



Lynn English High School



<http://www.lynnenglish.org>

Table of Contents

Proposal/Site Analysis	3
Communication Brief	
Mission Statement	4
Persona Profile. Primary users	5
Persona Profile. Secondary user	6
Goals/Strategy	7
Competitive Analysis	
Overview	8-10
Comparative Analysis	11
Content Inventory	12-14
Site Map	15
Wire Frames	16-19
Comps	20-23
Styles	24

Proposal/Site analysis

Proposal:

The site provides only the basics of information on the High School but there are still some changes that could be made that would improve the functionality of the site and offer a more user-friendly website for students and parents with a better layout.

Site Analysis:

Overall the alignment is good for the site but the font is serif and would look much cleaner if it were in sans serif. The color used for the background may be the school color but the layout and design could be better as well as incorporating more colors. The use of tables is horrible with oversized border widths and colors. Overall the pages are too plain with everything slapped into one center column. The menu is good but the font size is too big and is misaligned on two different pages. The images are too big on the home page with little to nothing anywhere else. The instruction to click on the picture to see a tour of the school is difficult to notice due to the large size of the surrounding text and large image. The images on the inside are poor quality as well as the fact that the only navigation is next and back to home.




Mission Statement

Lynn English High School is a resource site offering students and parents a way to connect to what is going on in the school. The website will meet the needs of its users and accomplish what it needs to do by presenting as much information about the school and what is going on involving the students and the community surrounding the school in a manner that is both organized and with ease of use and access. The site's purpose is to connect the school to the students, parents and community. While all sites have both its pro's and con's, Lynn English High School website keeps to the point and provides the information they need to reach their goal and target audience. However the Lynn English High School site is not designed well including layout and organization issues.

Persona Profile. Primary Users



Name: Julie Desmark
Age: 16
Status: Junior Year

Computer Skills: 3 
Academic: 4 
Social: 1.5 
Scale: 1-5

Scenario 1:

Julie is a very dedicated student and an over achiever. She has recently started researching and applying for colleges. Having started to apply for colleges, she realizes that she falls short on extracurricular activities, both academic and nonacademic. Heading to the school site she hopes to find local events and activities that will help her out with college.




Scenario 2:

Katie is a senior at the school and had already gotten everything taken care of for college. Throughout most of her time at Lynn English High School, Katie had only gone to events, parties, and or sporting events by word of mouth or by flyers. In her third year Katie and Kyle Mitser officially became a couple, before they had only seen each other outside of school. This year Kyle is playing for a basketball scholarship and a scout is coming to the school games. Katie wants to be there to support him all the way. However, Kyle not being a great planner she decides to head to the school's site to find the game schedule for herself.

Persona Profile. Secondary Users



Name: Sarah Marshington
Age: 43
Status: Parent of Lynn English Student

Computer Skills: 4.5 
Academic: 5 
Social: 4 
Scale: 1-5

Scenario 1:

Sarah works for a research company and is a single mother of two. Both of her children attend Lynn English High School. Her two kids have been on an off with their grades since middle school and Sarah is concerned and wants to keep in touch with their teachers as well as what the school environment is. Since this is high school she is concerned about her kids getting into drugs and bad situations and wants to know how the school environment is since she knows that both of them usually stay at school till they come home or at a friend's place. She has their numbers as well as the numbers of their friend's parents. Mary is very academic and Mike is on the basketball team. She is coming to the school's page to keep in contact with Mary's teachers and Mike's coach specifically.

Scenario 2:

Sarah finds that her children have been more engaged with their father than her and now that they are starting High School, she wants to be more involved. She wants to come to the school website to find contact information for their teachers, activities and sports as well as anything related to what goes on during their school days so that she can relate to her kids.

Goals/Strategy

Goals of Original Site:

Home:

- To provide a welcoming front page that invites the students and teachers to look further in.
- To provide a mission statement about the aim of the site and or the school

Calendar:

- To provide information about events for the school

Academics:

- To provide a connection to the departments, academy's, and clubs the school provides.
- Provide College information, Scholarships, and invitations
- Provide summer reading, students of the quarter, and info on the MCAS

Sports:

- Provide sporting event calendars.

Information:

- To provide contact information for the staff of the school

Links:

- To provide access to the schools's Hall of Fame, Store, site map other schools in Lynn, Alumni, Library and Graduation.

Contact Us:

- Provides basic mailing address.

Strategy for New Site:

Home:

- Adjust alignment
- Change Font specs
- Relocate Contents
- Contact page will be moved here

News:

- News

Awards:

- Awards information

Activities:

- Move sports page into this page
- Redo tables
- Provide graphics

Academics:

- Redo tables
- Redo Alignment
- Redo colors

Information

- Provide actual information
- Alignment and color

Links:

