

ALIX RICE Peace Park



Project Documentation

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Matt Koons

Carly Stockton

Discovery Phase:

Phase 1:

Client Identification: Statement of who the client is, what are the messages they wish to communicate on their site, what goals are they trying to achieve, who is their target audience?

The client whose website we decided to makeover is the Alix Rice Foundation. Alix Rice was a teenager who was killed by a drunk driver while skateboarding and the foundations goal is to make sure her legacy lives on and the moral and beliefs she had are never forgotten. Alix was a large advocate for peace, because of this the foundation spent years working on building the Alix Rice Peace Park. We happened to catch this website only shortly after the park was fully built, because of this we had trouble finding what the intent of the website was. Carly was able to reach out to a member of the foundation and we now know that the website is going to be used to tell Alix's story and the wonderful work that was put forth by the community to build her park, and all donations from this point out will be used for park maintenance and upkeep. Their target audience would be those who might be new with the foundations existence and would want to learn about Alix's story and the story of those that helped with this park. As well as people who want to learn how to continue helping with the park and help Alix's legacy live on forever.

Content Analysis: Summarized inventory of existing site content, media, brand elements...



- Home
 - Park Icon/Logo(see left)
 - Park rules, contained within an image
 - Mission statement(cont. Through read more to About Us)
 - Images of skatepark following completion
 - Donate button, exists on all pages
 - Memorial image of Alix Rice
 - Information for single event
- Brick buying form
- Community involvement news.
- Skatepark
 - Aerial view image depicting where the skatepark would go.

- Mapbox with address
- Computer generated aerial image of skatepark
- Skatepark Progress
 - Link to Grindline, who designed the park
 - News story about Grindline coming in to work with community, same as on home page
 - Link to Shotcrete, who did construction
 - News story about Grindline starting construction.
- Timeline up to Shotcrete starting construction, mostly involves the fundraising aspect
- Company sponsor list
- About Us
 - Image of Alix Rice memorial
 - Foundation information stating what kind of organization and why
 - Mission statement in full
 - Foundation Board members with pictures
 - Volunteers Needed-contact info
- Contact Us
 - Contact form
 - Mailing Address, with mapbox
 - Facebook email subscription
 - Twitter feed for @RockinforRice, last updated Sep 19, 2019
- Support
 - Brick buying form
 - Skate park feature goal thermometers, unfinished
 - #BricksforAlix
 - Twitter feed for @RockinForRice
 - Brick goal thermometers, unfinished, family & two corporate levels
 - List of items that can be donated with email contact link
- Construction Update
 - Construction image of shovels and gravel
 - Shotcrete arrival, with images depicting the work
 - Groundbreaking ceremony images from July 7, 2017
 - Grand opening and raffle information

Strategy Guide: Technical guidelines to move the project forward with specific recommendations for improvements: approach to information architecture (proposed site map showing how content will be reorganized and distributed throughout the site), responsiveness, mobile experience, social media and the specific ways that these strategies will further the organization's message. All of these solutions should be in response to the discovery items listed above.

Some areas for improvement within the website are design elements such as color, layout of information, typography and quality of images used. Regarding more technical elements, the website breaks in a few spots and some of the text runs off the page. We are going to divide the site into the following 5 pages: home, about us, timeline, support, and contact us. The home page will contain the skatepark location (a picture from Google maps), a picture of the skatepark from above, and the park's rules. The about us page will tell Alix Rice's story and how the park came to be, as well as about the Peace Park Foundation. The timeline page will show the progression of the park's construction and a list of the park's sponsors. The support page will contain donation links to buy a brick that will go into one of the park's walls, and also other ways to support the foundation. Last, the contact page will have a basic email plugin and icons to reach their social media sites. By organizing the information into clear, straightforward pages, we reduce the information overload that's present on the site right now. These changes will show a more defined direction of the website = supporting the foundation.

Phase 2:

Home

(Section : Quick Mission Statement)

Our mission is to preserve the values of Alix Rice through her legacy as a skateboard enthusiast by maintaining a skatepark as a safe, centrally located meeting place separate from traffic to promote skateboarding as a recreational activity for the youth.

(Section : Skatepark Rules)

Welcome to the Alix Rice Skatepark

This skatepark is an unsupervised facility. Enter the skatepark at your own risk.

-Skatepark Rules-

All users must wear helmets at all times.

The use of knee pads, elbow pads, and wrist guards are strongly recommended.

- Park Hours: Dawn to Dusk
- Use of facility is intended for skateboard, BMX and in-line skaters.
- BMX Riders: Park pegs and handle bar caps are mandatory.
- No eating or drinking on the skate surface.
- No glass of any kind
- No spectators on the skating surface.
- No added obstacles or other objects such as ramps or jumps.
- No alcoholic beverages, smoking, vaping or drugs.
- The skatepark is to be used on a first come, first served basis. Do not use this skatepark if it is too crowded for you to skate safely.
- Do not use this skatepark when skating surface is wet.
- If hazardous conditions exist, report them immediately.
- Amplified sound, organized events, or sales of any kind allowed only with written permission from the Alix Rice Peace Park Foundation.
- Report any illegal activity, including vandalism and graffiti, immediately to (716)616-0976

In case of Emergency Dial 911

By entering the skatepark you are assuming all risk for injuries and damages. The Alix Rice Peace Park Foundation, the Town of Amherst and the State of New York do not assume any responsibility for damage or injuries resulting from entering or using this facility.

About Us

(Section : Foundation Info)

Formed in August 2012, as requirement of the Town of Amherst Recreation Committee, we formed the Alix Rice Peace Park Foundation Inc. We are registered 501c3 Not-For-Profit organization with the goal of building a free use facility located in the Western New York area for skateboarding, inline skating, BMX bikes, and longboards.

(Section: Mission Statement)

The Foundation's mission is to preserve the values of Alix Rice through her legacy as a longboard and skateboard enthusiast by soliciting funds to financially support maintenance of a skate park as a safe, centrally located meeting place separate from traffic available to all Amherst residents which will promote and empower the youth as stewards of the

creative force that adds diversity to our local community through skateboarding as a recreational activity within the Amherst community.

