

The logo for AlternativeHouse features the word "Alternative" in a blue sans-serif font and "House" in a dark grey sans-serif font. A blue line representing a roofline is positioned above the text, starting from the top of the letter 'i' in "Alternative", peaking over the space between "Alternative" and "House", and ending at the top of the letter 'e' in "House". A small square chimney is located on the right slope of the roofline.

**AlternativeHouse**

Anna M Femath

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## *Creative Brief*

### Project Summary

**Topic:** Alternative House

**Subtitle:** Abused and Homeless Children's Shelter

**Organization Overview:** Alternative House is an organization that helps young people when they are in difficult situations. The organization has five main outreach programs.

- An Emergency Shelter
- Community Outreach
- Assisting Young Mothers
- 24-Hour Crisis Hotline
- Homeless Youth Initiative

**Project Overview:** The Alternative House website has a two-fold mission. It will be a place for teens to find the programs that may help them when they are in trouble, as well as a place where people can go to make donations and to volunteer to help out. It will accomplish this mission with a welcoming, professional, and easy to navigate interface.

### Audience / User

There are a couple of audiences for this website. The first users are troubled teens that have a difficult home life. These children may have faced homelessness, abuse, or a personal crisis of some sort. They could be looking for anything from counseling to a place to live. Another type of user that falls into this category are young women who are expecting a child or already have a child.

The site will also be aimed at people or companies that are interested in helping out in their community. There are two sub categories to this type of user. The first type would like to donate money and the second type would like to donate their time.

There is a third type of user that the site does not focus on, but some information will be provided for them as well. These users are the media. The media includes newspaper outlets, television stations, blogs, radio stations, etc.

## Personas



### Oliver Abused

- He is being abused by his step-father.
- He wants to know where to go for help
- He wants to find a phone number or e-mail address for help.
- Freshman in High School
- 15 Year-Old Male

“My step-father beats me and my mom just watches. She seems to be glad that at least he is not hitting her as much. I’m scared and he’s getting worse all the time.”

## Personas



### Annie Bump

- She has just found out she is pregnant and her parents are kicking her out.
- She needs to find a place to live.
- She wants to find information on help for pregnant girls.
- Finding a place to live and medical care.
- Just getting ready to start her Sr. year in high school
- 17 Year-Old Female

“I worry that I won’t be a good parent and that I won’t be able to provide for my child. I think about that every day.”

## Personas



### Ms. Jane Philanthropists

- She likes to donate to children in foreign countries, but now she want to donate to local children.
- She wants to know where her money would be going if she were to donate to this site and how it would be used
- To find an organization in VA to donate to children.
- College educated in business
- 38 year-old woman, she makes \$75,000

“I am lucky. I have enough to eat, a nice house and a family. Not everyone is as lucky as me. You know what they say ‘You can’t take it with you’.”

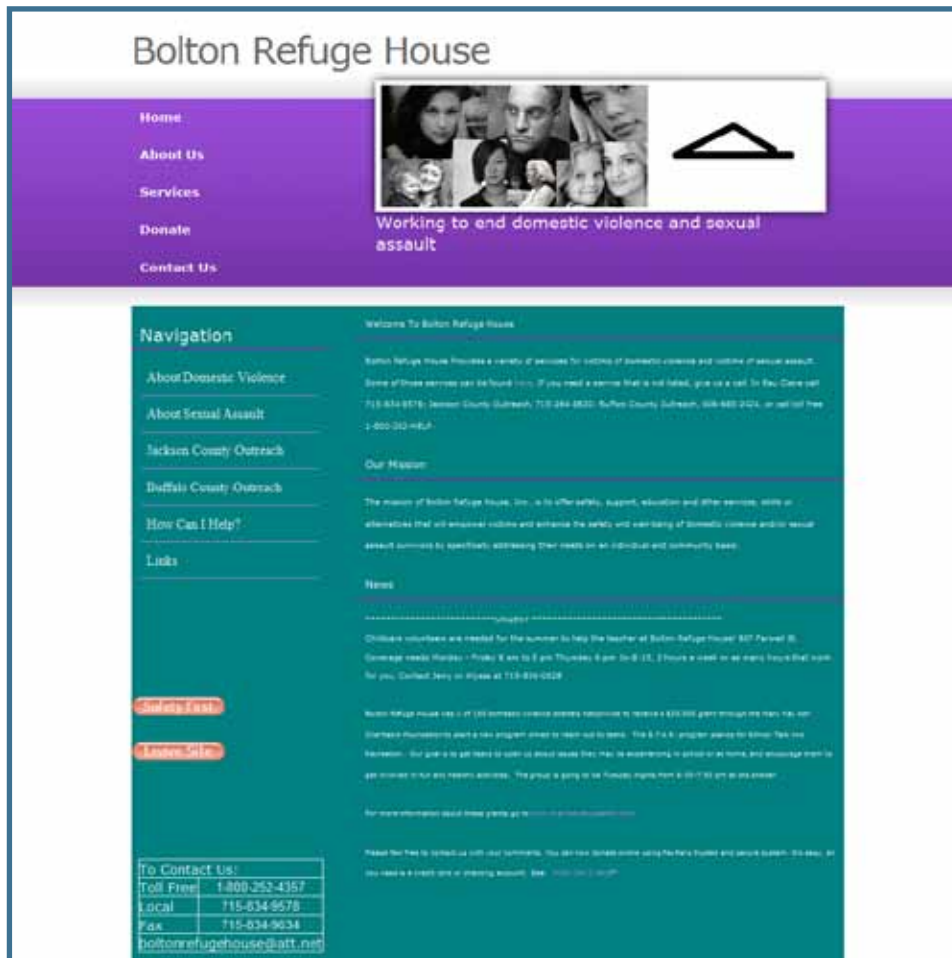
## Competitive Analysis



### Alternative House

Aesthetics	<b>1</b>	2	3	4	5
Usability	1	2	<b>3</b>	4	5
Purpose	1	<b>2</b>	3	4	5
Functionality	1	<b>2</b>	3	4	5
Speed	1	2	3	<b>4</b>	5
Content	1	<b>2</b>	3	4	5

## Competitive Analysis



### Bolton Refuge House

Aesthetics	1	2	3	4	5
Usability	1	2	3	4	5
Purpose	1	2	3	4	5
Functionality	1	2	3	4	5
Speed	1	2	3	4	5
Content	1	2	3	4	5