- Rearrange
- Graphics
- Actual content



Competitor 1: Thomas Sprigg Wootton

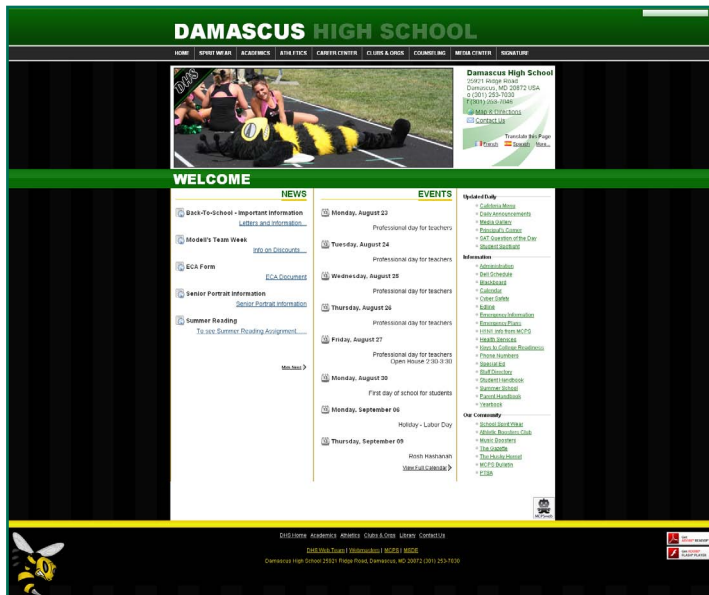
Organization is better than Lynn English High School. There are still Alignment issues but unlike Lynn EHS, the issue is more page wide then small sections. Layout and design is far more appealing than Lynn even though still mostly white. The biggest issue is the sudden color change to one their sports pages.

Scale is 1-5 (5 highest)

Functionality/User Friendly: 4

Layout and Design: 3.5





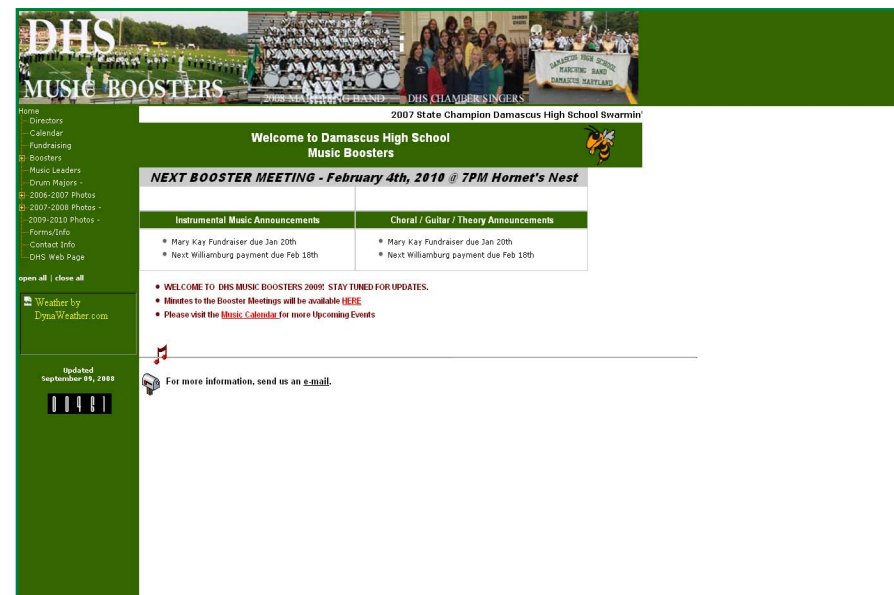
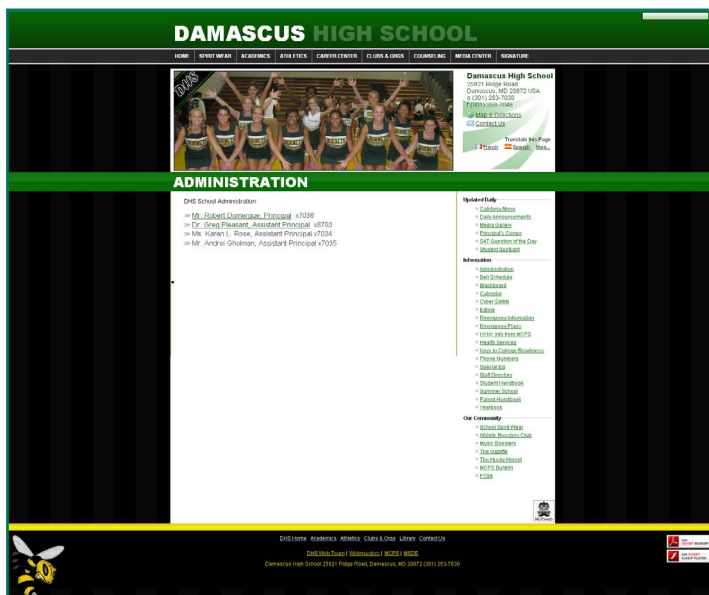
Competitor 2: Damascus HS

Of all the competitors all Damascus is the best even though there are still some alignment issues as well as some pages with far too much content with no clear dividers. Color scheme and layout matches the school. There is also a school crest that's buried in the front page image that randomizes.