Skaters have a bad image because they are seen on streets or in locations not appropriate for skateboarders. The purpose of this project is to provide a safe place for skaters to partake in the sport of skating and to share camaraderie similar to those experiences of soccer, hockey, lacrosse or football players. Skateboarding is a social culture and sport that helps promote healthy socialization and exercise among teenagers. Increasingly, outdoor space and public areas are privatized in a manner that discourages teens from gathering and partaking in face to face socialization. A skatepark provides a location where they can safely meet with fellow skaters and friends.

(Section : Board of Directors)

John Fulcher President

Brian Duff Vice President

Tammy Schueler Treasurer

Fran Knab Secretary

Steve Federico Director of Construction {Do we need him, should they change his title to Director of Maintenance?}

Timeline

(Section : Timeline - Alternating left and right with downward scrolling)

(Timeline plugin will be used)

Skatepark Groundbreaking Ceremony - July 7th, 2017

(1 image for this section)

Footer and Retaining Wall - March 2018

(4 images for this section)

Excavation and Groundwork

(4 images for this section)

Independent Shotcrete Arrived - April 2018 - Form Work and Fine Grading

(8 images for this section)

Progress Update on Concrete and Formwork

(13 images for this section)

Alix Rice Peace Park Opening
(1 image for this section)

Support

(Section : Buy a Brick - upper right)

Become a permanent part of our effort.

You can contribute to our skatepark through our online brick and feature donation. Your donations will help solidify this park for the continuing future. We greatly thank you for your interest in our cause and if you have any questions or opportunities please contact us at AlixRicePeacePark@gmail.com.

(Include "Online Brick and Feature Donation" button and form below text - lower right)



(Image aligned left on page)

Contact

(Section : Mailing Address - upper left)

195 Londonderry Lane
Getzville, Amherst, New York 14068
Phone Number: 716-514-6148

(Section : Social Media - lower left)

Follow us on Facebook and Twitter!
(Social media icons shown below)

(Section : Contact Form - right side)

Name: *

Email: *

Check here to receive email updates.

Subject: *

Message: *

Submit

Style Guide

Typeface Choice:

We choose to use **Spicy Rice** as our main typeface because it has a peaceful hippy vibe to it, which is seen as very playful and inviting. As well as matching the mindset Alix lived her life by.

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnop

0123456789

.,:;'"!@#\$%&*{(|\)}

We chose to use the typeface **Rubik** because it is simple typeface with easy readability. It also pairs well with **Spicy Rice**. The current website used a multitude of typefaces so we tried to use one that used the best attributes of each but was still consistent across the page.

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnop

0123456789

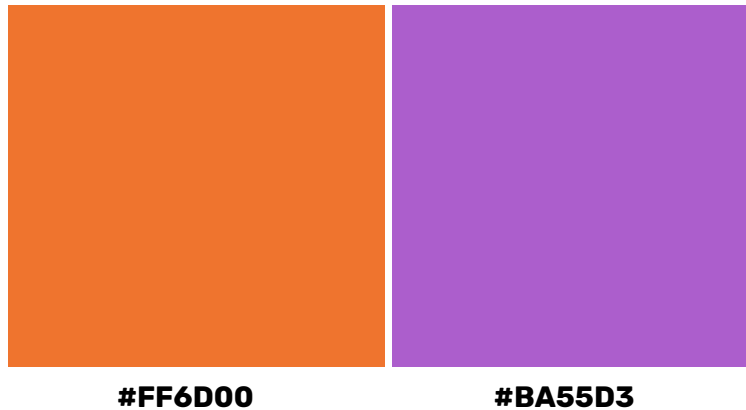
.,:;'"!@#\$%&*{(|\)}

Uses:

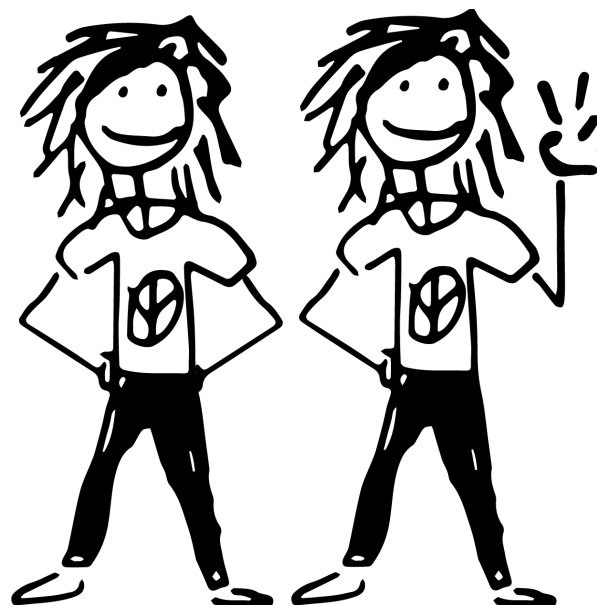
We are using **Spicy Rice** as the Masthead as well as the navigation bar due to the playfulness and because of its bold weight that allows it to pop out as you want the navigation bar to be easily seen.

Color Scheme:

We decided to use the image from the main website from Alix's resting site. We pulled out three main colors to use as they also let off a feeling of peace and happiness.

**Logo:**

The foundation actually has a design that they use as a logo, but only sometimes. It is used for bumper stickers on cars and the like. Although on the website it is almost non-existent. We plan to use this as a main part of the website giving it a friendly look and something people can remember. We brought the logo into illustrator and traced it and cleaned it up a bit to increase the quality. We also made a second rendition of it with both arms on its side opposed to the usual one on the side and one holding up a peace sign.

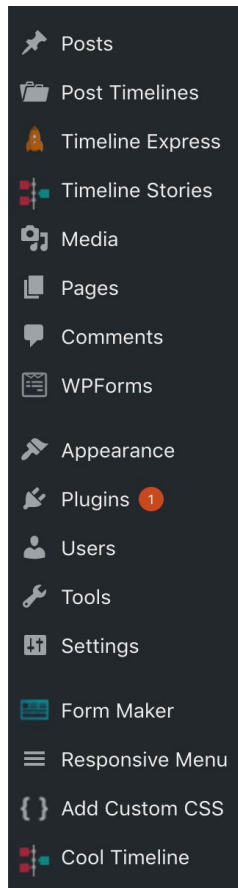


USING THE WEBSITE

First, you must log on to the site through WordPress using the chosen username and password.

