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Company/Business Objectives

Currently a magazine in print, extending the area of readers by making information available over the internet and branding ohmward bound as a leading resource on meditation are the main business objectives. Access will not be limited as it is non-profit, but those who subscribe will have added perks such as email updates and promotional specials. Revenue will be generated by selling advertisement space to relevant vendors, donations, and organizing group retreats/events.

Project CD Summary

The main purpose of the ohmward bound CD is to draw the viewers attention in a short period of time, give them a general idea of what the site is about, and entice them to click on the link.

Contents: A white background that moving clouds fade into, tranquil music in the background. Some of the clouds move away to reveal mountains and an image of a hand held in meditative pose. The words, 'there's no place like ohm' face in on the sky. 'Visit us at www.ohmwardbound.com' fades in near the bottom.

Project Summary Prototype Web Site

The purpose of ohmward bound, a non-profit online magazine, is to offer knowledge from basic to advanced levels on the art of meditation as a way to promote a healthy lifestyle.

Sections

Home: introductory page, has links to meditation & retreats pages, welcome statement

Origins: article on how meditation developed, features a certain region - meditation in Japan, India, etc.

Benefits: article on a select person's story of how they added meditation to their lifestyle & the benefits that resulted

Meditations: a guide & questionnaire to help newcomers choose a style of meditation

Retreats: a list of featured locations

Readings: list of books with rate/review guide

About Us: overview of the magazine, editors

Subscribe: form to subscribe to an online newsletter that will include special offers and info

Design Summary

The overall design of the piece is meant to invoke a calming, tranquil feeling. Traditional images associated with meditation are mixed with a contemporary use of lines to represent the old ways being viewed in a new light. The two fonts chosen, Maximo and Arial, reinforce this. The main colors chosen were greys and white, allowing the images to lend most of the color and the information easily accessible.

Audience Profile

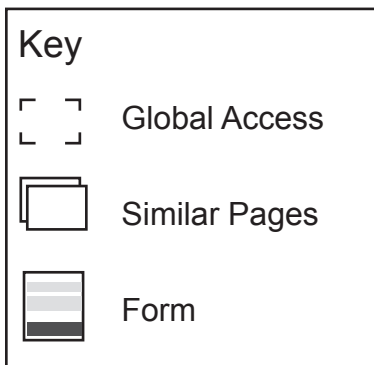
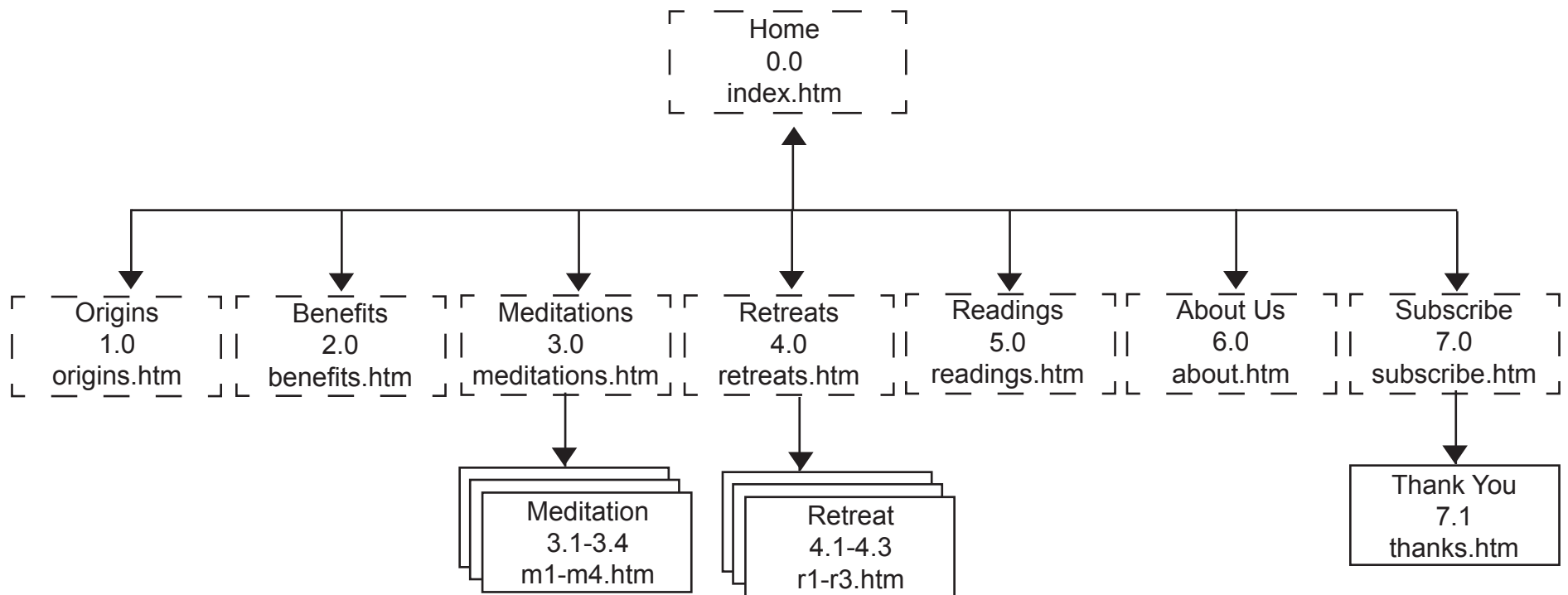
Primary: Adults interested in meditation, Buddhists, yoga practitioners. From beginners to advanced.