Scale is 1-5 (5 highest)

Functionality/User Friendly: 3.5

Layout and Design: 4



Competitive Analysis

Comparative Analysis

Scale is: 1 (bad) to 10 (good)

✓ = Yes x= No

	Lynn English High School	Thomas Sprigg Wootton High School	Winston Churchill High School	Damascus High School
General Site Features				
Navigation	✓	✓	✓	✓
Menu	✓	✓	✓	✓
All links and movement goes to intended place	10	10	10	10
Font should be at a reasonable size	5	4	6	9
Clutter (spacing)	8	3	7	9
Layout and Design				
Look and Feel	2	5	7	8
Color	1	5	4	9
Font	1	5	7	9
Images (appropriate size)	1	9	8	9
Banner/Header	X	✓	✓	✓
Clutter (Overall placement of content should not crowd together)(1=very)	9	2	9	5
Relevant Content	10	10	10	10
Innovation				
Technology				
HTML/XHTML/CSS	✓	✓	✓	✓
Flash	X	X	✓	✓
JavaScript	X	✓	✓	✓
RealPlayer	X	✓	X	X
Average Total:	5.22	5.89	7.56	8.67

Content Inventory

ID	Name	Type	Content	Topic	Notes	Root URL
0.0	Home	Home page	Welcome Message, Mission Statement, Tour Gallery made by jQuery, Contact Information	Lynn English HS Introduction with basic information	Updated when needed	http://www.lynnenglish.edu
0.1	Message from President	Link from Home page	Message from the President of the school	President of school's message	Fix color scheme	http://www.lynnenglish.edu/presidentletter.htm
0.2	MCAS message from the President	Link from Home page	President message about the MCAS	MCAS	fix color scheme	http://www.lynnenglish.edu/presidentmcas.htm
1.0	Awards	Second page	Hall of Fame Induction, Awards and Hall of fame Information	Awards, Hall of Fame	Page will hold links on a left section while on the right will be a scrolling section with the information from the links on the left.	http://www.lynnenglish.edu/awards.htm
2.0	News	News page/Third page	News Table content with video	News about and from the school	Originally from front page	http://www.lynnenglish.edu/news.htm
2.1	Newsletter	PDF	Spring 2010 Newsletter	Newsletter	PDF	http://www.lynnenglish.edu/news/newsletter10.pdf
2.2	Newsletter	PDF	June Guidance Newsletter	Newsletter	PDF	http://www.lynnenglish.edu/news/guidancenews.pdf
2.3	Sign UP	PDF	LEHS SAT Summer Camp Sign Up	Sign up	PDF	http://www.lynnenglish.edu/news/summercampsignup.pdf
2.4	Intel Celebration	Brief HTML	Intel Celebration in Washington, D.C.	Intel Celebration in Washington, D.C.	HTML	http://www.lynnenglish.edu/news/intelcelebrate.htm
3.0	Activities	Activities page/ Fourth Page	Calendar links, Sports Calendar links	School Events, and Sports	PDF.	http://www.lynnenglish.edu/activities.htm
3.1	May events	PDF	Events for May '10	Events for May '10	PDF	http://www.lynnenglish.edu/may10v1.pdf

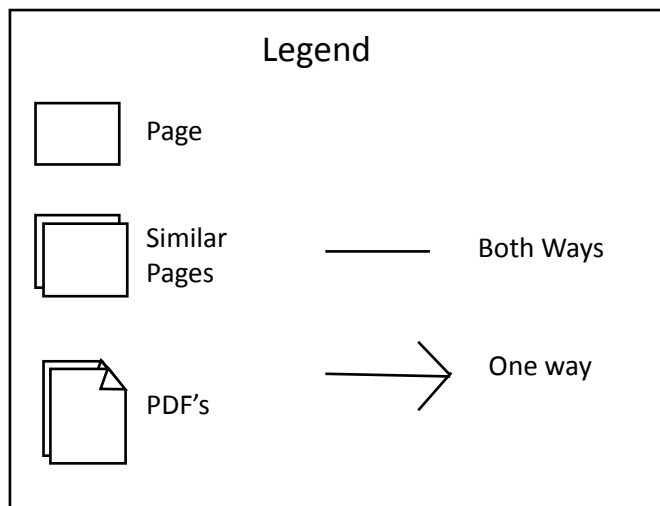
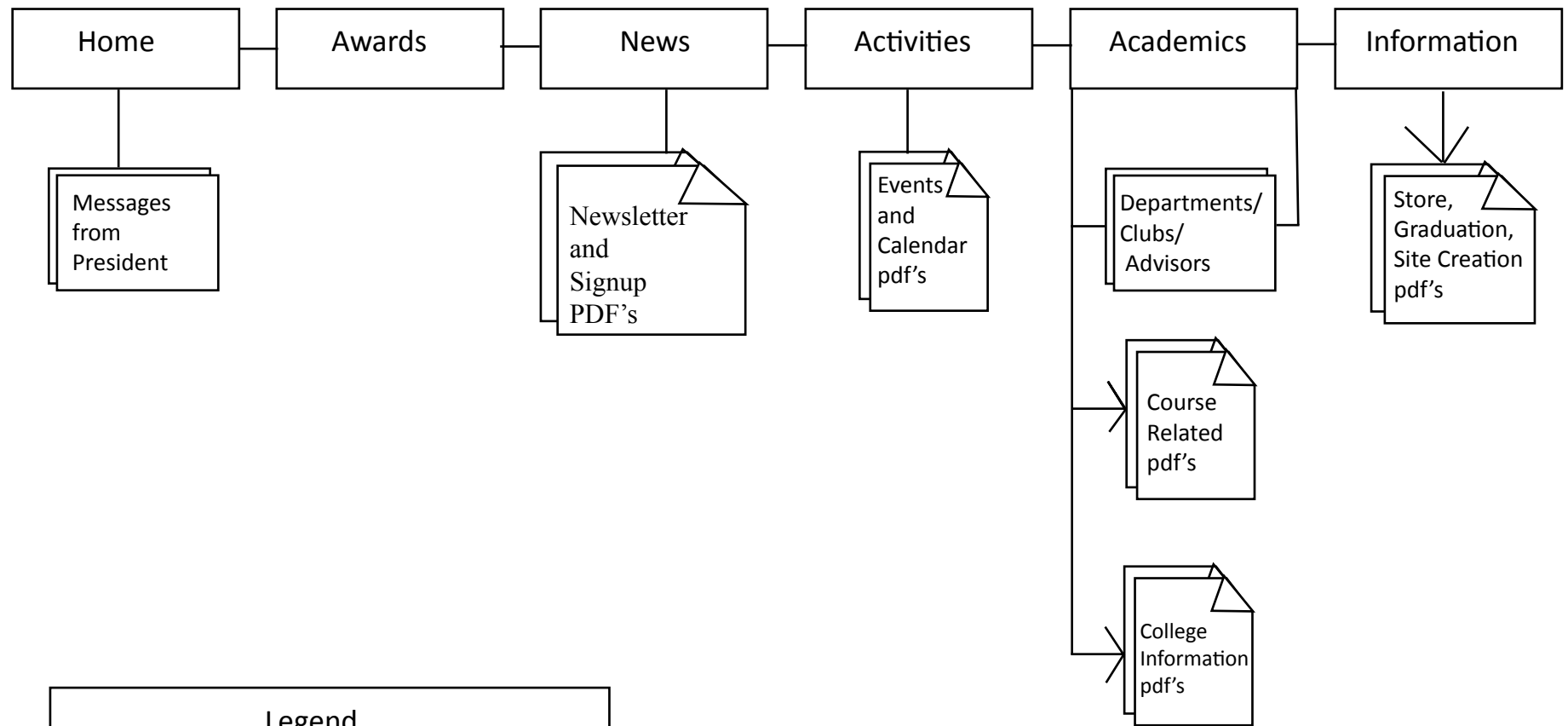
Content Inventory