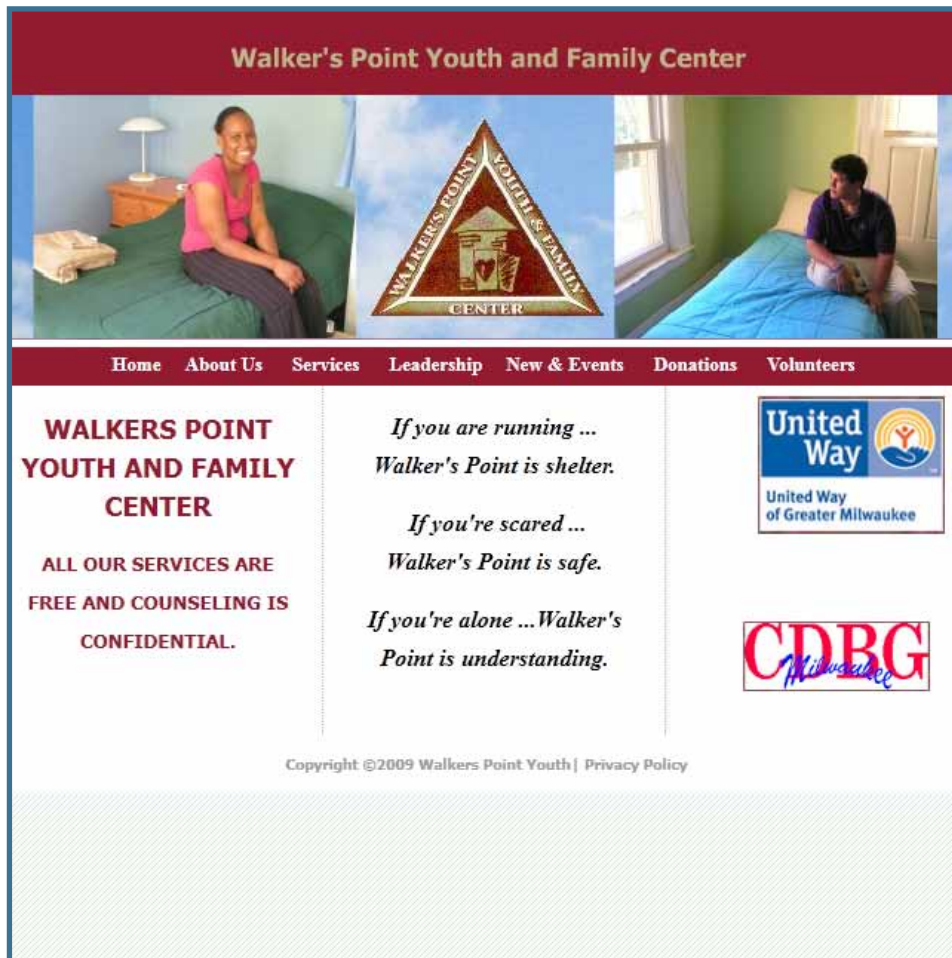
## Competitive Analysis



## Mary's Shelter

Aesthetics	1	2	<b>3</b>	4	5
Usability	1	2	3	<b>4</b>	5
Purpose	1	2	3	<b>4</b>	5
Functionality	1	2	3	<b>4</b>	5
Speed	1	2	3	<b>4</b>	5
Content	1	2	3	<b>4</b>	5

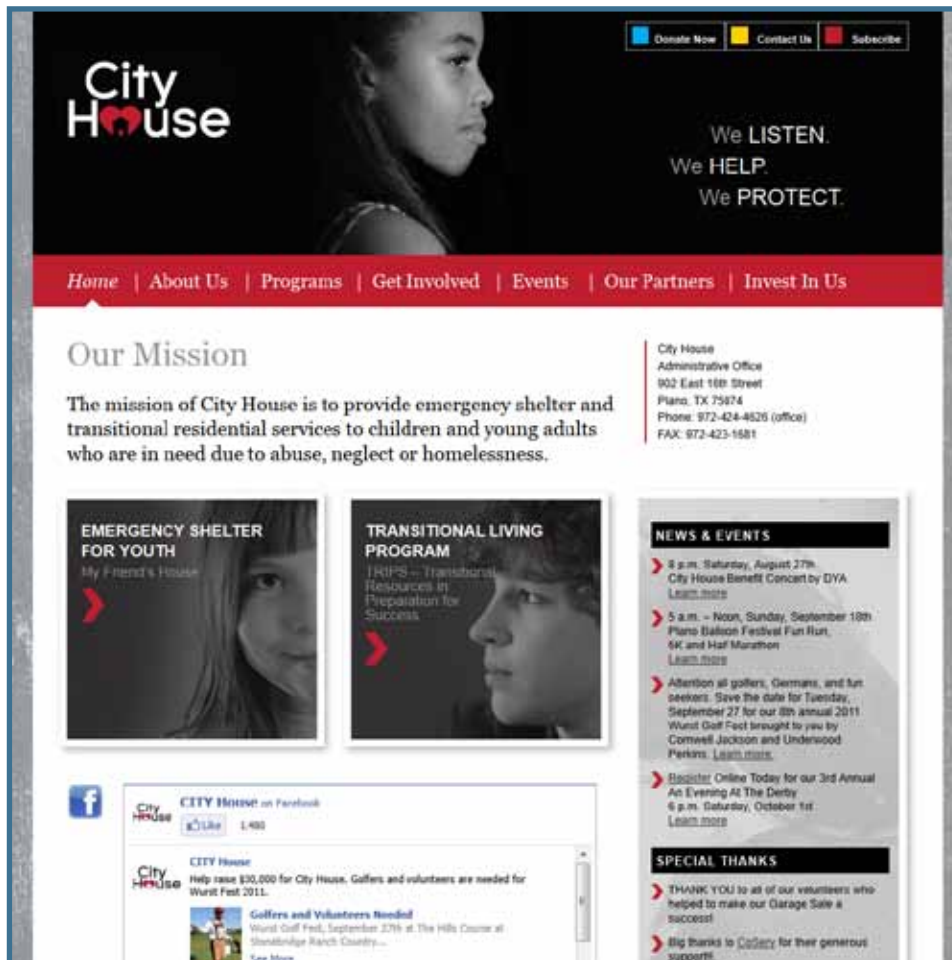
## Competitive Analysis



### Walker's Point

Aesthetics	<b>1</b>	2	3	4	5
Usability	1	2	<b>3</b>	4	5
Purpose	1	2	<b>3</b>	4	5
Functionality	1	2	<b>3</b>	4	5
Speed	1	2	<b>3</b>	4	5
Content	1	<b>2</b>	3	4	5