Persona: Padma Lakshmi, Mid-thirties, New York, NY

Padma is currently working as a sous chef in one of the top restaurants in NYC. She enjoys a very active lifestyle but her schedule is hectic and she is looking for a way to relieve the stress in her life. Padma searches for a method of relaxation and this leads her to meditation. She goes to Google to look up "meditation" and the search engine returns the 'ohmward bound' website. The site is just what Padma is looking for; as a beginner there is a glossary, selected readings, and featured retreats. Padma decides to kick off her stress-free lifestyle with a vacation and goes to 'retreats'.

Perception/Tone

peaceful, calm, inspiring



780

Banner Image

ohmwardbound
there's no place like ohm

home origins benefits meditations retreats readings about us subscribe

Welcome to ohmward bound, an online magazine dedicated to supplying the meditation community with extensive resources for information on all aspects of meditation

Thumb

retreat 1

Image

Image
Thumb

retreat 2

Thumb

retreat 3

feature of the month

Meditations

Not sure where to start? Looking for something new? Find a style of meditation that works for you...
learn more

Image

Scrollbar

780

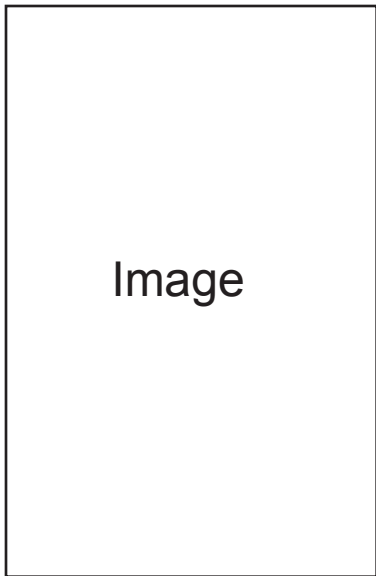
Banner Image

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origins:

Buddhist meditation

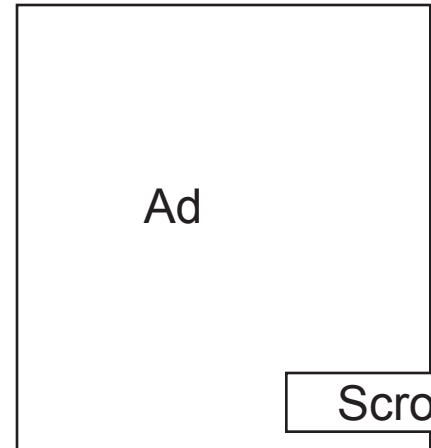


“Meditation” in its modern sense refers to Yogic meditation that originated in India. In the late nineteenth century, Theosophists adopted the word “meditation” to refer to various spiritual practices drawn from Hinduism, Buddhism, and other Eastern religions. Thus the English word “meditation” does not exclusively translate any single term or concept, and can be used to translate words such as the Sanskrit dhyana, samadhi and bhavana.

Some of the commonest forms of meditation are Yoga, Transcendental Meditation, Sufi, Zen, Samatha, Vipassana, and Satipatthana. Of these meditations, Yoga, and Transcendental Meditation are believed to be of Hindu origin. Sufi is from Islam, and the rest of them have been introduced by Buddhism.



Image



Ad

Scrollbar

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Banner Image

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benefits



Meet Kevin, a former British Badminton Champion and now a civil servant...

Fifteen years ago I was a professional sportsman, one of the top eight in the world in men's singles. I represented England sixty times and travelled the world, playing in large stadiums with crowds of up to 20,000 people, in places like Kuala Lumpur, Indonesia, Taiwan, etc. I loved training towards my goal of trying to be world champion. I was ten years old when I started and became a European and Commonwealth Games gold medallist and National champion, playing the world circuit as a professional badminton player.

Although I was world class and did beat world champions I never achieved my full potential and at the age of 21 I started getting injury problems. This caused intense frustration, the doctors could not pinpoint the problem and earning my living from sport became highly pressurised.

Quote

A Quick Look

- * Increased brain wave coherence.
- * Decreased anxiety.
- * Decreased depression.
- * Decreased irritability.
- * Improved learning and memory.
- * Increased self-actualization.
- * Increased feelings of vitality.
- * Increased happiness.
- * Increased emotional stability.

Scrollbar

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Banner Image

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meditations

Do you feel you are ready to start meditating? yes no

Are special posture and breathing exercises acceptable? yes no

Do you feel the need for a guru? yes no

Is the role of emotion and prayer in meditation important to you? yes no

Would you prefer to practice meditation in a social setting? yes no

Is meditation for everyone? yes no

Thumb

Simple Meditation (link)

Thumb

Walking Meditation (link)

Thumb

Transcendental Meditation (link)

Thumb

Journey Meditation (link)

Ads

Scrollbar

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Banner Image

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home

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retreats

readings

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retreats

Ads

Image of retreat

Shambhala Mountain Center is both an introductory and in-depth training center for students of the Buddhist teachings... [learn more](#)

Image of retreat

Image

Image

Scrollbar

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Banner Image

ohmwardbound
there's no place like ohm

home

origins

benefits

meditations

retreats

readings

about us

subscribe

readings

Image

The New Meditation Handbook
Meditations to Make Our Life Happy and Meaningful

This popular and practical best-selling manual, now revised to make it more accessible to the general reader, allows us to discover for ourselves the inner peace and lightness of mind that come from meditation.

Ratings Image

Image

Introduction to Buddhism
An explanation of the Buddhist Way of Life

- * Who was Buddha?
- * The nature of our mind
- * Past and future lives
- * Karma
- * Why and how to meditate

Ratings Image

Scrollbar

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Banner Image

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about us

Ads

OUR MISSION

Ohmwardbound was established in 1990 as a not-for-profit educational organization dedicated to the introduction of and information on meditation.

Ohmwardbound provides a uniquely independent public forum for exploring contemporary and traditional meditation ideas and their integration with Western disciplines, a home for meditators of different traditions to come together, and an accessible voice in the dialogue between meditation and the broader culture.