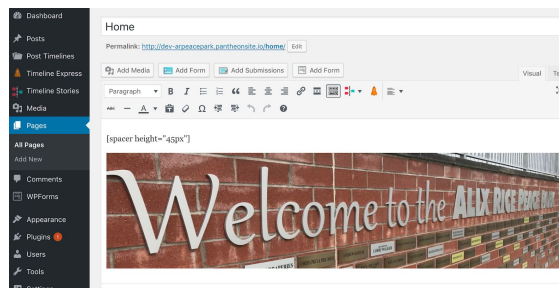
The theme, or overall cohesive appearance of the website, has already been installed. It is not recommended that the theme is changed, anyone who does should be trained in HTML, CSS, and PHP.

Immediately after entering the correct username and password, you will be brought to the Dashboard, through which you can find the various ways you can change the website.



Posts are the part of the website that are intended to change constantly. They display information that needs to change, such as blog entries or updates. In the case of the Alix Rice Peace Park website, this website does not use posts. This was decided due to the finished nature of the skatepark.

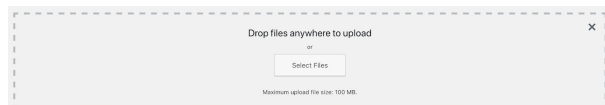
Pages are intended for static information that does not change often. Here is where the bulk of the website's information is. To edit a page, click on the Pages tab and select the page you wish to edit.



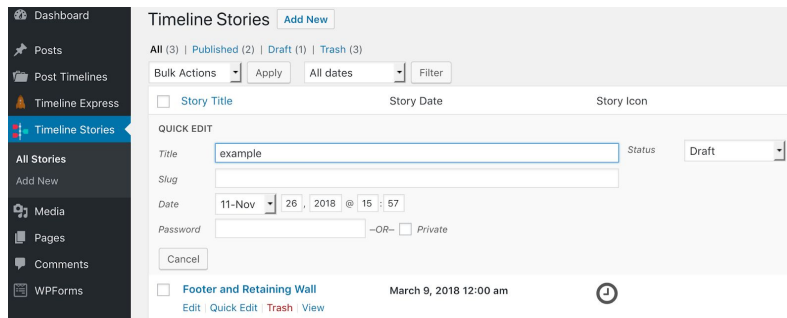
In the dashboard, there will be a text box, like the one above. Here you can edit the text, which includes making the text bold, italic, strikethrough and many more options. You can also add a picture to the page, by selecting the Add Media button.

To make media available for use throughout the website, click on the Media tab. Once selected, underneath the tab is the selection

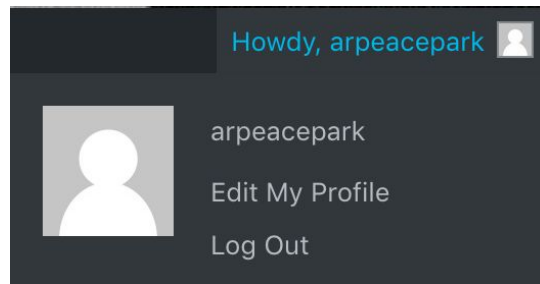
“Add New”. This allows you to drag and drop or browse your computer to find the media you wish to add. This makes that media available for use throughout the website.



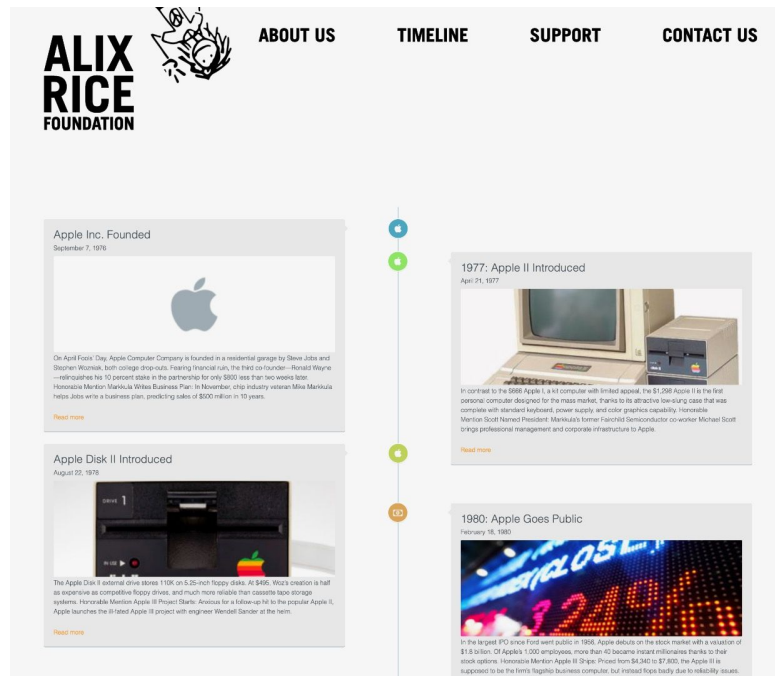
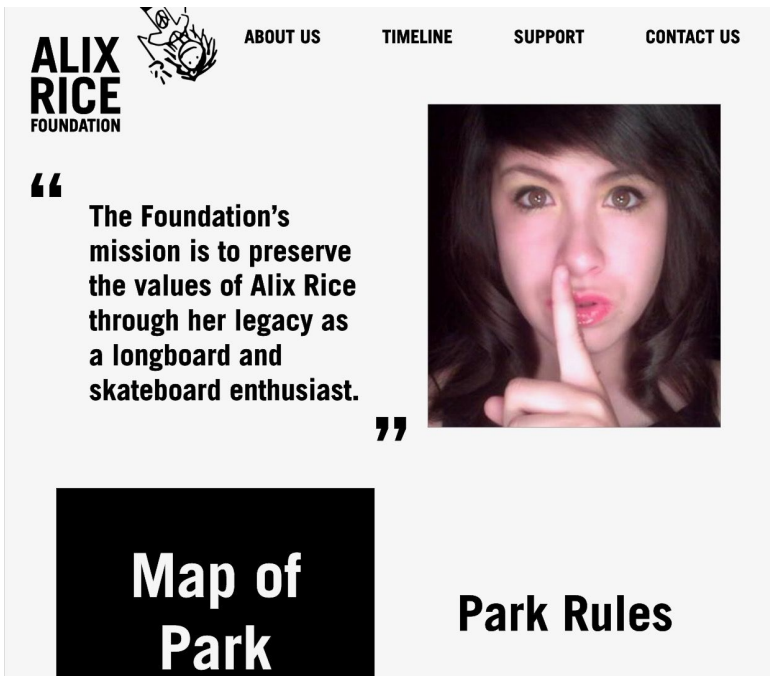
Adding stories to the timeline is just as easy. Click on the tab that says "Timeline Stories" and select "Add New" when it becomes available. Then, like with the pages, a text box will become available for editing. To edit the date of when the story appears on the timeline, select "All Stories". From here, hover over the name of the story you wish to change the date of and select quick edit.