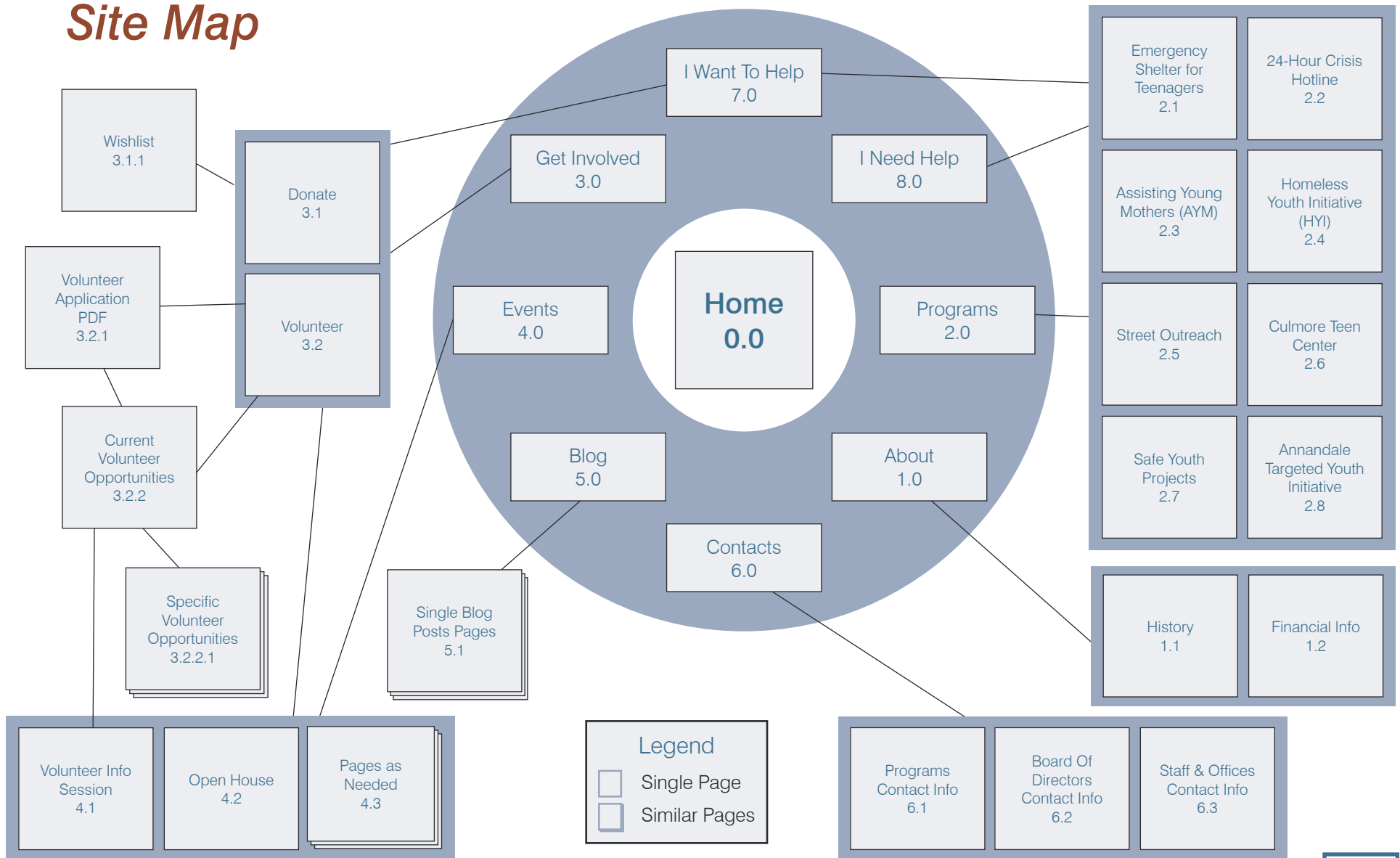
## Competitive Analysis



### City House

Aesthetics	1	2	3	4	5
Usability	1	2	3	4	5
Purpose	1	2	3	4	5
Functionality	1	2	3	4	5
Speed	1	2	3	4	5
Content	1	2	3	4	5

## Site Map



## Content Inventory

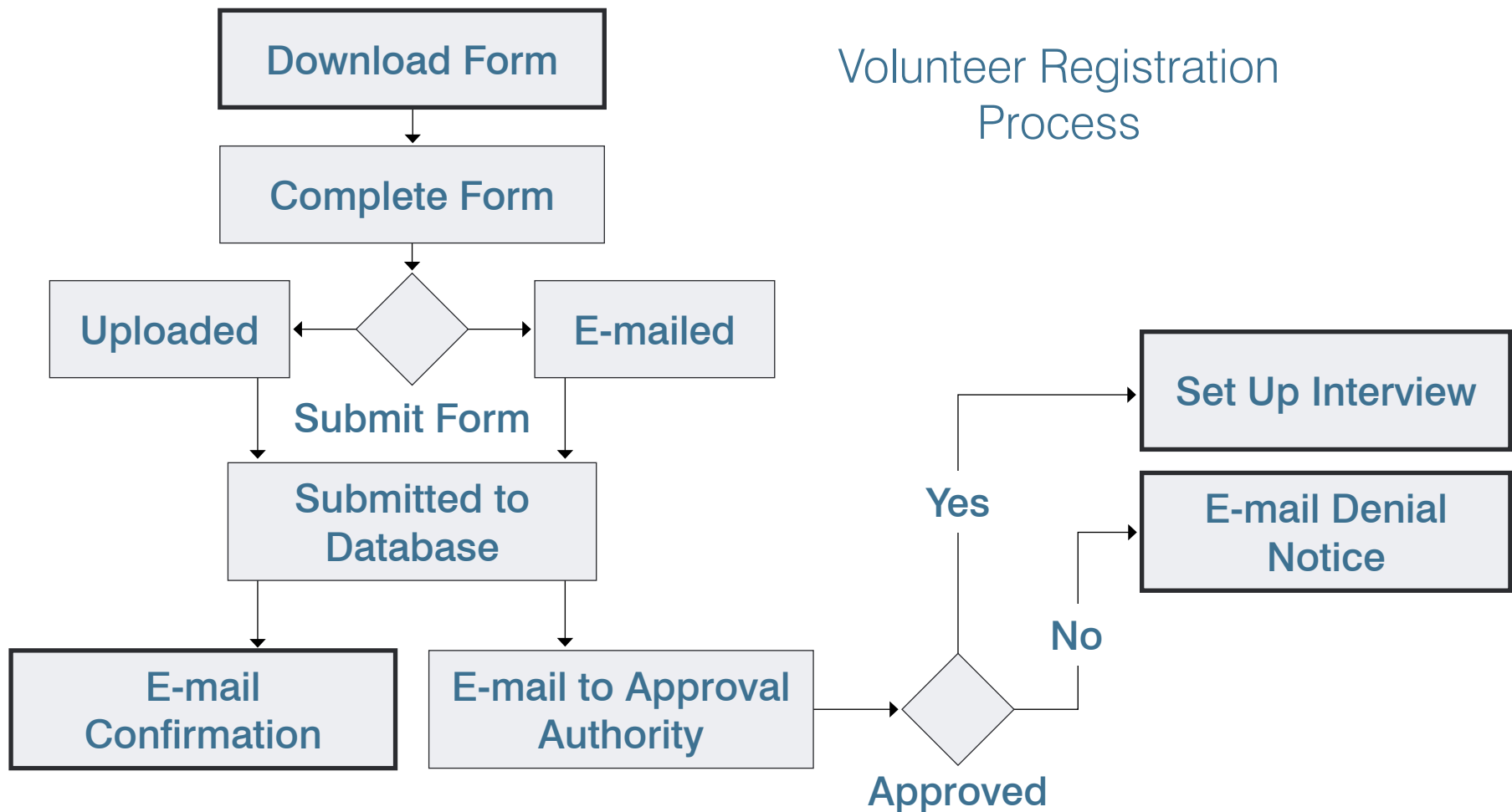
ID	Name	Type	Content	URL
0.0	Home	Home	Main landing page with links	index
1.0	About	Category	about the organization	about
1.1	History	Sub-Category	History of the Organization	history
1.2	Financial Info	Sub-Category	Financial Information About the Organization	financial
2.0	Programs	Category	A listing of the programs offered	programs
2.1	Emergency Shelter for Teenagers	Sub-Category	Goes into more detail about the Emergency Shelter for Teenagers	programs/shelter
2.2	24-Hour Crisis Hotline	Sub-Category	Goes into more detail about the 24-Hour Crisis Hotline	programs/24hour
2.3	Assisting Young Mothers (AYM)	Sub-Category	Goes into more detail about Assisting Young Mothers (AYM)	programs/aym
2.4	Homeless Youth Initiative (HYI)	Sub-Category	Goes into more detail about The Homeless Youth Initiative (HYI)	programs/hyi
2.5	Street Outreach	Sub-Category	Goes into more detail about Street Outreach	programs/street_outreach
2.6	Culmore Teen Center	Sub-Category	Goes into more detail about The Culmore Teen Center	programs/culmore
2.7	Safe Youth Projects	Sub-Category	Goes into more detail about The Safe Youth Projects	programs/safe_youth
2.8	Annandale Targeted Youth Initiative	Sub-Category	Goes into more detail about Annandale Targeted Youth Initiative	programs/annandale_initiative
3.0	Get Involved	Category	Explains how to help the organization	get_involved
3.1	Donate	Sub-Category	Explains how to donate	help/donate
3.1.1	Wishlist	Sub-Category	A list of items that the AH needs	help/wishlist
3.2	Volunteer	Sub-Category	Explains how to Volunteer	help/volunteer
3.2.1	Volunteer Application PDF	Sub-Category	A document that people who want to volunteer can fill out	help/ah_volunteer_application.pdf

