



### **Client Description**

Jawfu is a network of skateboarders, artists, and entrepreneurs located along the eastern seaboard, primarily in the Washington DC metro area. The target audience will be skateboarders, primarily Washington DC area/mid-atlantic area, between the ages of 16-30. The site will serve as a content source for Washington DC area media, listing of spots, events, news, and links to shops and social issues regarding skateboarding (skatepark planning, city meetings regarding public spaces, etc.).

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Photographs: Shaun Gregoire, shagoire.com

### **Strategy**

The site to be designed will serve a dual purpose being a Brand Awareness and Content Source site serving the Washington DC metro area skateboarding community. The site will be branded as Jawfu.com, currently a crew of Washington DC area skateboarders, with the goal of growing to represent the whole Washington DC skateboard community through media, shared knowledge/resources, events, activism, networking, and news.

### **Design Considerations**

The site will utilize multiple existing media sites (youtube, vimeo, picassa, flickr) to link/embed video and images, Google maps to list spots/parks and social networking such as Twitter to aggregate tweets to maintain constant updating/freshness. Currently Jawfu.com will be built on a Wordpress CMS and host a blog to maintain news/event updates. Jawfu.com will hopefully grow to become a brand which represents the skateboarding community of Washington DC and will remain flexible to integrate an online shop for purchasing limited printed t-shirts and board graphic collaborations with local shops.

**Primary Users**



**Bill Shagoire “Shred Dog Photog”**

**o Demographics**

- Age: 25
- Occupation: Freelance photographer
- Education: Bachelor’s Degree in Graphic Design/Photography
- Income: ~\$27,000
- Family/Living Situation: Lives in downtown apartment with girlfriend. Apartment is located inside a warehouse with 3 other apartments, whole building is known by DC skate community as “Fight Club” because it houses an indoor skate bowl
- Characteristics: independent, night owl, skates daily, magazine subscriptions, travel internationally to skate and shoot photos, hates his current job but needs to pay bills
- Constraints: traveling a lot, must juggle fulltime job with skating, shooting photos, and traveling

**o Psychographics**

- General Personality: quiet, opens up to close friends, dedicated and focused, lives eats breathes skateboarding
- Attitudes about world: apathetic, concerned more

with local politics, open to other cultures and has traveled widely

- Perception of site subject matter: very plugged into skateboarding community, locally in DC and nationally. Opportunity to get his photography on another area of the web, likes ability to map spots, provide information and tag images/video to corresponding spot.
- Perception of client: Influential user due to prominence among local skateboarding community, has the ability to draw in many other users.
- General knowledge of client and services: Excited about the opportunity to gain exposure for his own photography and skating through the Media sections, link to his blog/portfolio through the Links section, and share spots with other users through the Spots section as well as bring greater exposure to DC skateboarding scene.

**o Technographics**

- Attitudes about technology: very comfortable with technology, digital native
- Computer skill level: high, uses Mac and PC regularly
- Web skill level: high, daily use of internet for personal and work, runs own blog/portfolio site
- Favorite websites: facebook, theskateboardmag, the berrics, tw skateboarding, shagoire.com, flickr

**o Needs & Motivations**

- Share photography of local skaters/spots
- Gain exposure of DC skate scene in the national arena as having great spots, talent, and culture
- Link to portfolio/blog

**o Proposed Features & Activities**

- Media sharing (upload images/video)
- Spot check/map which can link images to spots
- Local news/blog with events listing
- Links to local shops, restaurants, individual’s sites, etc.