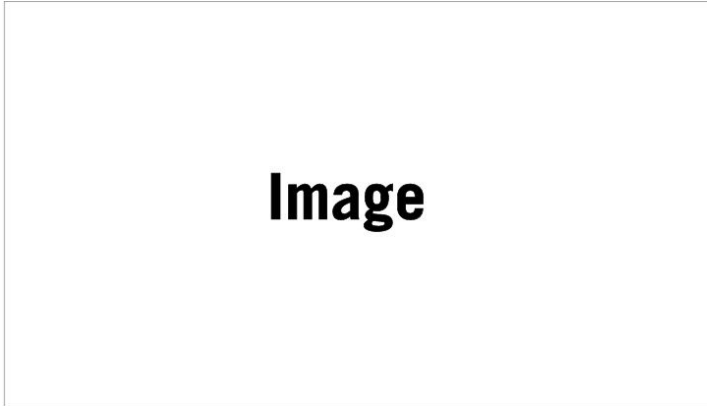


Finally, to logout of WordPress, hover over the name in the top right corner. A menu will appear, with the option of selecting "Log Out".



Wireframes





**Text
About
Where \$
Goes**

**Donation
Form**



Mailing Address

Social Medias

CONTACT ME



**Mission
Statement /
Small Bio**

Image

**Founder
Image**

**Founder
Image**

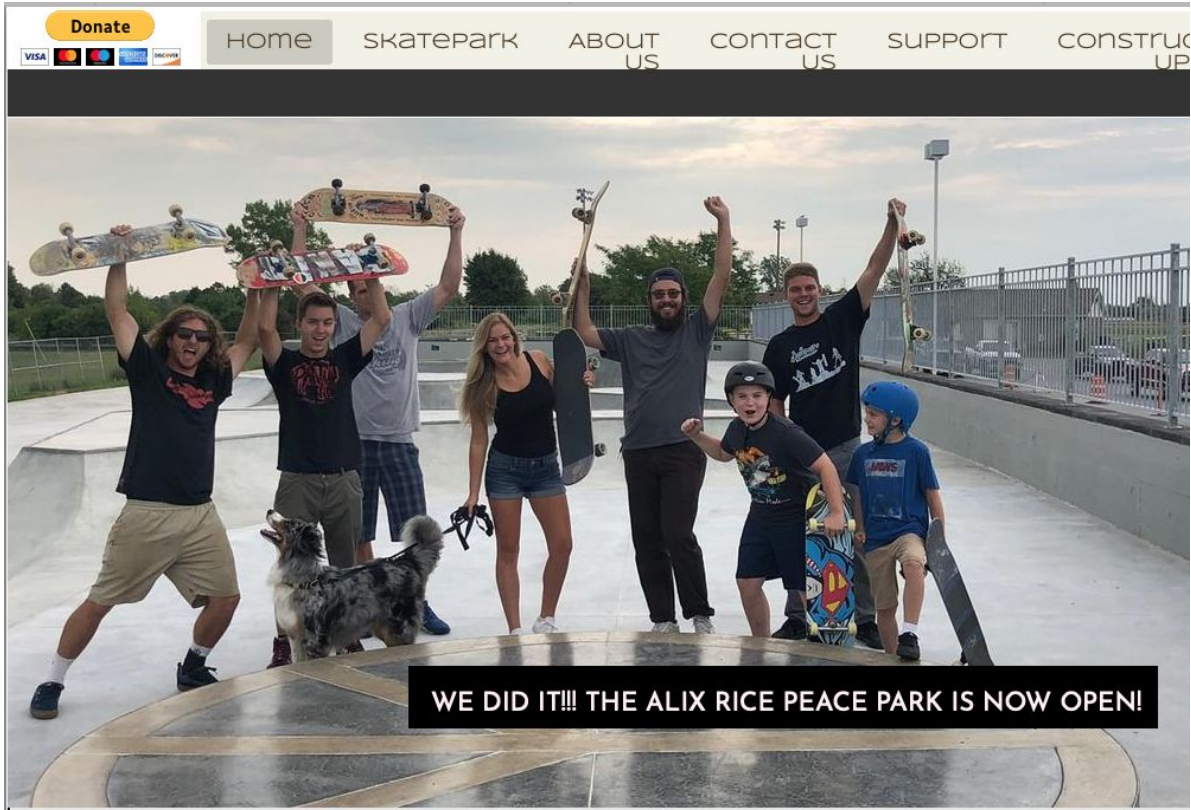
**Founder
Image**

**Founder
Image**

**Founder
Image**

**Founders info /
Volunteers needed**

Screenshots (Original Website)