## Content Inventory

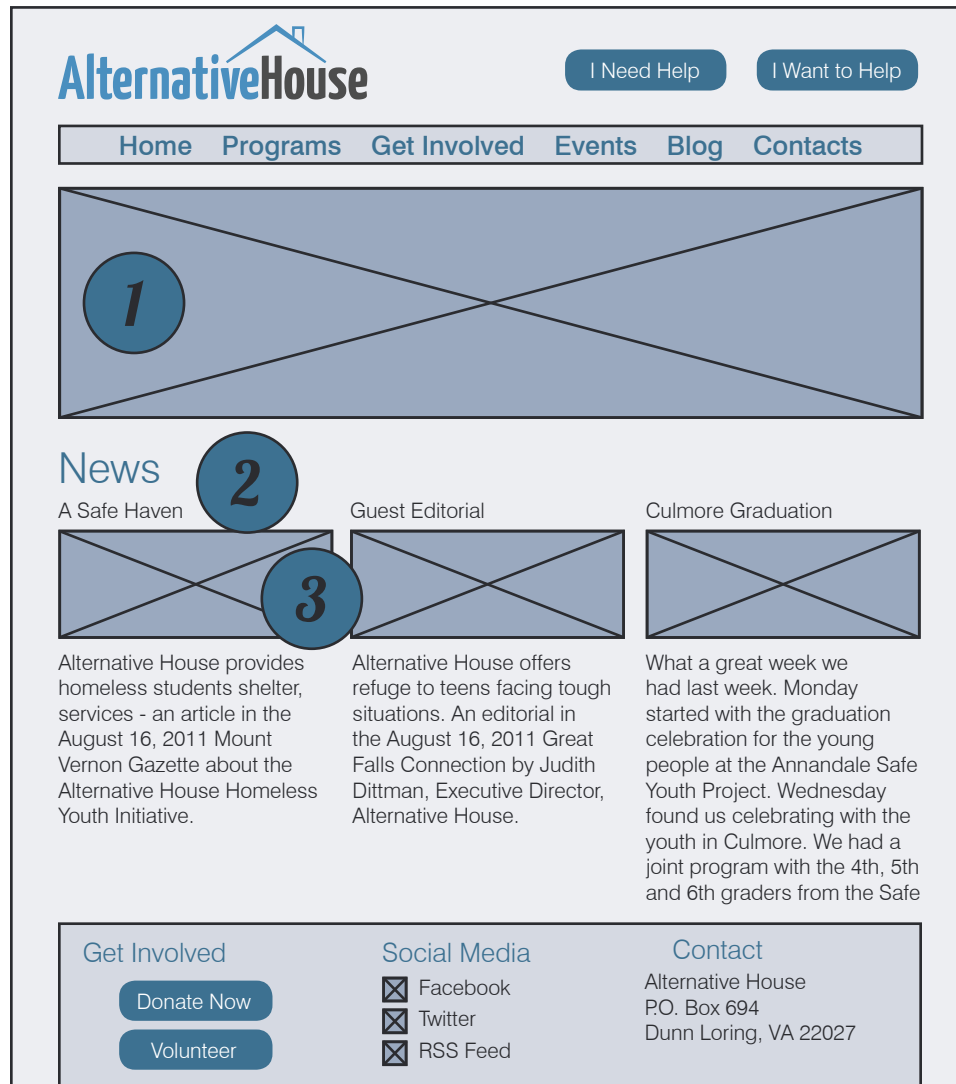
ID	Name	Type	Content	URL
3.2.2	Current Volunteer Opportunities	Sub-Category	A list of the volunteer jobs that are currently open	help/currentvol
3.2.2.1	Specific Volunteer Opportunities	Sub-Category	Goes into more detail about a specific volunteer job	help/vol[job]
4.0	Events	Category	A list of upcoming Events and a calendar	events
4.1	Volunteer Info Session	Sub-Category	Explains the event - Volunteer Info Session	evt/volinfosession
4.2	Open House	Sub-Category	Explains the event - Open House	evt/open_house
4.3	Pages as Needed	Sub-Category	Explains the event - [name of event]	evt/[event name]
5.0	Blog	Category	A news blog	blog
5.1	Single Blog Posts Pages	Sub-Category	A single blog post	blog/[date posted]_[post's name]
6.0	Contact	Category	Basic contact information	contact
6.1	Programs Contact Info	Sub-Category	Contact information for each program	contact/programs
6.2	Board Of Directors Contact Info	Sub-Category	Contact information for the Board of Directors	contact/bod
6.3	Staff & Offices Contact Info	Sub-Category	Contact information for the Staff and Offices	contact/staff
7.0	I Want To Help	Category	Information about helping AH and links programs and how to help	want_to_help
8.0	I Need Help	Category	Information about how to get help and links to the programs offered	need_help

## Flowchart

### Volunteer Registration Process

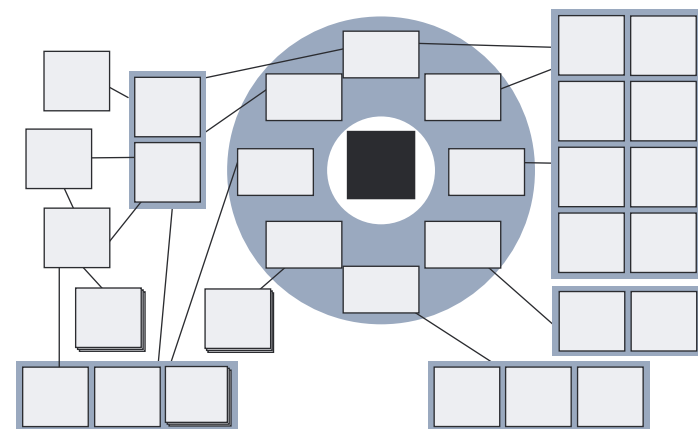


## Wire Frame



### Home

- 1 Slider of images from the home
- 2 The latest and most important news items
- 3 Featured image to match news item



## Wire Frame

**AlternativeHouse** I Need Help I Want to Help

[Home](#) [Programs](#) [Get Involved](#) [Events](#) [Blog](#) [Contacts](#)

### About Us

Alternative House programs work to keep your child safe and positive. We help them reach their full potential. Founded in 1972 as a shelter for runaway youth, Alternative House still provides this core service.

However, as times have changed, Alternative House has grown to help children, youth and families meet new challenges. Our Community-Based Youth Services, Assisting Fathers program, Homeless Youth Initiative, and 24-hour Crisis Hotline all further the mission of Alternative House to transform the lives of at-risk children, youth and their families in our changing community.

Overview  
History  
Financial Details

Connect with Us

Find out what were up to by signing up for our newsletter.

Enter Your Email Sign Up

Or you can also connect with us on the web.