**o Memorable experience**

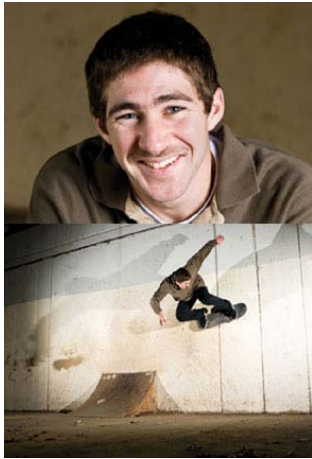
- Posts and shares photography of local skaters at a new spot gaining exposure of freelance photography business and sharing a new spot to other skaters

## User Scenerios

### o User Stories

- Bill is out shooting photos all day around different spots in the city and discovers some new spots. He returns home that evening to download the images from his camera and post on his personal blog. He posts his best shots from existing spots on the Jawfu.com media section and tags the spots to show what tricks went down where and by whom, thus having the images show up under each corresponding spot. He also adds to the spots map the new spots he located that day with corresponding shots. He gets a write up/link on the Jawfu.com blog for his contribution and thus more traffic to his personal site.

- The team manager for Fourstar Clothing visits Bill's portfolio site from a link off of Jawfu.com. Bill is hired as a freelance photographer for Fourstar Clothing while they're in town on tour. Because these guys are professionals their time is very valuable and Bill knows he needs to act as local guide to only the best spots. He uses the Jawfu.com map to select the locations that would most likely be most enjoyed by the skaters. He takes them to the spots, and gets the shots, some of which are published. Bill gains more exposure and future jobs from the experience, as well as more images to post on Jawfu.com and his personal site.



### Adam Mascelli “Transplant Skater”

#### o Demographics

- Age: 19
- Occupation: student at American University
- Education: HS Diploma, full time college student
- Income: \$0 (full time college student)
- Family/Living Situation: single child parents still together living in Pittsburgh, PA; lives in dorms with 1 roommate on an urban campus
- Characteristics: stays current on fashion/music trends, fairly new to skating, not much knowledge of history/culture of different skate cities, naturally talented and only activity outside of school is skateboarding
- Constraints: no income, limited transportation, new to area

#### o Psychographics

- General Personality: interested in skateboarding/urban culture, fashion, outgoing but intimidated by many local skaters/spots, living away from home for first time, excited to live in Washington DC
- Attitudes about world: idealistic, has not traveled outside of US, open to cultures outside his own

- Perception of site subject matter: looking to learn about the latest local trends with the skate community; wants to learn about the local scene
- Perception of client: sponge, soaks up all the information on site, active user regularly wants to view new media, learn about new spots, and link to local shops
- General knowledge of client and services: new to DC metro area, knows very little about the DC skateboard scene and culture; saw Jawfu.com stickers at multiple locations where skateboarders congregate around town but knows very little about local skateboard scene

#### o Technographics

- Attitudes about technology: comfortable with technology, has ipod, cell phone, digital camera, laptop for school
- Computer skill level: moderate, uses computer for word processing, internet, email, facebook
- Web skill level: moderate, surfs the web and does some online shopping
- Favorite websites: American.edu, gmail, hypebeast, sneakerfreaker, theskateboardmag.com, facebook

#### o Needs & Motivations

- Learn about local scene/culture
- Find spots to skate
- Learn way around city; assimilate to become “local”

#### o Proposed Features & Activities

- Blog with news and events updates
- Spots map to find/learn about local skate spots
- Links to other local resources

#### o Memorable experience

- Friends from home come to visit and are impressed at how well he knows the city and has quickly assimilated to the local scene/culture

## User Scenerios

### o User Stories

- Adam is new to the city and doesn't know where he can go skate and meet other skaters without coming across as uneducated. He visits Jawfu.com and reads some of the blog posts to get an understanding of who's who in the skate scene. He navigates to the Spots page and learns about the many different spots around the city, which are close to him, and select information about each such as what features are there, quality of the ground, suggested times to skate, safety, bust factor, etc. He visits a spot near his dorm that sounds appealing to him where he meets some other skaters and trades contact information for future skate sessions.

- Adam's parents are coming to visit him for his birthday and said they will take him to get new shoes and skate deck. He hasn't had to go shopping since he hasn't been in the city too long, but he doesn't know about any skateshops other than Zumiez. Adam wishes to support a local shop to better fit in with the culture of his DC skateboard friends. He visits Jawfu.com and navigates to the Links page where a synopsis and website link for the various local skateshops can be found. He reads the synopsis of each shop and visits one or two to actually browse their site, where he can decide which shop has the shoes and deck he wants. He can then view on the Spots map where the shop is in relation to some of his favorite spots, making it easier to navigate his parents there.