EVENTS Saturday, September 8th



OUR MISSION

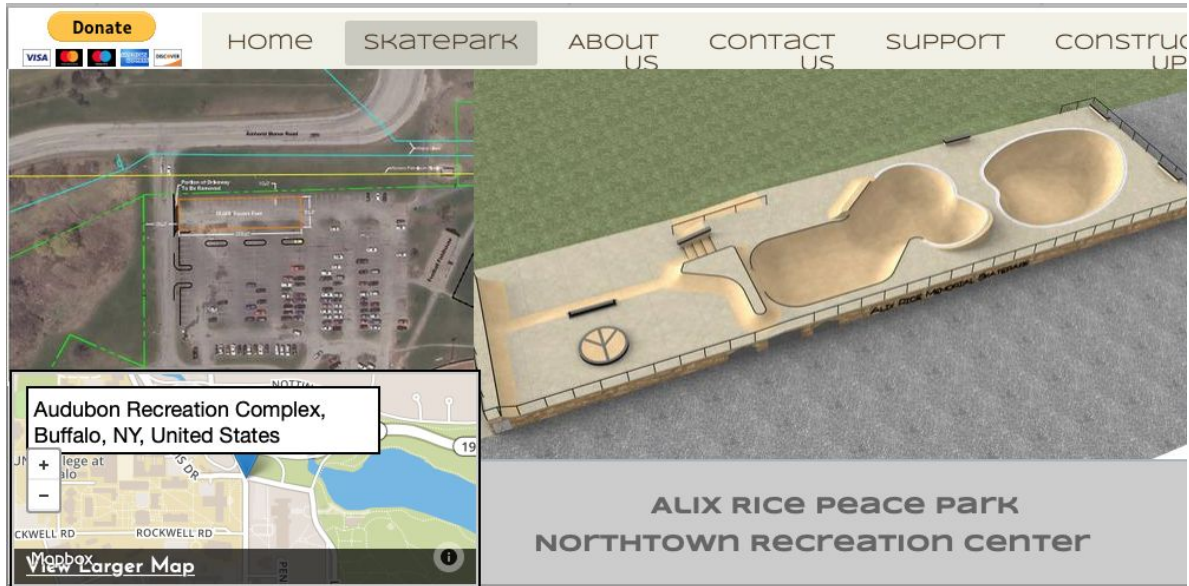
The Foundation's mission is to preserve the values of Alix Rice through her legacy as a longboard and skateboard enthusiast by soliciting funds to financially support the erection and preservation of a skate park as a safe, centrally located meeting place.....

[Read More...](#)



Home Page - Desktop

Skatepark Page - Desktop



SKATEPARK PROGRESS -

We the Alix Rice Peace Park Foundation have been working with the Town of Amherst beginning in 2011. We were formed as a requirement by the Town Recreation Committee and we are 501C3 not-for-profit organization.

We have held numerous fundraisers and opportunities for everyone in the Western New York community and across the nation to get involved. We are currently in the process of building the 10,000 sq. ft. facility with a site A and Site B concept.

We have started construction on phase I and given there are no hurdles to the process we expect completion by Summer of 2018. We had Grindline Skateparks in to do a community meeting in June of 2015. They have designed the concept shown above and we have a second phase in the works.

Independent Shotcrete is on site and arrived April of 2018 to start form work and complete the first phase of the park.

[More info on Grindline here...](#)

Timeline

July 2011 - a formal request for consideration of a skatepark to Parks & Recreation of Amherst.

December 2011 Meeting with Town of Amherst Recreation Committee to discuss, the different needs and possibilities to make a park possible

February 2012 - Additional meetings with Town officials to cover risk factors and liabilities.

July 2012 - A Walk 2 Remember Alix 2012

July 2012- First Rockin' For Rice - Raised \$4300

July 2012 - Meeting with Town Recreation officials on possible locations, lighting , webcams, etc.

August 2012- Began, Alix Rice Peace Park Foundation As required by Town of Amherst Officials

August 2012- We met with Town Recreation Officials announced the formation of Alix Rice Peace Park Foundation, Also discussed where income would be covered and addressed budget issues and needs.

September 2012- Went over formal proposal and Town Recreation Officials



Donate

Home

skatepark

ABOUT
US

CONTACT
US

SUPPORT

CONSTRUC
UP



ALIX RICE PEACE PARK FOUNDATION

Formed in August 2012, as requirement of the Town of Amherst Recreation Committee, we formed the Alix Rice Peace Park Foundation Inc. We are registered 501c3 Not-For-Profit organization with the goal of building a free use facility located in the Western New York area for skateboarding, inline skating and longboards.

FOUNDATION MISSION

The Foundation's mission is to preserve the values of Alix Rice through her legacy as a longboard and skateboard enthusiast by soliciting funds to financially support the erection and preservation of a skate park as a safe, centrally located meeting place separate from traffic available to all Amherst residents which will promote and empower the youth as stewards of the creative force that adds diversity to our local community through skateboarding as a recreational activity within the Amherst community. To secure a 10,000 - 16,000 sq.ft. public skatepark in memory of Alix Rice.

The purpose of this project is to provide a safe place for skaters to skate and share camaraderie similar to those experiences of soccer, hockey, lacrosse or football players. Skate parks are not breeding grounds for trouble. Skaters have a bad image because they are seen on streets or in locations not appropriate for skateboarders. Skateboarding is a social culture. Teenagers in

FOUNDATION BOARD OF DIRECTORS



Jon Fulcher
President



Brian
Duff
Vice
President



Tammy
Schueler
Treasurer



Fran
Knab
Secretar



Steve
Federico
Director of
Construction

**volunteers
Needed -**

Marketing
Event Management

About Us Page - Desktop

Donate



Home

skatePark

ABOUT US

CONTACT US

SUPPORT

CONSTRUCTION



CONTACT FORM

Name: *

Email: *

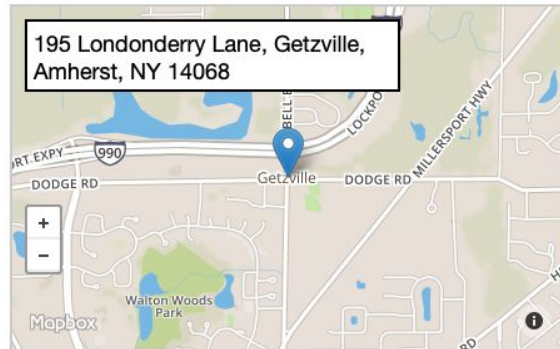
Check here to receive email updates

Subject: *

Message: *

Submit

MAILING ADDRESS



195 Londonderry Lane, Getzville, Amherst, NY 14068
716-514-6148

FOLLOW US ON FACEBOOK OR TWITTER



@RockinForRice

Tweet

Follow @RockinForRice



Brian Duff @duffersabres

20 Nov

Please consider buying a personal/family/corporate brick to support and preserve the Alix Rice Peace Park... twitter.com/i/web/status/1...

Retweeted by AlixRicePeaceParkFDN



AlixRicePeaceParkFDN @RockinForRice 20 Nov

To help maintain and preserve this park - bricks can be purchased at [AlixRice.com](https://www.alixrice.com) #GivingTuesday Thank y... twitter.com/i/web/status/1...