In both design and content the magazine presents a fresh, lively, and non-dogmatic approach to daily-life issues and attracts readers from every walk of life. It continues to be the most inclusive vehicle for the information on meditation in the West. Ohmwardbound has an audience of approximately 200,000 readers.

OUR STAFF

Editor & Publisher
James Shaheen

Managing Editor
Ian Collins

Associate Editors
Alexandra Kaloyanides
Andrew Merz

Associate Publisher
Allison Steinberg

Webmaster
Philip Ryan

West Coast Editor



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Banner Image

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subscribe

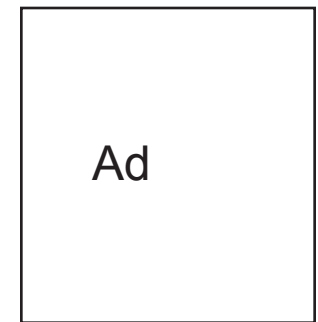


Name

Email

Phone

Info



Reset

Submit

Scrollbar

Fonts, HTML

Name: Arial

Size: Menu 12px, Body Text 12px

Color: #333333

Fonts, Images

Name: Maximo

Size: Title 48px

Colors: #8ADBFF,
#FFE266, #333333

Colors

Images



Name: Black
Color: #000000



Name: Warm Grey
Color: #48483E



Name: Cool Grey
Color: #63686E



Name: Dark Grey
Color: #52565C



Name: Beige
Color: #D4C6A2



Name: Light
Color: #F5FFF7



Name: Maroon
Color: #92656E



Name: Violet
Color: #656DA5



Name: Deep Blue
Color: #4377C6



Name: Turquoise
Color: #63B6E1



Name: Gold
Color: #E8AC4D



Name: Light Yellow
Color: #F9ED83



Name: Bronze
Color: #B88F63



Name: Yellow-Green
Color: #B0AC7F



Name: Leaf Green
Color: #B2BD80



Name: Grey-Green
Color: #6A8175

Background



Name: White
Color: #FFFFFF



Name: Light Grey
Color: #F0F0F0



Name: Cool Grey
Color: #A7A7A7

Findings

The test group's initial response to the site was that it is inviting and looks well put together. Found to be clear and easy to read as well as relaxing enough to be a website based on meditation. The intent was obvious. After a brief examination, the group felt that the company is promoting spiritual well-being and instructing users how to meditate.

On the CD, the text on the bottom should stay longer for visitors to read, despite the buttons allowing the user to view the text again. However, the group did want to view the site. Overall, the design on both pieces works very well, is uncluttered and easy to navigate. Recommendations include:

- Make the links between pages consistent and stand out more
- Change Javascript for the quiz to allow only one option to be selected, yes/no
- Make sure that a proper email address is submitted on the quiz
- Possibly redesign the global menu without the border

Methodology

An alpha test group was composed of peers of the designer. To rate the site, a variety of criteria was used, including home page response, navigation, labels and links, layout, information architecture, readability, performance, and content. Using these guidelines an in-depth analysis of the site was made rating these aspects from 1-5, 1 being poor and 5 being excellent. These findings were recorded in an evaluation form which follows.

Conclusion

- All links will be made consistent and vary in color from the main text to stand out more
- The Javascript for the quiz will be adjusted to allow only one option to be selected, yes/no
- The quiz will require that a proper email address be submitted
- The global menu design will be revisited but not necessarily changed