## Secondary Users



### Mike Noyce "Shop Owner"

#### o Demographics

- Age: 35
- Occupation: owner/manager of "The Fort" a boutique skateshop located in downtown DC
- Education: MBA
- Income: \$50,000-\$75,000
- Family/Living Situation: lives with wife and infant in Arlington single family home
- Characteristics: ambitious, business minded, looking to increase exposure of DC skateboard scene and The Fort. Deep history and knowledge of DC skateboarding.
- Constraints: business owner with young family too busy to skate to keep connected to target patrons/audience

#### o Psychographics

- General Personality: outgoing, deep history of skateboarding culture especially east coast/DC skateboard scene
- Attitudes about world: realistic, wants to impact world/community for positive change due to raising a young child, stays current on business, skate,

fashion, environmental, political news

- Perception of site subject matter: looking to connect with local skateboard scene to promote The Fort and build loyal customers, support/promote DC skateboarders
- Perception of client: wants to gain information from site, stay current on what is happening "in the streets", needs to maintain credibility, possible sponsor/advertiser on site
- General knowledge of client and services: rooted in DC and skateboard culture, provides boutique shop experiences that sells "shop" skateboard decks and discerning brands that do not sell to other "chain" or big box shops. Catering to many non-skaters that are interested in the fashion. Has own web site for The Fort, but it houses online store and overview of shop.

#### o Technographics

- Attitudes about technology: comfortable with technology, has laptop computer, cell phone, ipod, digital camera, camcorder, etc. Stays current with technology trends as these are also seen in line with fashion trends of shop.
- Computer skill level: high, Mac user comfortable on PC as well
- Web skill level: moderate-high, checks email, uses facebook, myspace, twitter, and has small blog to promote shop
- Favorite websites: washingtonpost.com, skateboard-mag.com, shagoire.com, economist.com, hypebeast.com

#### o Needs & Motivations

- Promote store The Fort
- Stay current on what is happening with DC skateboarding scene/who's hot
- Stay up to date on news/share media to larger DC skate scene
- Develop skate/street team to promote shop... needs to know who is "hot" right now

#### o Proposed Features & Activities

- Advertising space/Link to TheFort.com
- Forum/open posting
- Media viewing/sharing (images + video)
- Events calendar