AlixRicePeaceParkFDN @RockinForRice 19 Sep

Thank You twitter.com/amherstpolice...

Contact Us Page - Desktop

Donate



Home

skatepark

ABOUT US

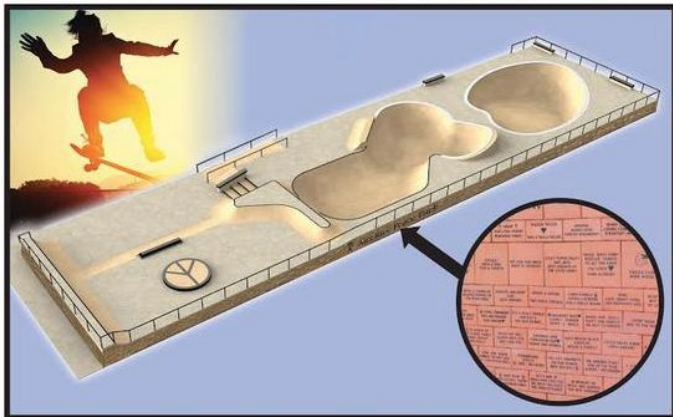
CONTACT US

SUPPORT

CONSTRUCT UP

future Home Of The

ALIX RICE PEACE PARK



**HELP BUILD THE PARK
BUY A BRICK
ALIXRICE.COM**



**Alix Rice Peace Park Foundation Inc.
Creating a Safe Haven for Skaters, In Honor of Alix Rice.**



Brick/Feature Donation Form

BECOME A PERMANENT PART OF OUR EFFORT

We have several opportunities to become a permanent part of your skatepark. We have several needs and our effort will need to continue in order to insure and maintain our park. Below you will find many ways that you can contribute to our cause. We have brick, feature and in kind donation needs that will help solidify this park for the continuing future. Thank you for your interest in our cause and if there are any questions or opportunities that you may have

ONLINE BRICK AND FEATURE

Brick Donation **DONATION**

Family Brick \$100.00 USD

Engraving Details 34 Char.

Add to Cart



**FENCING & RAILS
\$2500**



**BENCHES
\$5000**



**SKATE-ABLE
Features -
\$10,000**



10



3



5

Support Page - Desktop

Donate



Home

skatepark

ABOUT
US

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SUPPORT

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FOLLOW OUR
PROGRESS

PROGRESS UPDATE ON CONCRETE AND FORMWORK



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Construction Update - Desktop

Welcome to the Alix Rice Peace Park



-Skatepark Rules-

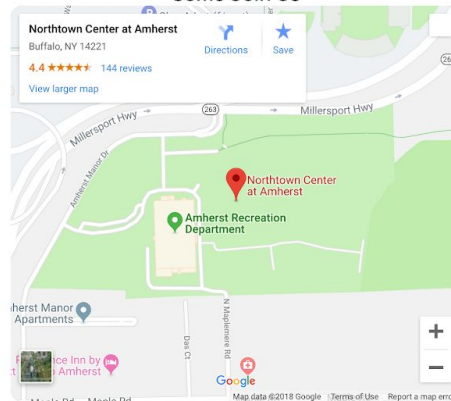
- 🚫 All users must wear helmets at all times.
- 🚫 The use of knee pads, elbow pads, and wrist guards are strongly recommended.
- 🚫 Park Hours: Dawn to Dusk
- 🚫 Use of facility is intended for skateboard, BMX and in-line skaters.
- 🚫 BMX Riders: Park pegs and handle bar caps are mandatory.
- 🚫 No eating or drinking on the skate surface.
- 🚫 No glass of any kind
- 🚫 No spectators on the skating surface.
- 🚫 No added obstacles or other objects such as ramps or jumps.
- 🚫 No alcoholic beverages, smoking, vaping or drugs.
- 🚫 The skatepark is to be used on a first come, first served basis. Do not use this skatepark if it is too crowded for you to skate safely.

Park Info #1 - Desktop

- 🚫 If hazardous conditions exist, report them immediately.
- 🚫 Amplified sound, organized events, or sales of any kind allowed only with written permission from the Alix Rice Peace Park Foundation.
- 🚫 Report any illegal activity, including vandalism and graffiti, immediately to (716)616-0976

In case of Emergency Dial 911

Come Join Us



By entering the skatepark you are assuming all risk for injuries and damages. The Alix Rice Peace Park Foundation, the Town of Amherst and the State of New York do not assume any responsibility for damage or injuries resulting from entering or using this facility.

Park Info #2 - Desktop



Become a permanent part of our effort.

You can contribute to our skatepark through our online brick and feature donation. Your donations will help solidify this park for the continuing future. We greatly thank you for your interest in our cause and if you have any questions or opportunities please contact us at AlixRicePeacePark@gmail.com.

Donate Securely with PayPal
 Choose currency 
 Enter amount

Support Page – Desktop

Who are we?

The Alix Rice Peace Park Foundation is a registered 501c3 Not-For-Profit organization with the goal of maintaining a free use facility located in the Western New York area for inline skating, BMX bike, longboards, and skateboarding. We were formed in August 2012, to fulfill a requirement for the building of the Alix Rice Peace Park set by the Town of Amherst.

The Foundation's Board of Directors



Jon Fulcher
President



Brian Duff
Vice President

The Foundation: Who We Are – Desktop



Our Mission

The Foundation's mission is to preserve the values of Alix Rice through her legacy as a longboard and skateboard enthusiast by soliciting funds to financially support maintenance of a skate park as a safe, centrally located meeting place separate from traffic available to all Amherst residents which will promote and empower the youth as stewards of the creative force that adds diversity to our local community through skateboarding as a recreational activity within the Amherst community.



