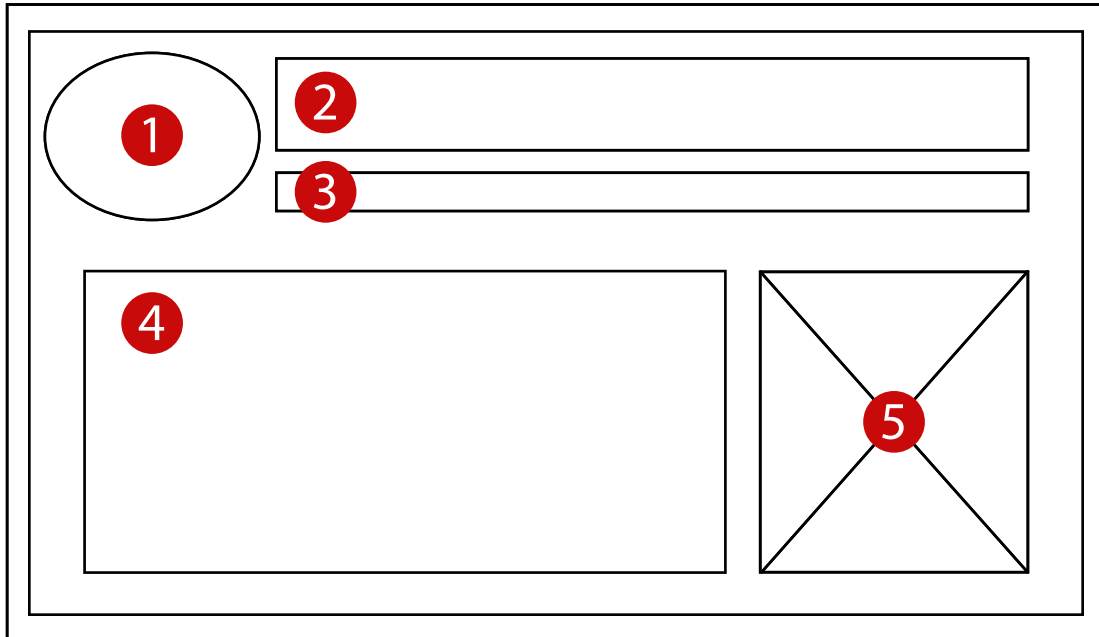
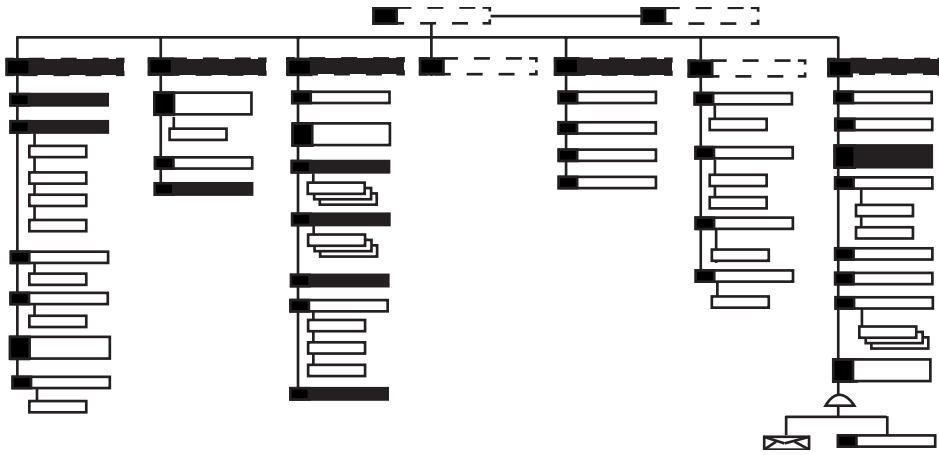
- 1 Logo**
Links to homepage
- 2 Banner**
Company Name and links to homepage
- 3 Global Navigation**
Contains links to all pages
- 4 Information**
Information about page
- 5 Images**
Images of young marines and various activities