ID	Name	Type	Content	Topic	Notes	Root URL
3.4	2009-10 School Year Calendar	PDF	2009-10 School Year Calendar	2009-10 School Year Calendar	PDF file	http://www.lynnenglish.edu/cal10.pdf
3.5	2009-10 MCAS Testing Schedule	PDF	2009-10 MCAS Testing Schedule	2009-10 MCAS Testing Schedule	PDF	http://www.lynnenglish.edu/MCAStestingschedule.pdf
3.6	Fall Sports Calendar	pdf	Fall Sports Calendar September	Fall Sports Calendar September	PDF	http://www.lynnenglish.edu/september9.pdf
3.7	Fall Sports Calendar	PDF	Fall Sports Calendar October	Fall Sports Calendar October	PDF	http://www.lynnenglish.edu/october9.pdf
3.8	Fall Sports Calendar	PDF	Fall Sports Calendar November	Fall Sports Calendar November	PDF	http://www.lynnenglish.edu/november9.pdf
3.9	Fall Sports Calendar	PDF	Fall Sports Calendar December	Fall Sports Calendar December	PDF	http://www.lynnenglish.edu/december9.pdf
3.10	Fall Sports Calendar	PDF	Fall Sports Calendar January	Fall Sports Calendar January	PDF	http://www.lynnenglish.edu/january10.pdf
3.11	Fall Sports Calendar	PDF	Fall Sports Calendar February	Fall Sports Calendar February	PDF	http://www.lynnenglish.edu/february10.pdf
3.12	Fall Sports Calendar	PDF	Fall Sports Calendar April	Fall Sports Calendar April	PDF	http://www.lynnenglish.edu/april10.pdf
3.13	Fall Sports Calendar	PDF	Fall Sports Calendar May	Fall Sports Calendar May	PDF	http://www.lynnenglish.edu/may10.pdf
3.14	Directions	PDF	Directions to the Games	Game Directions	PDF	http://www.lynnenglish.edu/directions.pdf
4.0	Academics	Academics page/ Fifth Page	Departments, MCAS Schedule, Guidance Center video, College Info	Academics	Organize	http://www.lynnenglish.edu/academics.htm
4.1	English	Department site	Contact info	Goals and contact info.	Should be PDF	http://www.lynnenglish.edu/english.pdf
4.2	Math	Department site	Contact info	Goals and contact info.	Should be PDF	http://www.lynnenglish.edu/math.pdf
4.3	Social Studies	Department site	Contact info	Goals and contact info.	Should be PDF	http://www.lynnenglish.edu/socialstudies.pdf