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The Foundation: Our Mission - Desktop



Construction Complete - Skatepark Open

August 8, 2018



Progress Update On Concrete And Formwork

May 1, 2018



The Foundation: Park History - Desktop



Contact Us

Name *

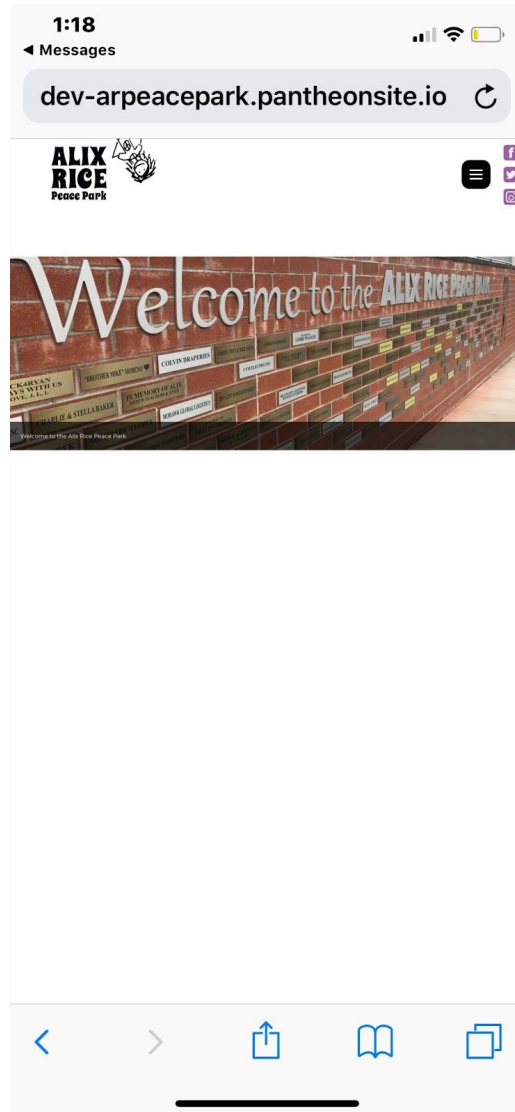
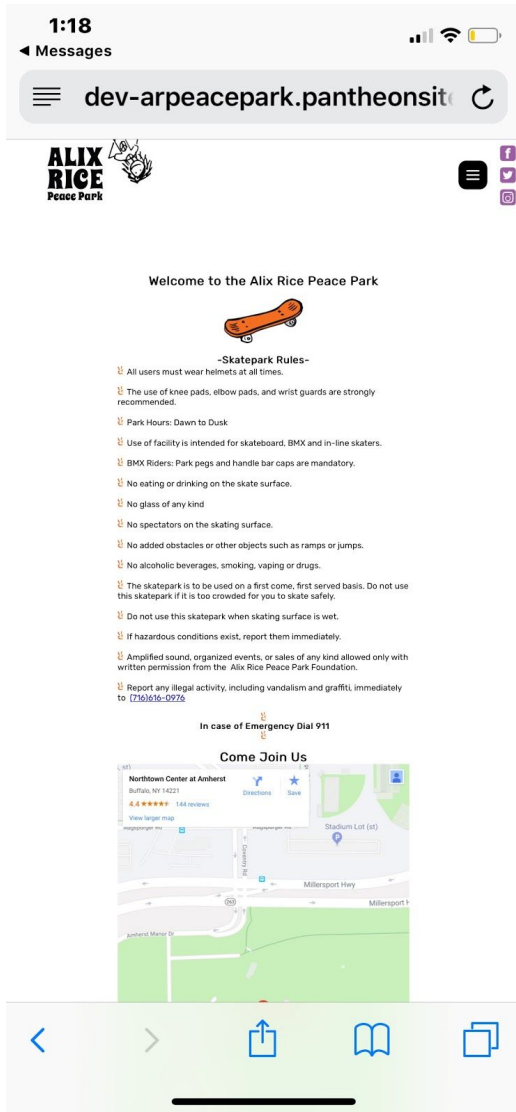
Email *