WIREFRAMES



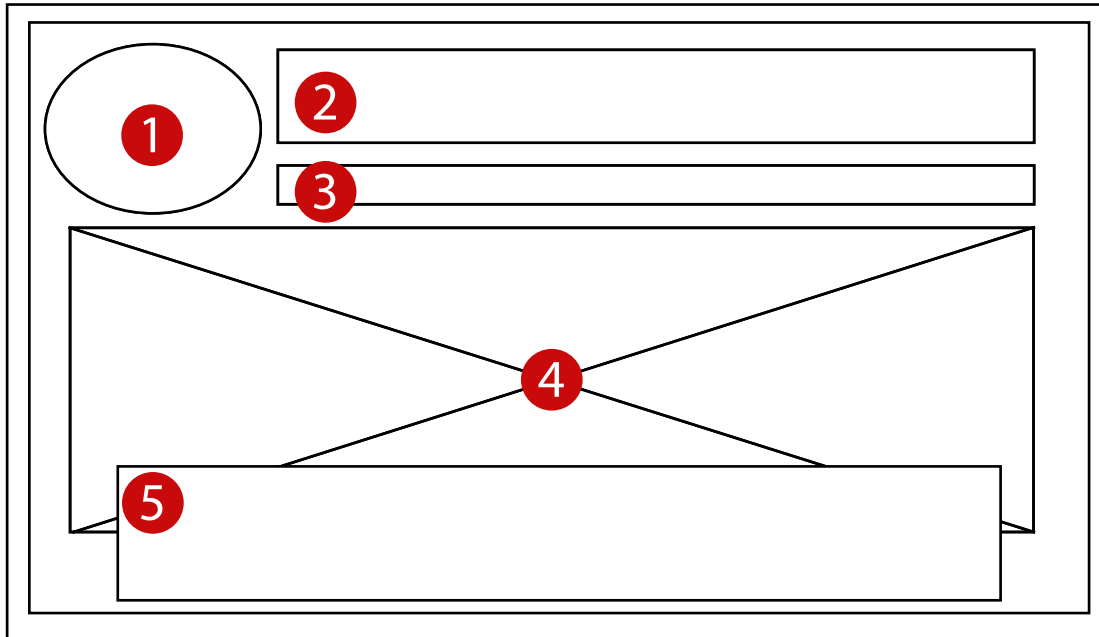
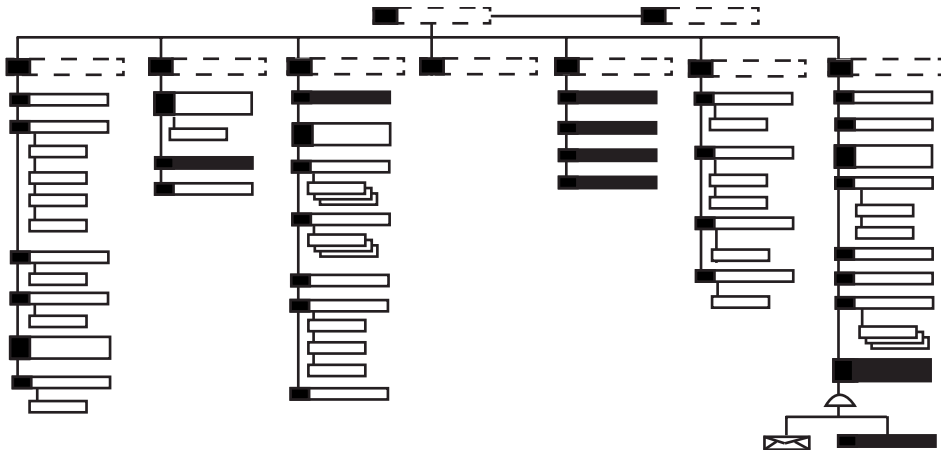
- 1 Logo**
Links to homepage
- 2 Banner**
Company Name and links to homepage
- 3 Global Navigation**
Contains links to all pages
- 4 Information**
Information about page
- 5 Images**
Images of young marines and various activities

WIREFRAMES



- 1 Logo**
Links to homepage
- 2 Banner**
Company Name and links to homepage
- 3 Global Navigation**
Contains links to all pages
- 4 Images**
images of young marines and various activities
- 5 Information**
Information about page

WIREFRAMES



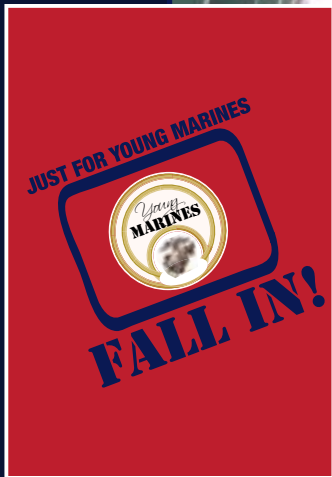
- 1 Logo**
Links to homepage
- 2 Banner**
Company Name and links to homepage
- 3 Global Navigation**
Contains links to all pages
- 4 Images**
images of young marines and various activities
- 5 Information**
Information about page



Young MARINES

STRENGTHENING THE LIVES OF AMERICA'S YOUTH

HOME ABOUT NEWS ADULT LEADERS FACTS UNITS GET INVOLVED CONTACT



SITE MAP | REPORT ISSUE | BECOME A YOUNG MARINE | PRIVACY POLICY | T.O.S. © 2011 Young MARINES



Young MARINES

STRENGTHENING THE LIVES OF AMERICA'S YOUTH

HOME ABOUT NEWS ADULT LEADERS FACTS UNITS GET INVOLVED CONTACT

Young MARINES NEWS NETWORK



YOUNG MARINES NEWS NETWORK

"Your online resource for the latest and greatest in the Young Marines"

Welcome to the inaugural edition of the Young Marines News Network (YMNN)

Highlights::

- Formal Introduction of the Locker 81, "Giving form How you are living Program"
- Adult Leader's Conference (ALC) moves east of the Mississippi this year.
- Announcement of your Division Young Marines of the year.

View the press release announcement to learn more about the YMNN [here](#) (PDF)

SITE MAP | REPORT ISSUE | BECOME A YOUNG MARINE | PRIVACY POLICY | T.O.S.

© 2011 Young MARINES



Young MARINES

STRENGTHENING THE LIVES OF AMERICA'S YOUTH

[HOME](#) [ABOUT](#) [NEWS](#) [ADULT LEADERS](#) [FACTS](#) [UNITS](#) [GET INVOLVED](#) [CONTACT](#)



National Headquarters Staff Directory

National Executive Director - Michael Kessler

Deputy Director - Joe Venable

Office Manager - Susan Jones

Inspector General of the Young Marines - Joseph Bles

Director of Training & Education - Dave Adams

Director of Public Relations - Janelle Johnsen

Administrative Assistant for Database Management - Judy Jones

Assistant Director of Training & Education - Karen Lenker

Drug Demand Reduction Resource Officer - Joe Lusignan

Director of Administration - Deneen Parker

Computer Consultant - Phil Whatley

[SITE MAP](#) | [REPORT ISSUE](#) | [BECOME A YOUNG MARINE](#) | [PRIVACY POLICY](#) | [T.O.S.](#) © 2011 Young MARINES