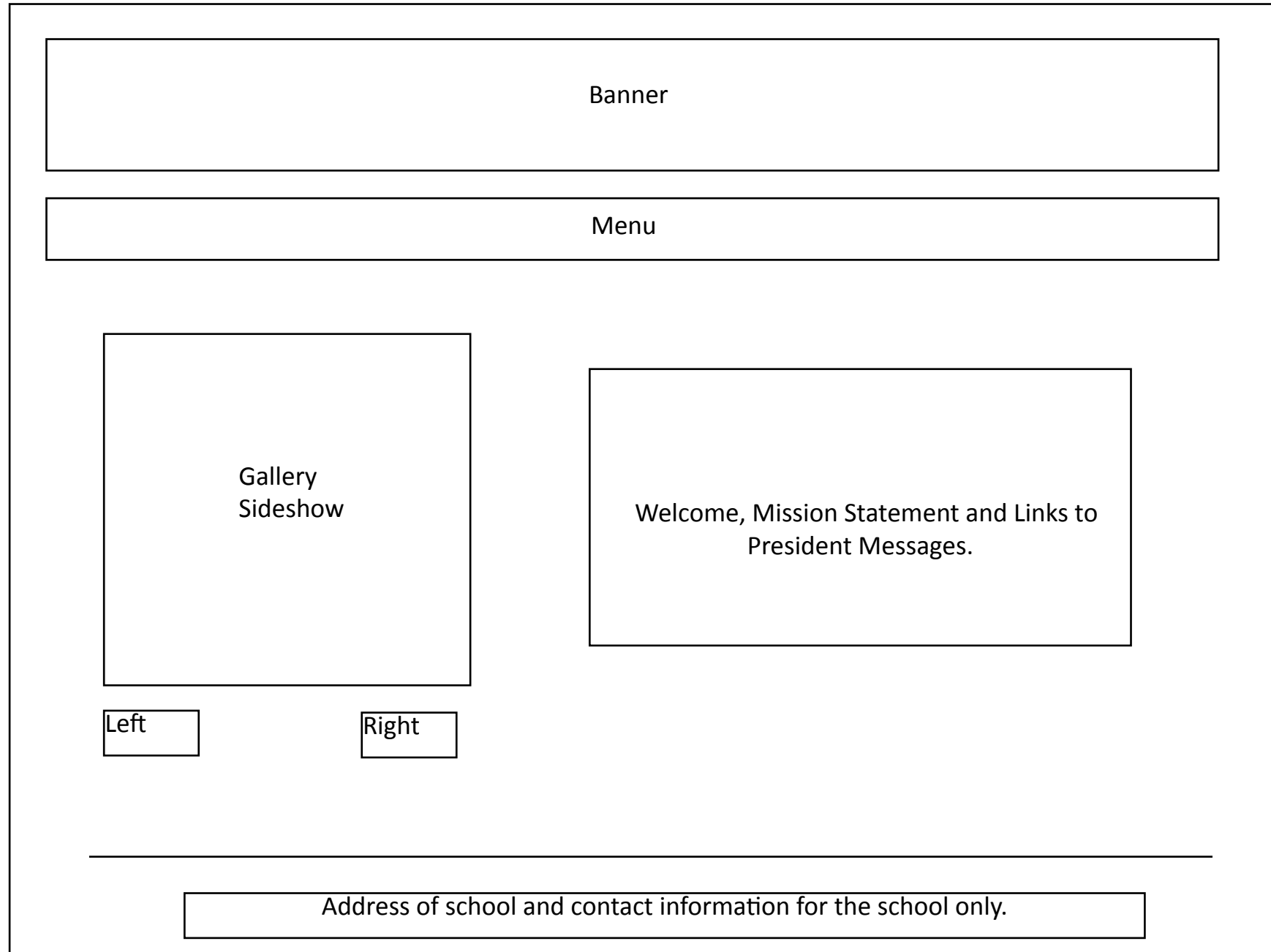
Content Inventory

ID	Name	Type	Content	Topic	Notes	Root URL
4.4	Science	Department site	Contact info	Goals and contact info.	Should be PDF	http://www.lynnenglish.edu/science.pdf
4.5	Foreign Language	Department site	Contact info	Goals and contact info.	Should be PDF	http://www.lynnenglish.edu/foreign.pdf
4.6	Language Support	Department site	Contact info	Goals and contact info.	Should be PDF	http://www.lynnenglish.edu/languagesupport.pdf
4.7	Interdisciplinary	Department site	Contact info	Goals and contact info.	Should be PDF	http://www.lynnenglish.edu/interdisciplinary.pdf
4.8	School Clubs	Club site	School Club Information	Club info	Organize	http://www.lynnenglish.edu/clubs.htm
4.9	Academic Advisors	Contact info	Contact of advisors	Contact info	Should be PDF	http://www.lynnenglish.edu/advise.pdf
4.10	Course Requirements	PDF of requirements	Course Requirements	Course Requirements	Should be PDF	http://www.lynnenglish.edu/requirements.pdf
4.11	Special Education	Department site	Contact info	Goals and contact info.	Should be PDF	http://www.lynnenglish.edu/specialedu.pdf
4.12	2009 Summer Reading Requirements	PDF	2009 Summer Reading	Summer reading	PDF	http://www.lynnenglish.edu/summer.pdf
4.13	2009-2010 Students of the Quarter	PDF	2009-2010 Students of the Quarter	2009-2010 Students of the Quarter	PDF	http://www.lynnenglish.edu/stuquarter.pdf
4.14	College Information	PDF	College information	College information	PDF	http://www.lynnenglish.edu/collegeinfo.pdf
4.15	College Invitations	PDF	College Invitations	College invites	PDF	http://www.lynnenglish.edu/collegeinvites.htm
4.16	College Scholarships	PDF	College Scholarships	College Scholarships	Should be PDF	http://www.lynnenglish.edu/collegescholar.pdf
5.0	Information	Information Page	Staff names, Links, and Website Creators	Staff, links, creator	Kee	http://www.lynnenglish.edu/information.pdf
5.1	School Store	Store	Shopping for school theme clothes	School clothes	Should be PDF	http://www.lynnenglish.edu/storeprices.pdf
5.2	Graduation	list of graduation involved people	Graduation	Graduation	Should be PDF	http://www.lynnenglish.edu/graduation.pdf
5.3	Website Creation	Credits	Involved people	Involved people	Should be PDF	http://www.lynnenglish.edu/credits.pdf