Facebook  
 Twitter  
 RSS Feed

Get Involved Donate Now Volunteer

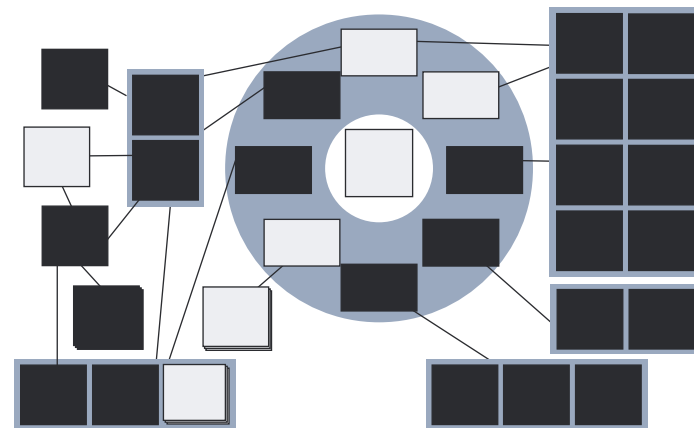
Social Media  Facebook  Twitter  RSS Feed

Contact  
Alternative House  
P.O. Box 694  
Dunn Loring, VA 22027

**1** (Text block)  
**2** (Video player)  
**3** (Text block)  
**4** (Secondary navigation)  
**5** (Social media links)

### About Us

- 1 The main information about the organization
- 2 A video about the organization
- 3 A photo of teens studying
- 4 The secondary navigation for more information about the organization
- 5 Secondary content - sign up for a newsletter or for social media



## Wire Frame

**AlternativeHouse** I Need Help I Want to Help

Home Programs Get Involved Events Blog Contacts

**We are here to help** **1**

Firstly and most importantly, If you or someone you know is in a life-threatening emergency, **CALL 911.**

If that is not the case, Alternative House can help you in a variety of ways, from providing shelter, to referring you to someone who can help,.

**2**

You may be feeling alone, but you are not. There are many other people out there that are going through what you are. We want to help you. We have set up a number of programs to try and help people in your situation.

If you're not ready to make the call, at least take a look at our programs. You may find something that can help.

**Emergency Shelter** - The Alternative House Emergency Shelter for Teenagers provides

**Assisting Young Mothers** - The Alternative House Emergency Shelter for Teenagers provides **3**

**1.800.SAY.TEEN**  
**1.800.729.8336**  
or  
**703.356.6360**

**Jane Doe** **4**

I was on the streets and had no where to go. I was living off what found in dumpsters. The people from Alternative House took me in and helped me graduate. I am now working my way through college to become an accountant.

**Get Involved** **Social Media** **Contact**

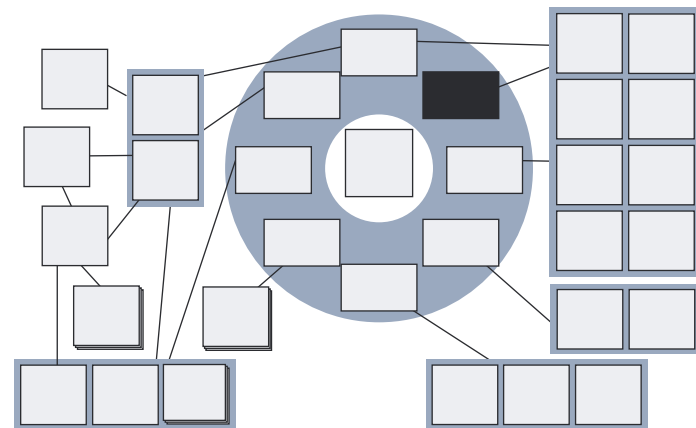
Donate Now Volunteer

Facebook Twitter RSS Feed

Alternative House  
P.O. Box 694  
Dunn Loring, VA 22027

### I Need Help

- 1 Main Content including emergency contact information.
- 2 A photo of a teen on a phone
- 3 List of programs
- 4 A Success story



## Wire Frame

The wireframe shows the layout of the Alternative House website. At the top is the logo and navigation menu. Below is a 'Blog' section with three article teasers. To the right is a contact section with phone numbers and an 'Archive' section with a monthly list. At the bottom are 'Get Involved', 'Social Media', and 'Contact' sections.

**AlternativeHouse** | I Need Help | I Want to Help

Home | Programs | Get Involved | Events | **Blog** | Contacts

**Blog**

1 **Housing Scams are Alive and Thriving in Northern Virginia**  
Friday, August 19, 2011

2 AYM clients work toward having a place of their own to call home. Scam artists work toward swindling money from vulnerable people.

3 **An Intern Shares**  
Friday, August 19, 2011

I have enjoyed my time interning at Alternative House. Before doing my internship here I did not know what to expect from working with kids, since this is was my first time working with teens.

4 **Housing Scams are Alive and Thriving in Northern Virginia**  
Friday, August 19, 2011

AYM clients work toward having a place of their own to call home. Scam artists work toward swindling money from vulnerable people.

1.800.SAY.TEEN  
1.800.729.8336  
or  
703.356.6360

**Archive**

2011  
August (9)  
July (1)  
June (4)  
May (1)  
April (5)  
March (3)  
February (1)  
January (6)

2010(38)  
2009(9)

Get regular updates by subscribing to our rss feed

5  RSS Feed

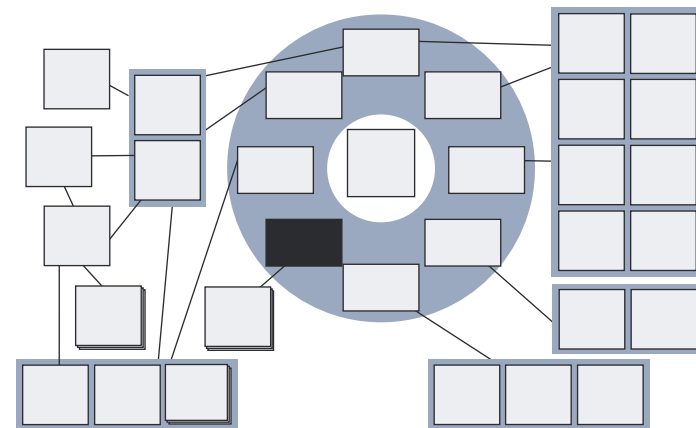
**Get Involved** | **Social Media** | **Contact**

Donate Now | Volunteer | Facebook | Twitter | RSS Feed

Alternative House  
P.O. Box 694  
Dunn Loring, VA 22027

## Blog

- 1 List of Blog Posts
- 2 Featured Image
- 3 Phone numbers
- 4 Blog Archive of articles
- 5 RSS Feed Link



## Comps - Home

The screenshot shows the homepage of the Alternative House website. At the top left is the logo "AlternativeHouse" with a house icon above the "H". To the right are two red banners: "I Need Help" and "I Want to Help". Below the logo is a navigation bar with links: Home | About | Programs | Get Involved | Events | Blog | Contact. A large banner image shows a group of diverse young people. Below this is a "News" section with three articles: "A Safe Haven", "An Alternative", and "Culmore Graduation". Each article has a small image and a "Read More..." link. At the bottom, there are three columns: "Get Involved" with "Donate Now" and "Volunteer" buttons; "Social Media" with icons for Facebook, Twitter, and a blog feed; and "Contact" with address, phone, fax, and email information.

**AlternativeHouse** *I Need Help* *I Want to Help*

Home | About | Programs | Get Involved | Events | Blog | Contact

**News**

**A Safe Haven**  
Alternative House provides homeless students shelter, services - an article in the August 16, 2011 Mount Vernon Gazette about the Alternative House Homeless Youth Initiative.  
[Read More...](#)

**An Alternative**  
Alternative House offers refuge to teens facing tough situations. An editorial in the August 16, 2011 Great Falls Connection by Judith Dittman, Executive Director, Alternative House.  
[Read More...](#)

**Culmore Graduation**  
What a great week we had last week. Monday started with the graduation celebration for the young people at the Annandale Safe Youth Project. Wednesday found us celebrating with the youth in Culmore.  
[Read More...](#)

**Get Involved**  
[Donate Now](#)  
[Volunteer](#)

**Social Media**  
Facebook  
Twitter  
Follow our Blog


**Contact**  
Alternative House  
P.O. Box 694  
Dunn Loring, VA 22027  
Phone: 703.506.9191  
Fax: 703.506.8949  
All@thealternativehouse.org

## Comps - About

The screenshot shows the 'About Us' page of the Alternative House website. At the top, the logo 'AlternativeHouse' is displayed with a house icon above the 'H' in 'House'. To the right of the logo are two red ribbon-like buttons: 'I Need Help' and 'I Want to Help'. Below the logo is a navigation bar with links: Home | About | Programs | Get Involved | Events | Blog | Contact.