Results

Ratings: 1=bad 2=poor 3=fair 4=good 5=outstanding

| | Rating |
|---|--------|
| Heuristic Evaluation | |
| HOME PAGE | |
| Informative & puts visitor in context immediately | 4 |
| Loads in less than ten seconds | 5 |
| Does not feature a useless splash page with unnecessary multimedia | 5 |
| NAVIGATION | |
| The global navigation should be consistent | 4 |
| Large sections should have local navigation | 5 |
| LABELS & LINKS | |
| Labels on section headers should be easy to understand | 4 |
| Links are easy to distinguish from each other | 4 |
| Links aren't ambiguous or uninformative | 4 |
| Colors are consistent and follow branding direction | 5 |
| The design follows the branding established by the logo | 4 |
| LAYOUT | |
| The layout is clear and uncluttered | 4 |
| The layout reflects the type of site and keeps the user in mind | 5 |
| Site structure is simple, with no unnecessary levels that cause distraction | 5 |

Results

Ratings: 1=bad 2=poor 3=fair 4=good 5=outstanding

| | Rating |
|--|--------|
| Heuristic Evaluation cont'd | |
| INFORMATION ARCHITECTURE | |
| Content organization should be intuitive, easy to understand | 5 |
| Content should match mission of the organization, needs of audience | 5 |
| There should be a good mix of in-depth material vs. superficial content | 5 |
| READABILITY | |
| Fonts should be easy to read | 5 |
| Text line lengths should be easy to read | 5 |
| Site should be easy to scan, with chunked information, no solid blocks of text | 5 |
| PERFORMANCE | |
| Pages should load quickly | 5 |
| Graphics and applications should load quickly | 5 |
| Relevance of the topic to images used | 5 |
| Able to complete tasks easily | 4 |
| OVERALL | |
| Overall experience | 5 |
| Page layout/Organization | 5 |
| Functionality/Ease of use | 5 |
| Look and feel | 5 |
| Worth recommending to others | |
| TOTAL SCORE | 132 |

Text

Meditations. c. 2007.

ABC of Yoga. 20 August 2007

<<http://www.abc-of-yoga.com/meditation/techniques.asp>>.

Retreats. c. 2007.

Shambala Mountain Center. 10 August 2007

<<http://www.shambhalamountain.org/travel/>>.

About Us. c. 2007.

Shambala Mountain Center. 10 August 2007

<<http://www.shambhalamountain.org/about.html>>.

Images

Ad Asia. c. 2007.

Corbis. 15 August 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Hand. c. 2007.

Corbis. 15 August 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Mountains. c. 2007.

Corbis. 15 August 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Flower. c. 2007.

Corbis. 15 August 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Meditating Woman. c. 2005.

Corbis. 15 August 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Beach. c. 2007.

Corbis. 15 August 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Images

Woman Practicing Yoga. c. 2005.

Corbis. 15 August 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Monks. c. 2005.

Corbis. 16 August 2006

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Hand Pose. c. 2005.

Corbis. 15 August 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Statue. c. 2007.

Corbis. 14 August 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Walking on Beach. c. 2005.

Corbis. 15 August 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Namaste. c. 2007.

Corbis. 15 August 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Images

Ocean. c. 2007.

Corbis. 15 August 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Staff1. c. 2007.

Corbis. 1 September 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Staff2. c. 2007.

Corbis. 1 September 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Staff3. c. 2007.

Corbis. 1 September 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Staff4. c. 2007.

Corbis. 1 September 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Staff5. c. 2005.

Corbis. 1 September 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Images

Staff6. c. 2006.

Corbis. 1 September 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Staff7. c. 2005.

Corbis. 1 September 2007

<<http://education.corbis.com/search/results.aspx?id=3&search=meditation>>.

Hand2. c. 2005.

Flickr. 16 August 2007

<<http://flickr.com/photos/myyogaonline/479692221/in/set-72157600163553733/>>.

Bhutan. c. 2007.

Shambala Mountain Center. 19 August 2007

<<http://www.shambhalamountain.org/travel/>>.

Meditating Group. c. 2007.

Shambala Mountain Center. 19 August 2007

<<http://www.shambhalamountain.org/about.html>>.

Meditation Cushions. c. 2007.

Insight Meditation Society. 19 August 2007

<http://www.dharma.org/ims/mr_glossary.html>.