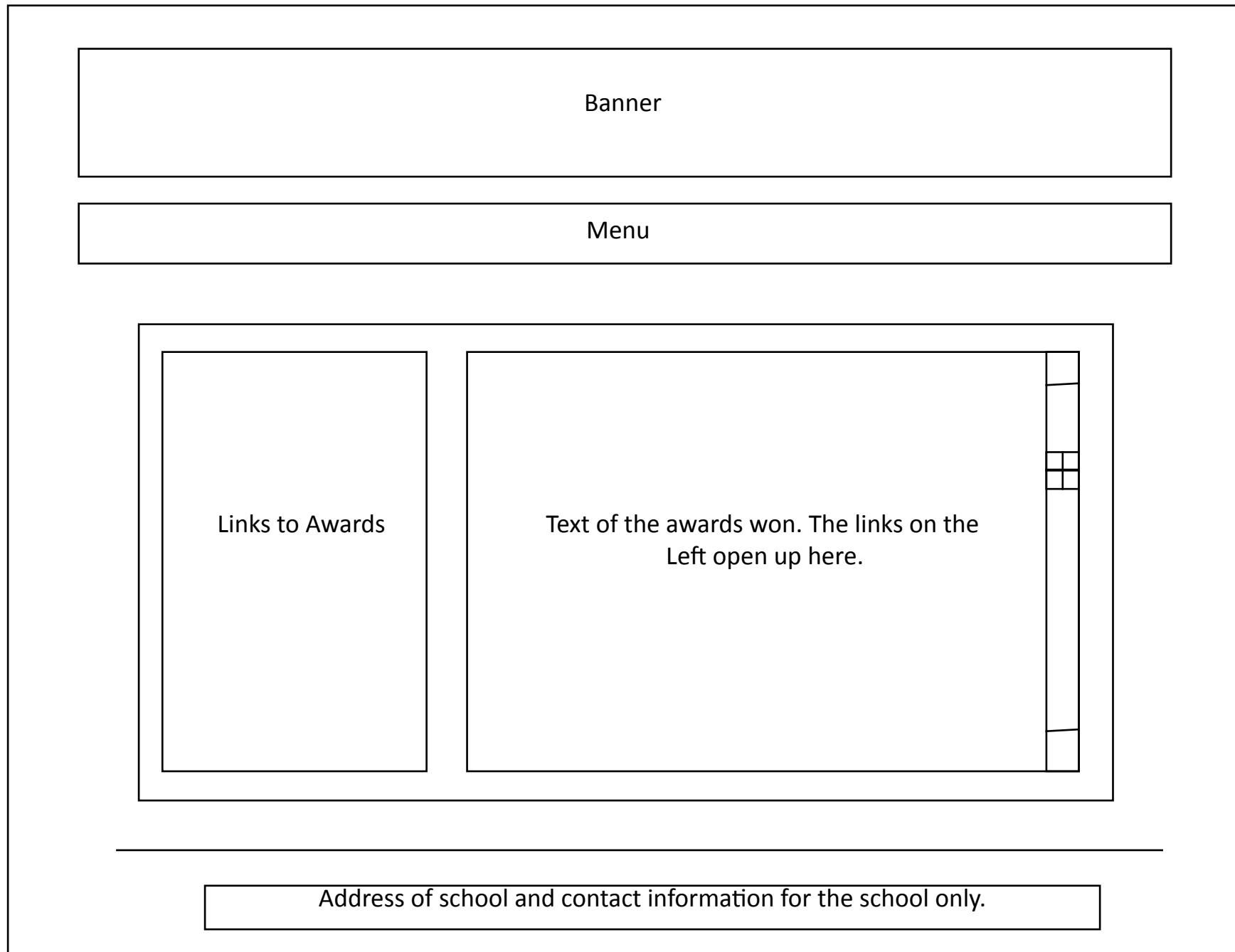
Site Map



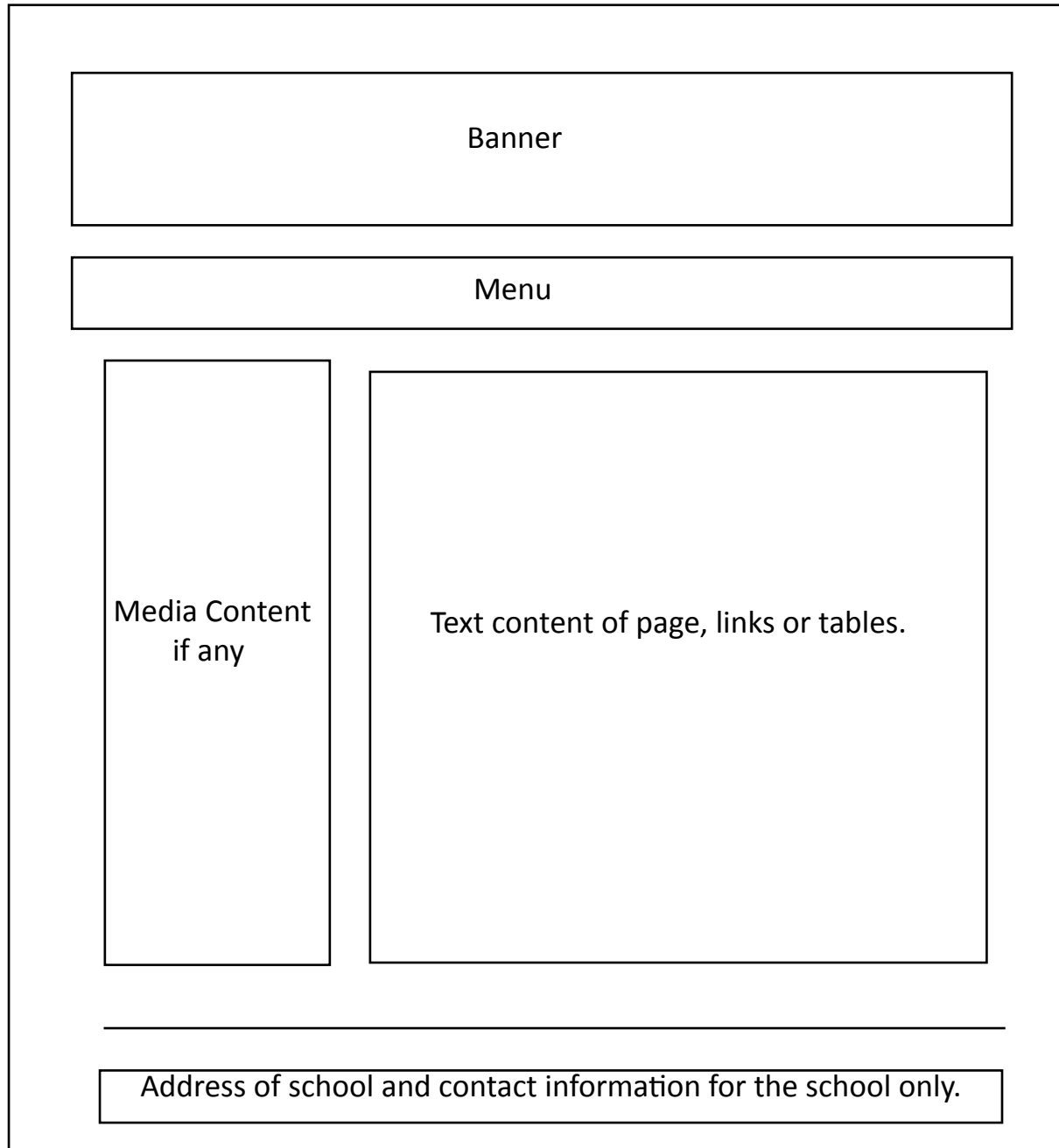
Wire Frames-Home



Wire Frames-Awards

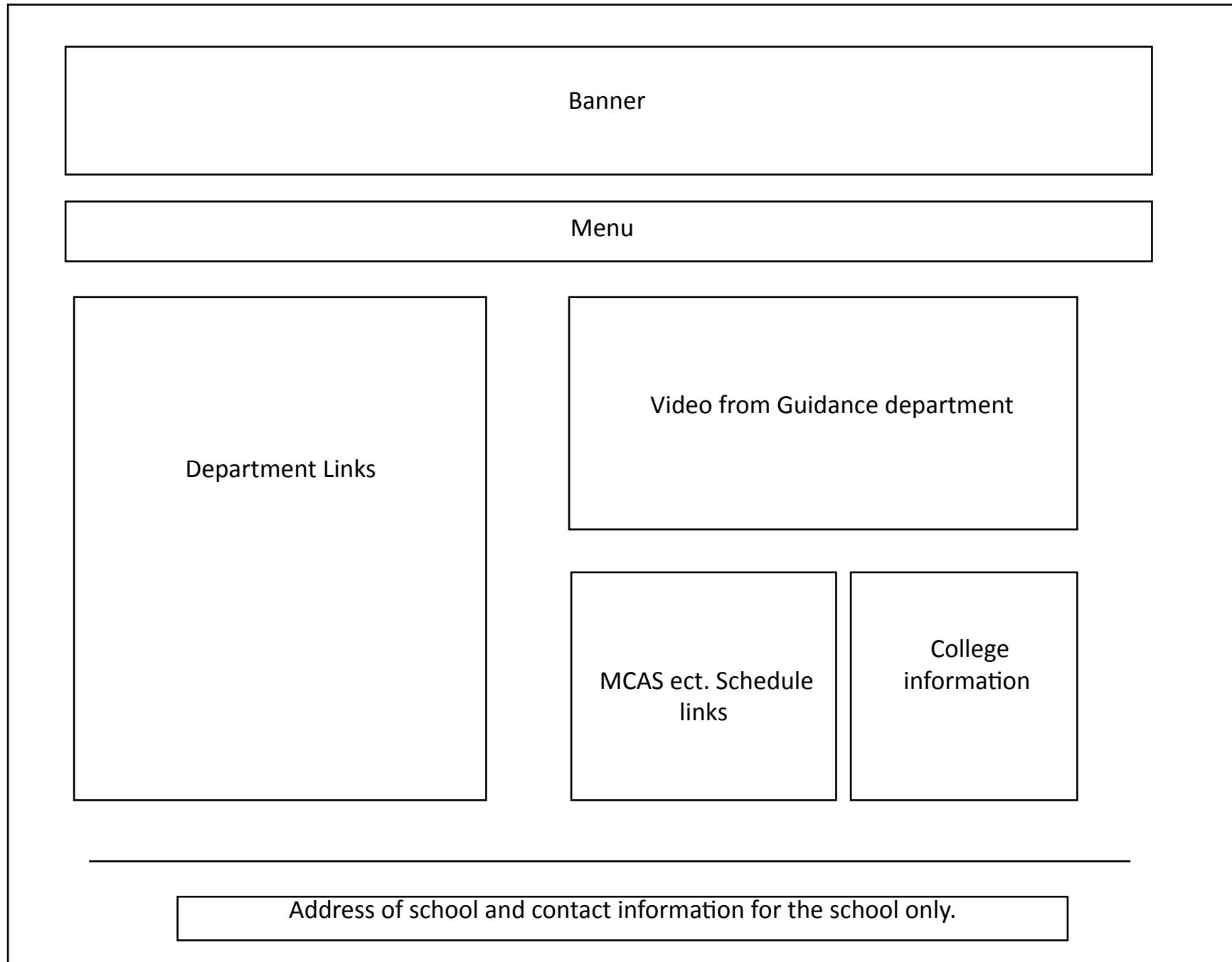


Wire Frames-Every Page Not Specified



This page is for news/
activities/departments/
information/president/Intel/
Club/Advisors

Wire Frames - Academics



Comps - Home



[Home](#) | [Awards](#) | [News](#) | [Activities](#) | [Academics](#) | [Information](#)

Tour our school!



Hello and welcome to our school site. The mission of the LEHS community is to provide all students with the opportunity to acquire knowledge and skills within a safe and supportive environment and to promote respectful and responsible behavior.

[Message from the President](#)

[MCAS President Message](#)



Left

To view our gallery, us the heads.



Right



[Home](#) | [Awards](#) | [News](#) | [Activities](#) | [Academics](#) | [Information](#)

[Hall of Fame Induction](#)

[Hall of Fame Inductees...](#)

[Awards '07 - '08, '10](#)

[2009 FINALIST of Intel Schools of Distinction](#)

[2009 WINNER of Intel Schools of Distinction](#)

[2009 U.S.A National Award](#)

[2009 U.S.A National Award](#)

Awards



Lynn English High School Hall of Fame Induction

Accepting Nominations During the Months of