### About Us

Alternative House programs work to keep young people safe and provide positive options to help them reach their full potential. Founded in 1972 as a shelter for runaway youth, Alternative House still provides this core service.



However, as times have changed, Alternative House has grown to help children, youth and families meet new challenges. Our Community-based Youth Services, Assisting Young Mothers program, Homeless Youth Initiative, and 24-Hour Crisis Hotline all further the mission of Alternative House to transform the lives of at-risk children, youth and their families in our changing community.

#### Alternative House in the News



"Alternative House is an immeasurable asset to our community. For nearly 40 years, Alternative House has been a safety net providing emergency shelter, counseling, and other critical services to at-risk youth in our area. I have worked with the Alternative House for many years and I support their mission and dedication to serving families and children in Northern Virginia." Congressman Gerry Connolly, VA-11

**Overview**  
History  
Financial Details

**Connect with Us**  
Find out what were up to by signing up for our newsletter

  
  
Or you can also connect with us on the web:  
[Facebook](#)  
[Twitter](#)  
[Follow our Blog](#)

**Get Involved**

**Social Media**  
[Facebook](#)  
[Twitter](#)  
[Follow our Blog](#)

**Contact**  
Alternative House  
P.O. Box 694  
Dunn Loring, VA 22027  
Phone: 703.506.9191  
Fax: 703.506.8949  
AH@thealternativehouse.org

## Comps - Blog

The screenshot shows the Alternative House website's blog page. At the top, the logo "AlternativeHouse" is displayed with a house icon. To the right are two red banners: "I Need Help" and "I Want to Help". Below the logo is a navigation bar with links: Home | About | Programs | Get Involved | Events | Blog | Contact. The main content area is titled "Blog" and features two article previews. The first article, "Housing Scams are Alive and Thriving in Northern Virginia", includes a photo of a house and a "Read More..." link. The second article, "An Intern Shares", includes a photo of two women and a "Read More..." link. On the right side, there is a blue sidebar with contact information: "1.800.SAYTEEN", "1.800.729.8336", and "or 703.356.6360". Below this is an "Archive" section listing months from August 2011 to January 2010. At the bottom of the sidebar, there is a "Follow our Blog" button with an RSS icon. The footer contains three columns: "Get Involved" with "Donate Now" and "Volunteer" buttons; "Social Media" with icons for Facebook, Twitter, and "Follow our Blog"; and "Contact" with the address "Alternative House, P.O. Box 694, Dunn Loring, VA 22027", phone number "703.506.9191", fax number "703.506.8949", and email "AH@thealternativehouse.org".

## Logo Roughs

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... *Alternative House* ...