## User Scenerios

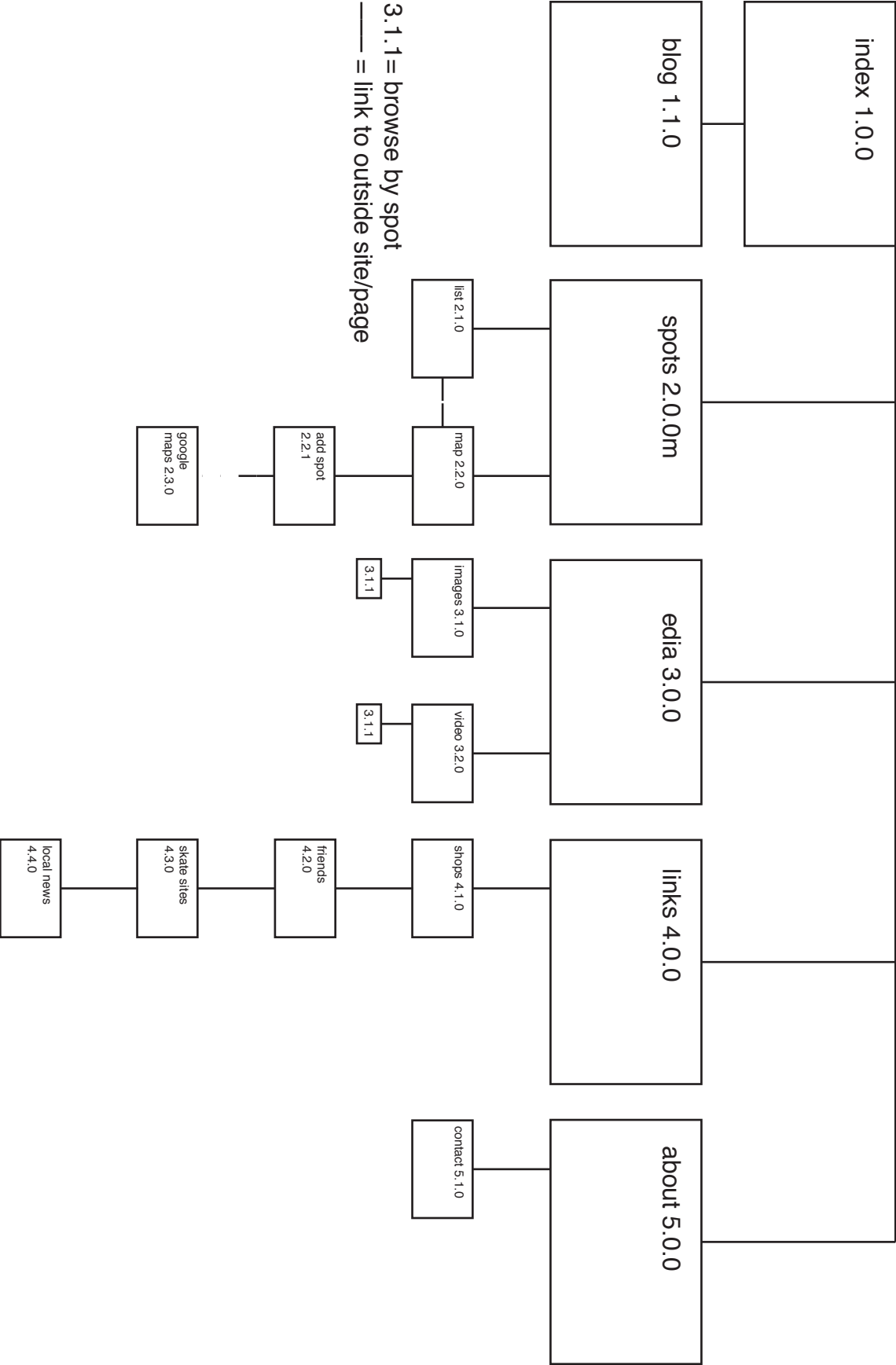
### o Memorable experience

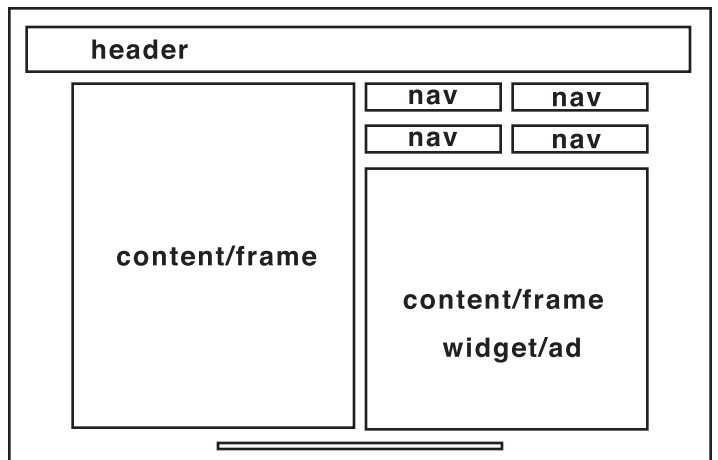
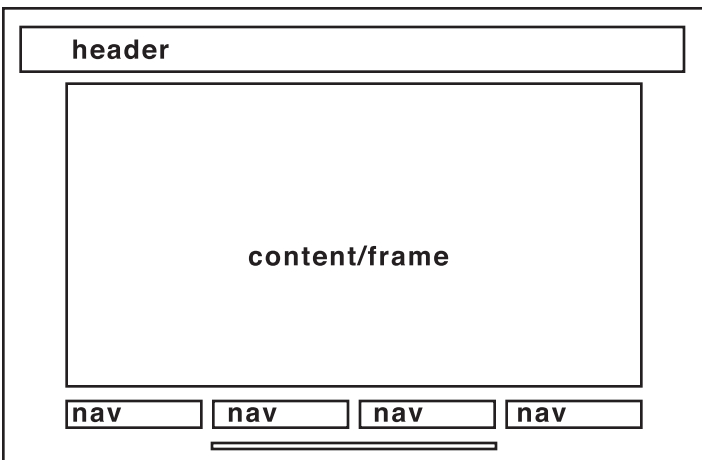
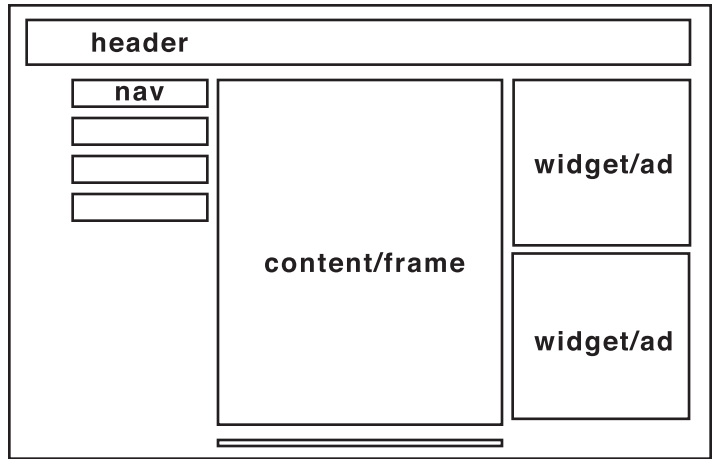
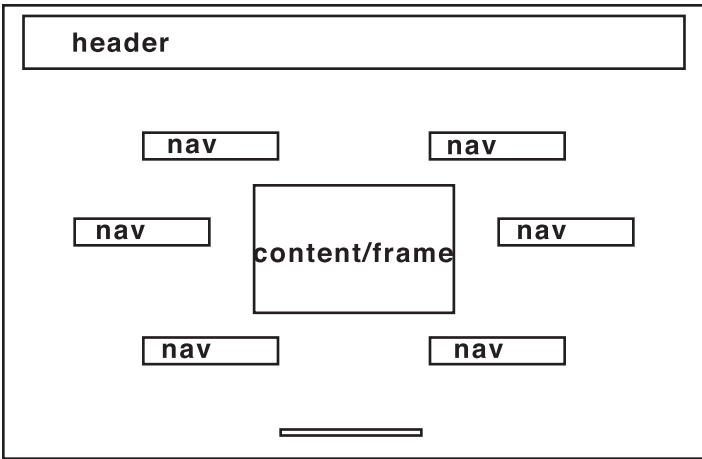