June, July and August
for our next Hall of Fame held on March 22, 2011.
Selection is determined on the basis of nominee's
achievements while at LEHS or his/her achievements
after graduation.

Please submit your nomination to:
Lynn English High School
Hall of Fame Committee
c/o Andrew M. Fila
50 Goodridge Street
Lynn, MA 01902

If you have any questions or require additional
information, please call 781-477-7366



Comps - Every Page Not Specified



[Home](#) | [Awards](#) | [News](#) | [Activities](#) | [Academics](#) | [Information](#)

Intel Celebration in Washington, D.C.



LYNN - Superintendent Catherine Latham and representatives from Lynn English High School were honored by the Intel Corporation in Washington, D.C. this week. The team from Lynn was on hand to accept the 2009 Intel Schools of Distinction Award, which LEHS and five other U.S. Schools were recognized for at an awards reception as outstanding examples of leaders in preparing tomorrow's innovators.

Intel sponsors the Schools of Distinction Awards to honor schools for implementing innovative math and science programs and serving as models for other schools. The Intel Foundation and sponsoring companies will distribute to this year's winning schools a total of more than \$1.3 million in cash, products and services.

According to Intel, Lynn English was selected because its learning environment challenges students to assume active roles as self-directed learners, with teachers functioning in the capacity of "coaches," providing guidance and direction. High performance and test scores are the direct result of the school's strong commitment to a student-centered, technology driven learning environment.

Lynn English High School 50 Goodridge Street Lynn, MA 01902 (P) 781.477.7366 (F) 781.477.7365

Comps - Academics



[Home](#) | [Awards](#) | [News](#) | [Activities](#) | [Academics](#) | [Information](#)

Departments

Academic

[English](#)

[Math](#)

[Social Studies](#)

[Science](#)

[Foreign Language/Support](#)

[Interdisciplinary](#)

[Special Education](#)

[Course Requirements](#)

School

[School Clubs](#)

Offical

[Academic Advisors](#)

*Patrick J. McManus Dedication Ceremony
in the Career & Guidance Center*



College

[MCAS 2009-2010 SCHEDULE](#)
[2009 Summer Reading Requirements](#)
[2009-2010 Students of the Quarter](#)

[Information](#)
[Scholarships](#)
[Invitations](#)

Styles

Fonts:

Font Used: Calibri

Font sizes: 17, 18, 20, 24, 30 pt.

Colors Used:



741a1a
Red



000000
Black



FFFFFFFF
White



826565
Gray Red



6575b2
Powder Blue