*Logo Roughs*

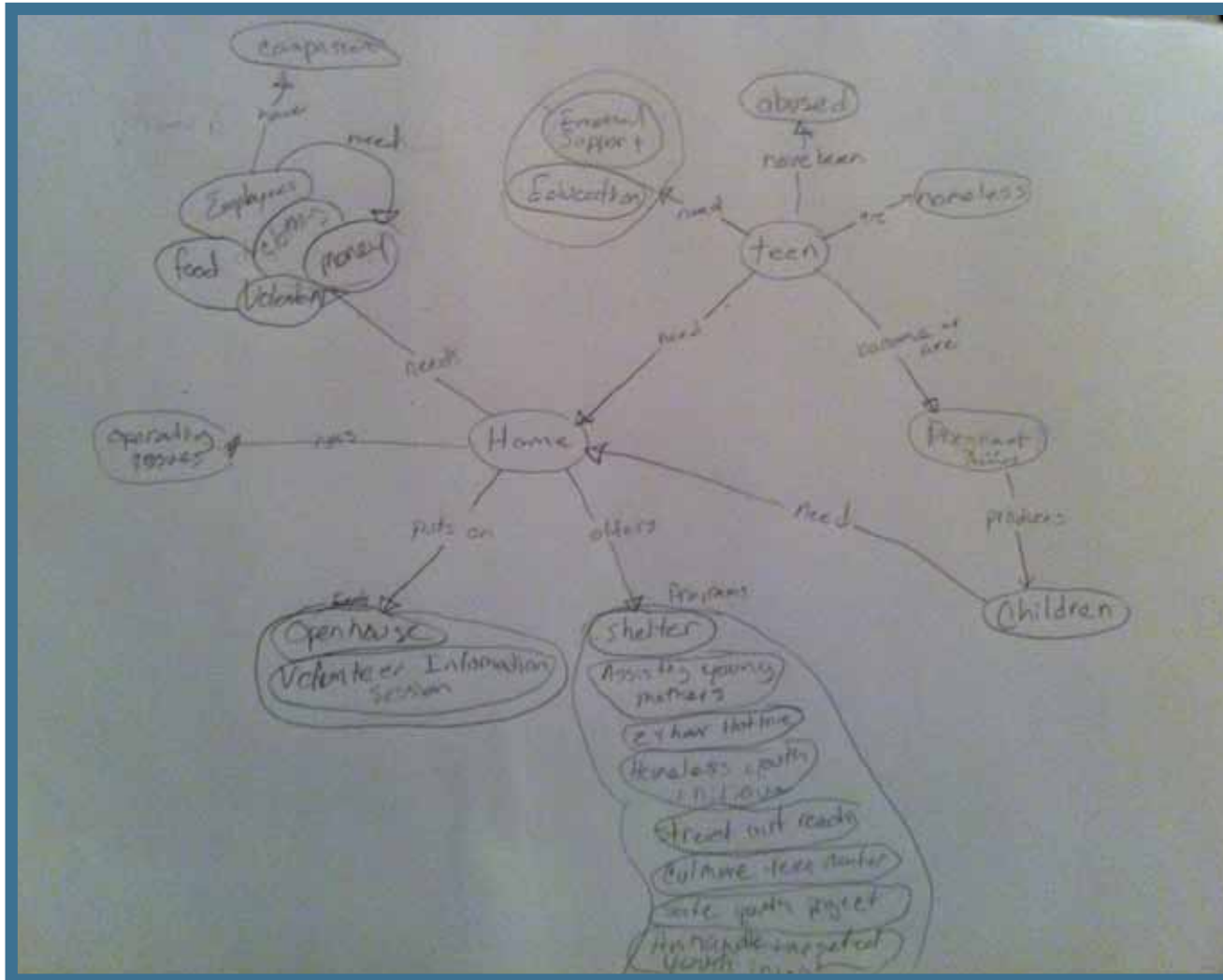


*Logo Roughs*

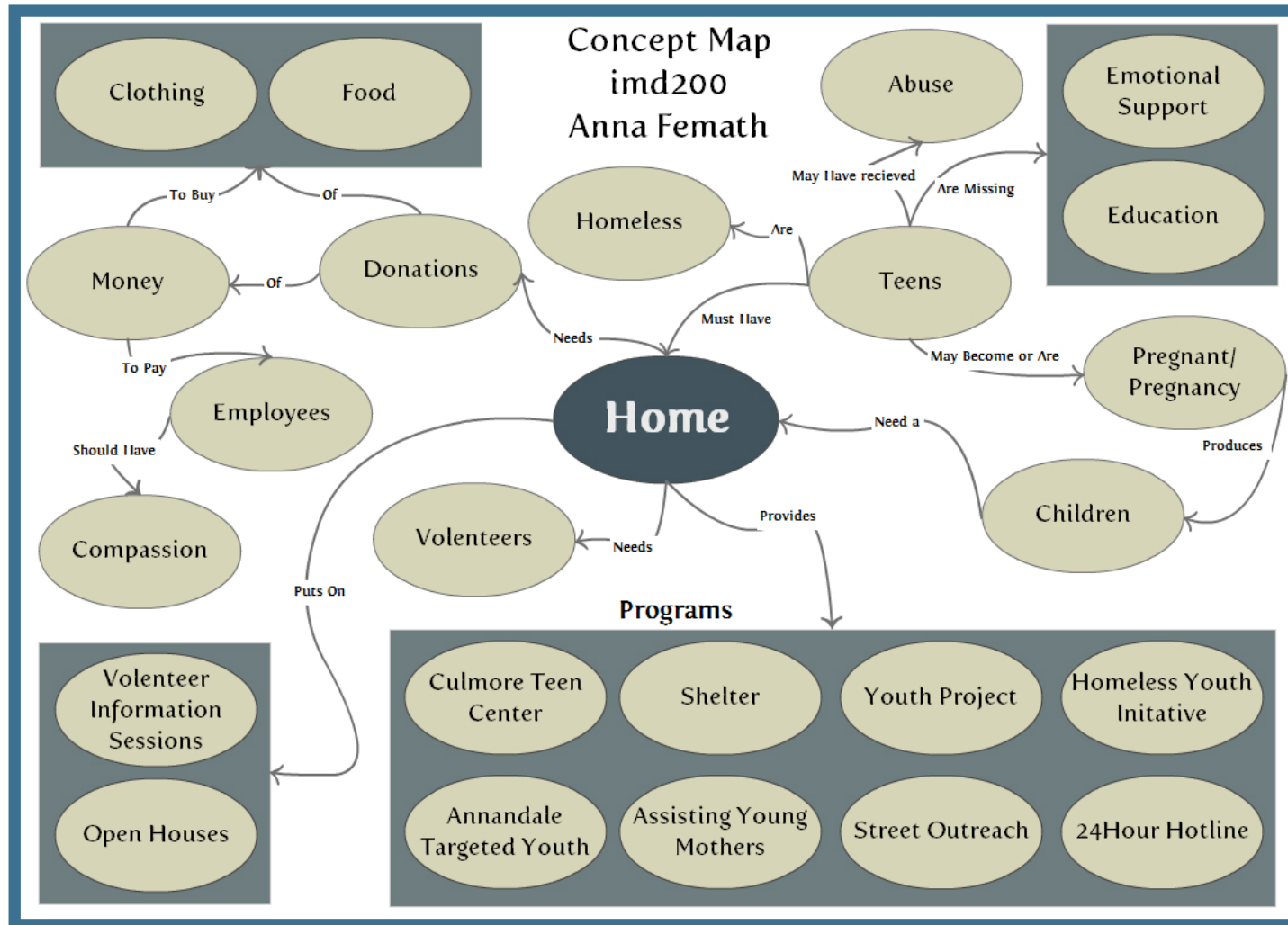


# ... Alternative House ...

## Concept Map Sketch

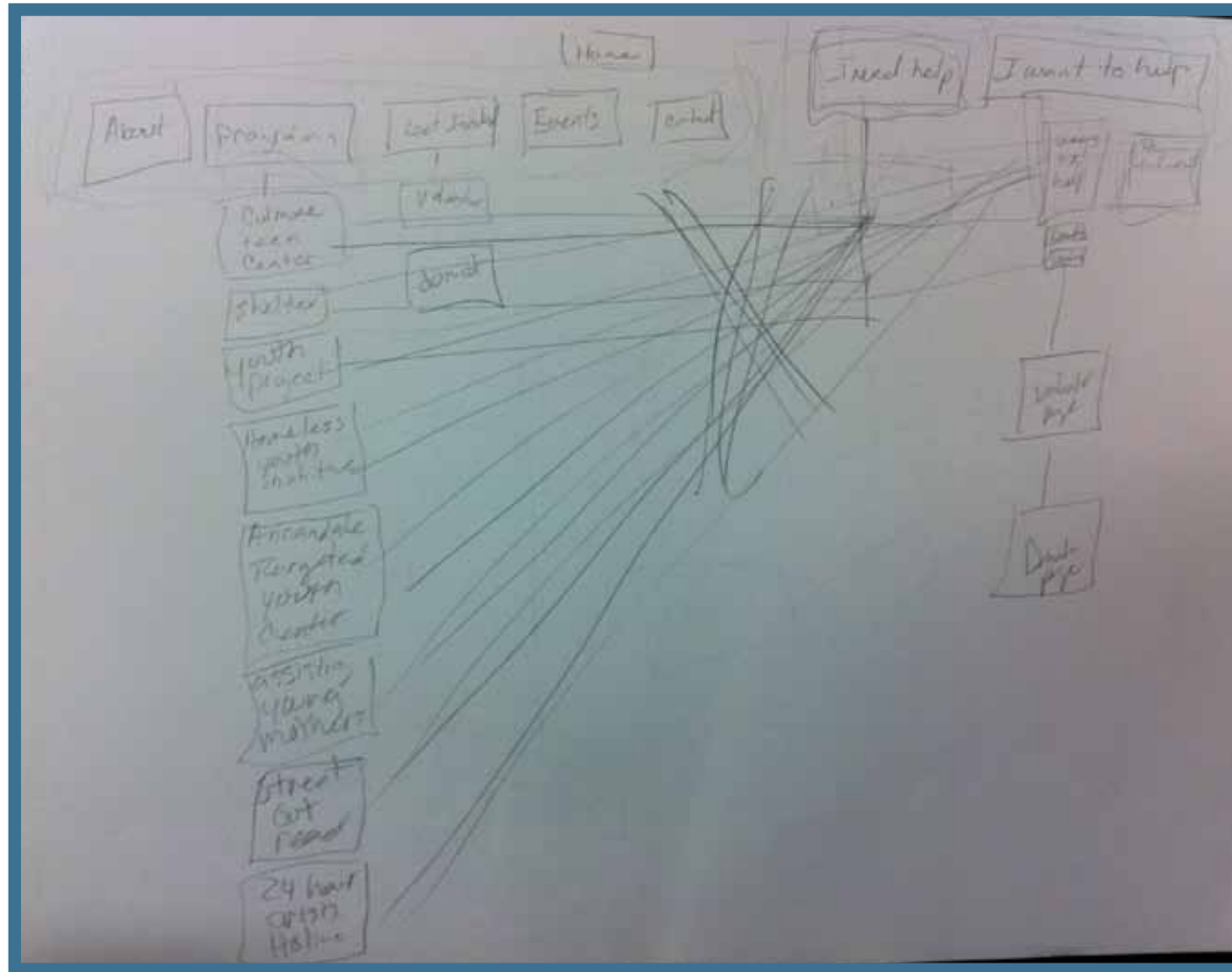