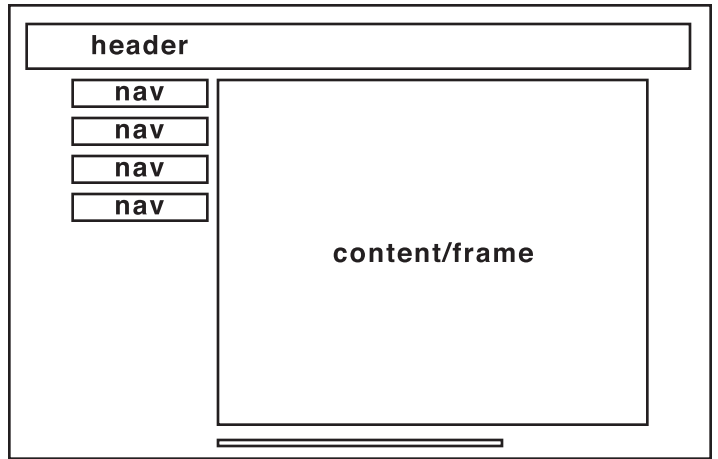
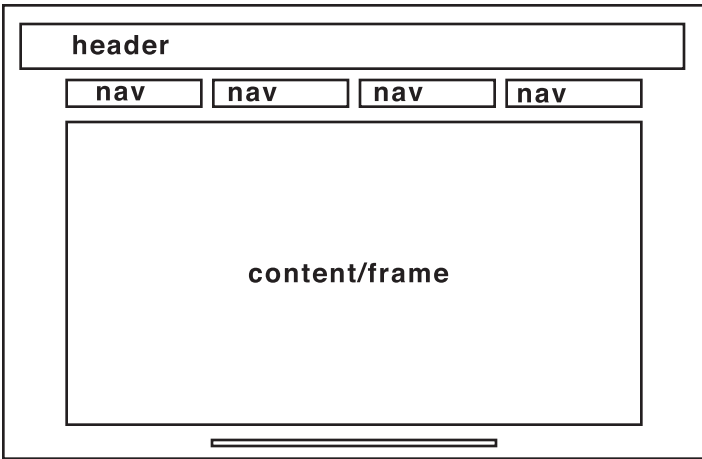
- Promotes shop through Jawfu.com and stays connected to the scene while he is not able to be out skating and hearing what people are saying/ trending