Subject *

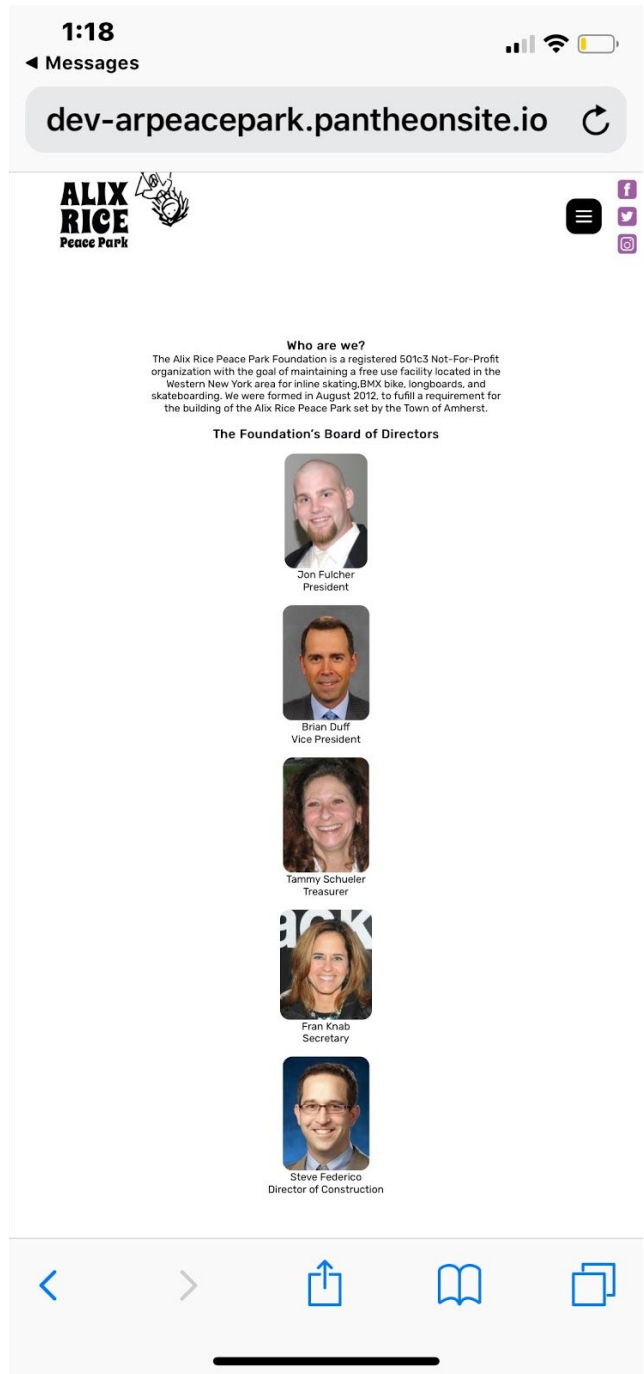
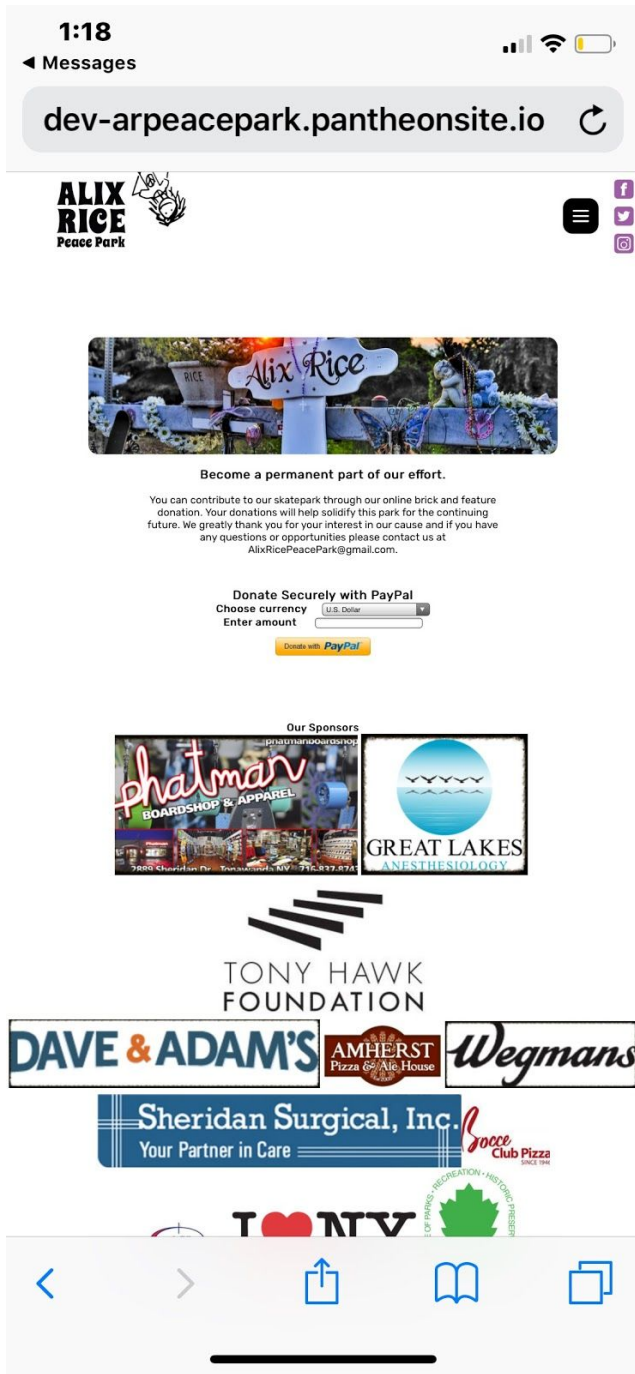
Message *

Submit

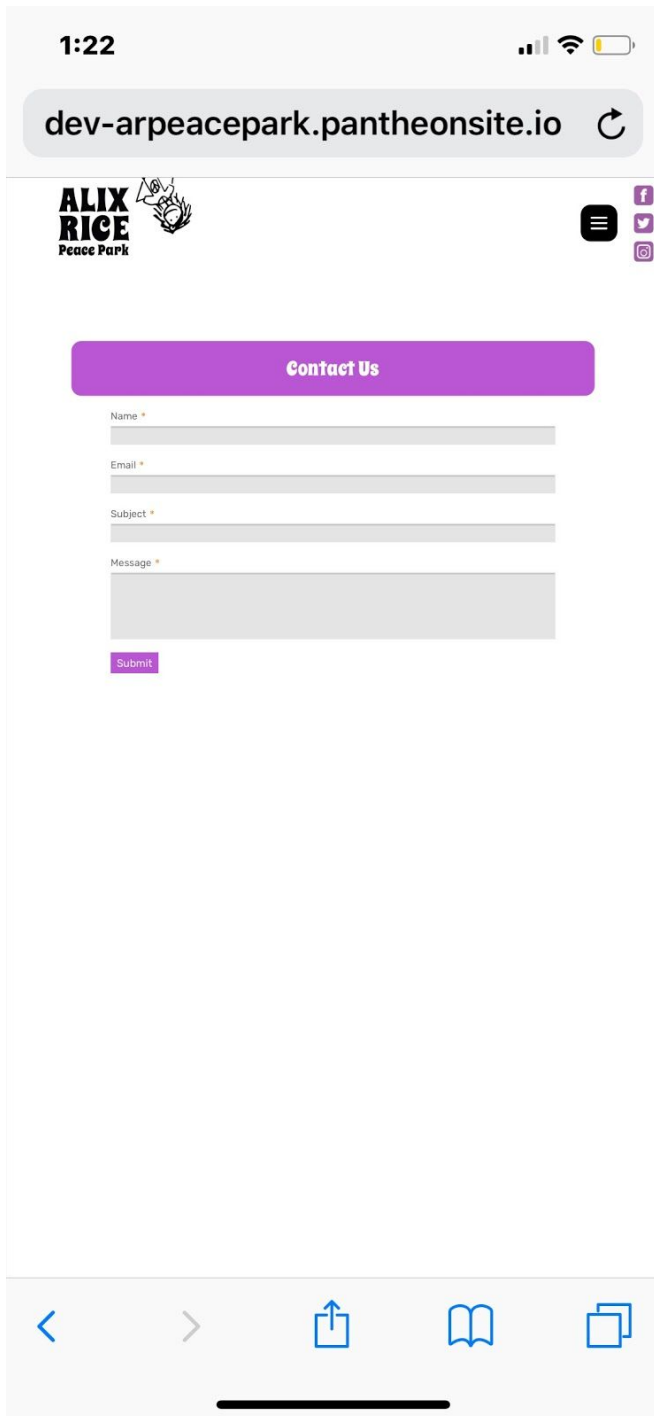
The Foundation: Contact - Desktop



Park Info + Home Page Mobile



Support + Who We Are? Mobile



Contact Us + Park History Mobile