# Concept Map

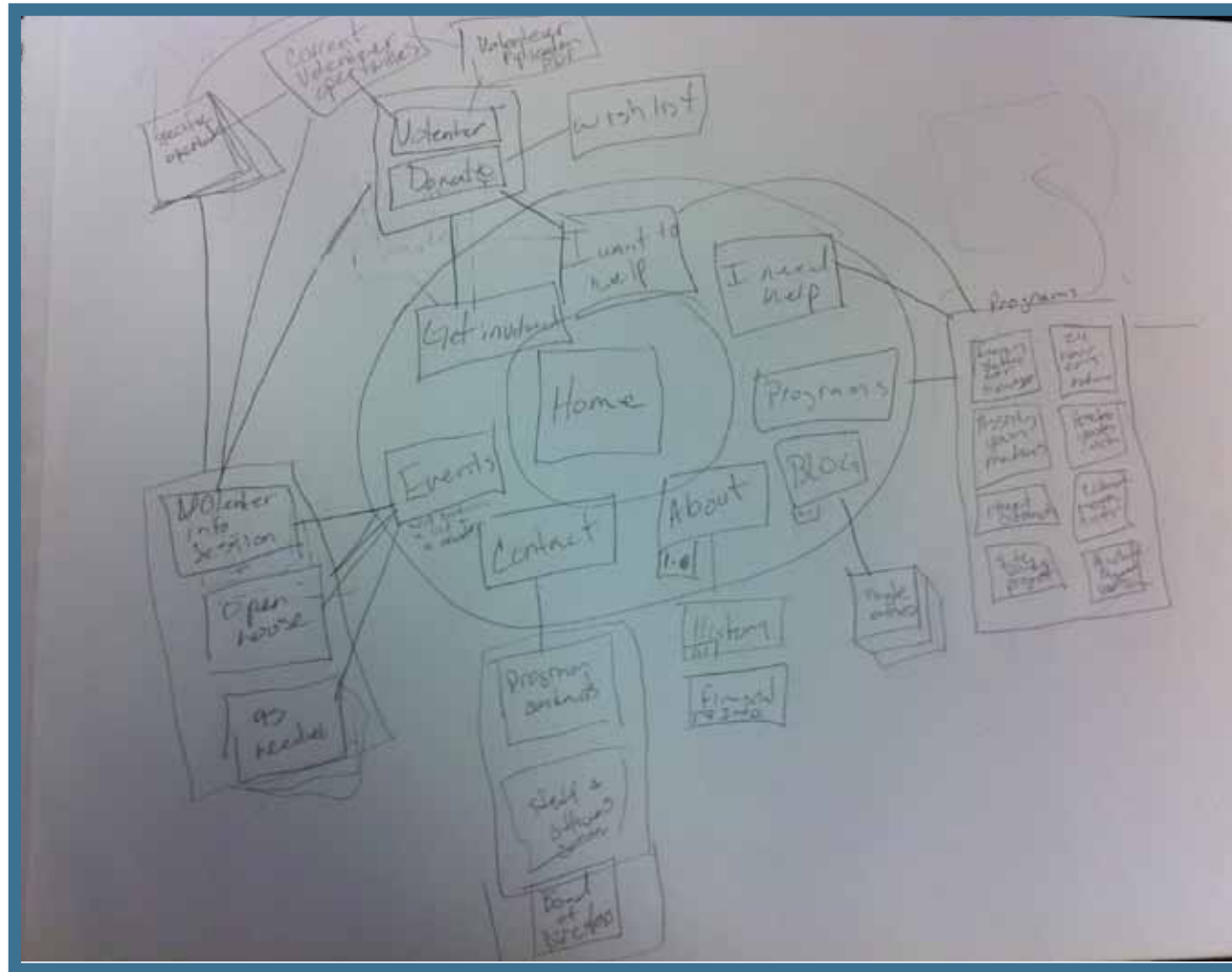


# ... Alternative House ...

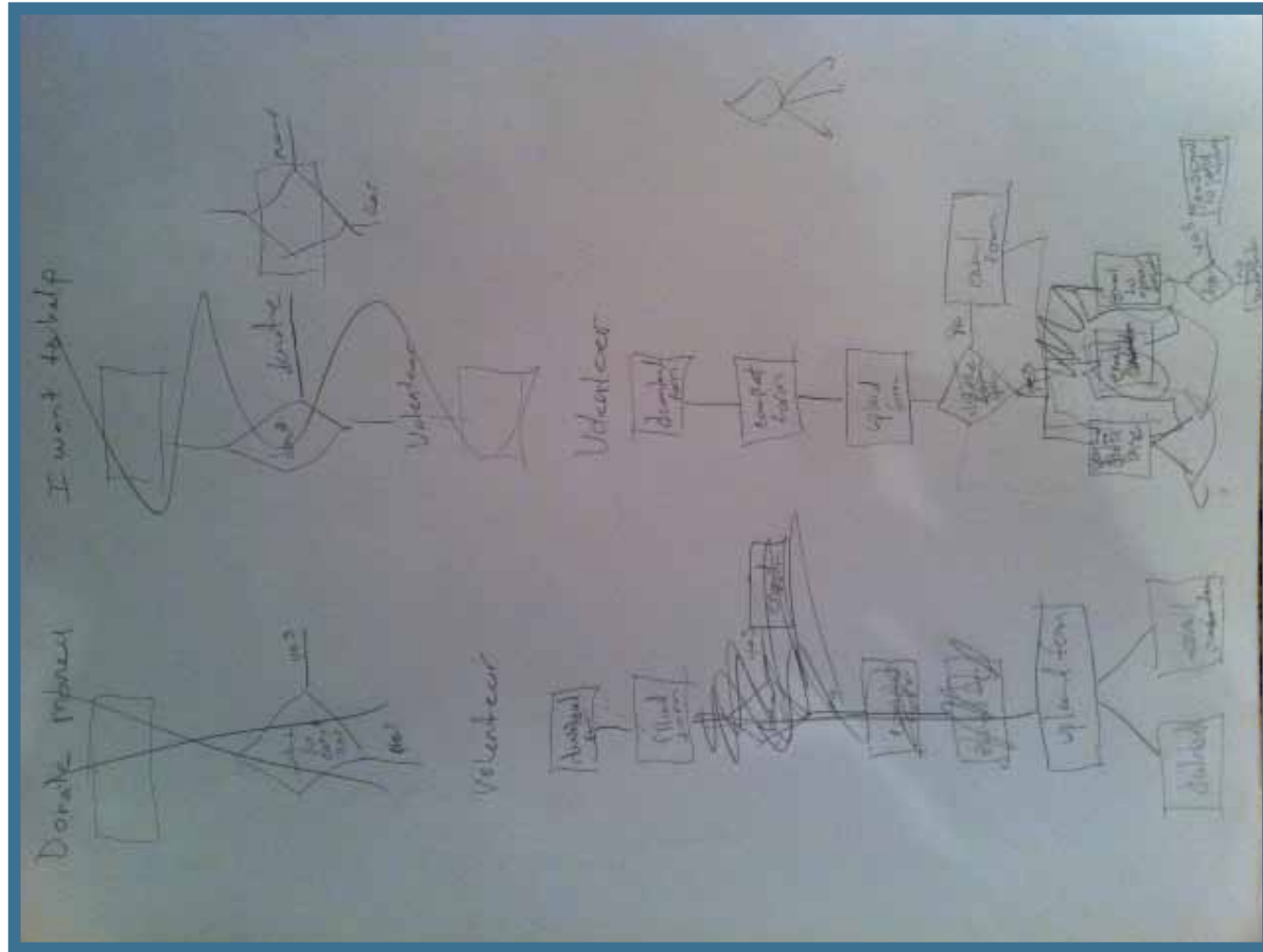
## Site Map Sketch 1



## Site Map Sketch 2



## Flow Chart Sketch



## Wireframe Sketch