### o User Stories

- Mike is feeling that he is loosing touch with his base market because he isn't able to stay up to date on the local scene. Mike visits the Jawfu.com site regularly to stay up to date on local skate news, who's hot, new images/footage, etc. He can better "talk the talk" when customers come in. He also adds his shop to the map on Spots and contacts Jawfu.com about being added to the Links page.

- Mike is looking to build a skateboard team to market his shop and build stronger "street cred". He doesn't know what local skaters are currently "hot" and worthy of the few spots on his shop's team. He follows Jawfu.com closely for a few weeks while talking with customers about skaters' content he has seen in the Media section. He narrows his decision down to a few and is able to contact Jawfu.com to get in touch with the contributors that can put him in touch with the skaters. He is able to sign 4 of the 5 skaters he was pursuing, earning a blog post on Jawfu.com, and each time those skaters' footage or image is posted on Jawfu.com a direct link to Mike's shop is included. The result is increased community support and exposure of the shop through the skate team.







**JAWFU**  
WE BITE SKATE


GOOGLE MAPS  
TRACKS WITH  
SPOTS / TABLE  
IF SIGNED IN

BROWSE IMAGES  
AND SPOTS BY  
SURVEILLANCE  
IF SIGNED IN

LINKS PAGE OF  
RELEVANT SITES/  
COHORTS / NEW  
SIGNED IN


ABOUT US STORY  
WITH SKATERS  
JAWFU CREW /  
LINKS

**THE LOT. JAWFU ORIGINAL SKATEBOARDING**



12:29PM 10/06/09 CHASE SHARE

**ENTRY TITLE. TAGS**



WEATHER

THREE

DAY

OUTLOOK

TWITTER API

**JAWFU**  
WE BITE SKATE

SPOTS

MAPS

SURVEILLANCE

COHORTS

JAWFU CREW

**CLASSIC DC SKATEBOARD PARKS AND SPOTS**



12:29PM 10/04/09 CHASE SHARE

**CAPITAL HILL SKATEBOARD PARKS AND SPOTS**



WEATHER

THREE

DAY

OUTLOOK

TWITTER API

**JAWFU**  
WE BITE SKATE


SPOTS

SURVEILLANCE

COHORTS

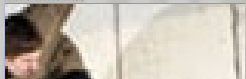
JAWFU CREW

**DITCH SPOT. WALLRIDE SESSION BOYCE DIAS ZED**



06:17 AM 08/16/09 CHASE SPOT MAP SHARE

**ENTRY TITLE. TAGS**



WEATHER

THREE

DAY

OUTLOOK

TWITTER API

**JAWFU**  
WE BITE SKATE

SPOTS

SURVEILLANCE

COHORTS

JAWFU CREW

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SCOTT CLAPADOLE  
ANDREW RAPOZA  
RYAN SZEDLOCK  
MIKE MARCELLI  
DAVIN FORLINO

WEATHER

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DAY

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