

Writing for Product-selling Website

April, 2014

Introduction about the Project

This is a school project from the module CS0204 Basic Media Writing. Students are required to design a technical product that will facilitate students' campus life. Thus, ASHLEY, a card-sized slim device is designed which provides functions such as checking the status of campus facility and notifications for deadlines etc. This ASHLEY device has four different appearance designs for customers with different personalities. The four designs are Bookworm ASHLEY, Fashionista ASHLEY, Explorer ASHLEY, and Hipster ASHLEY. Then, students are expected to design a website prototype with necessary text and images using the media writing skills taught in class.

Website Layout

1st page (homepage):

ASHLEY- Convenience at a TOUCH.

ASHLEY can remind you of your school deadlines and school events, help you with the dull and tedious process of the booking of rooms and even notify you about the chores you need to get done... at a TOUCH. Most important: you choose how you want Ashley to help you.

Pocket-sized ASHLEY comes with a screen to notify you of your important daily affairs.

ASHLEY looks like a slim card and weighs no more than a pen in your pencil case. As sleek as she is by herself, you can even personalise her according to your desired style and personality. Make her your statement, your story, your adventure and your trend. [Click here for styles](#)

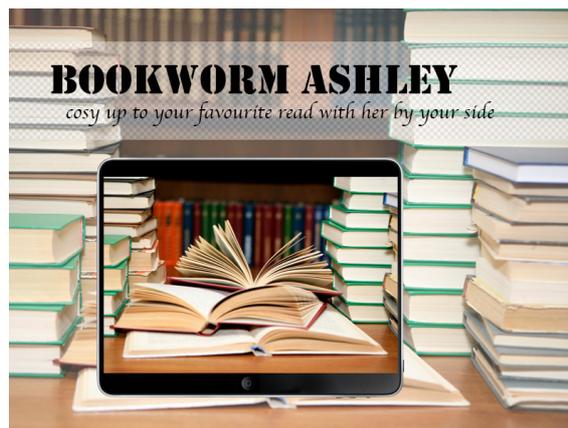
With Ashley you don't need a highly paid personal assistant. ASHLEY is an advanced computerised system – so, find out what ASHLEY can do for you.

2nd page (with tabs/icons for each personality):

ASHLEY's Personalities

Bookworm ASHLEY

Books are not just bound pages with words. They allow you to discover a colourful variety of characters and immerse yourself in the world of imagination. Let the Bookworm ASHLEY accompany you while you spend time with your reads - the new, the familiar and the academic. The Bookworm ASHLEY will always be ready to remind you about important deadlines and chores you may forget about while you're in the engrossed in a new story, whether it's a tragic romance, a gripping mystery or a lighthearted comedy.



Fashionista ASHLEY

Styles come and go, they change ever so often. But yet, it is important to be part of it - to change with the seasons or the latest trends. Always stay on top of the latest trends as you dress ASHLEY according to the style you want. Today, she can be dressed classy and tomorrow she can be dressed bohemian. Make it your statement as she



accompanies you around the school reminding you of your deadlines or helping you when booking a room becomes a chore.

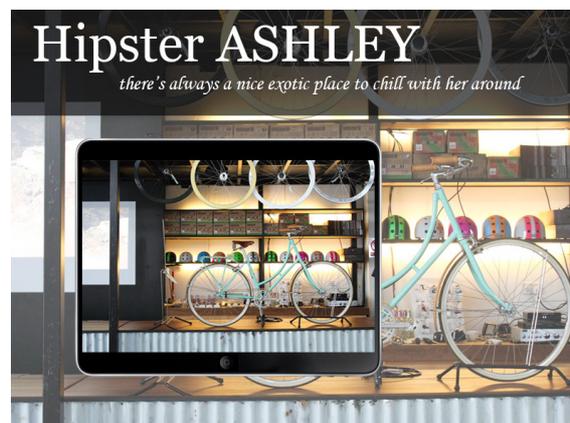
Explorer ASHLEY

Take a leap of faith. Let Ashley explore the treacherous, exciting and uncertain journey of school life with you. She is your faithful companion, tool and guide who can also help you navigate through NTU's complicated terrain. Embrace your breathtaking expeditions. The journey you take with ASHLEY will allow you to venture through the journeys of school life, new trips and exotic places within the school with ease. The Explorer ASHLEY will be your faithful companion, tool and guide. I don't think this really tells you specifically what is meant. But maybe you think that's ok?



Hipster ASHLEY

Amidst the hustle and bustle of school life, there is always time for a drink at that hole-in-the-wall cafe or a trip downtown to a concert by local indie bands. ASHLEY understands your need for space and distaste for clutter. She will be your companion as you discover hangout spots in NTU where few have been. Be the first to check out what ASHLEY can do for you.



3rd page

ASHLEY's functions

- Built-in alarm for school deadlines and appointments
- Notifications when functional rooms are empty (e.g. laundry room, computer lab) or your task is finished (e.g. laundry is done).
- Digital indicator of room capacities, number of empty car park lots, approximate queue time for queues in canteens.
- Reminders for registered school events
- Booking system for rooms around NTU at your fingertips
- Campus map with GPS function

4th page

Purchase ASHLEY

- \$109
- Available at Student Activity Center @ North Spine
- Available at Eight Flags @ South Spine
- Or order from our website & have it delivered to your hall doorstep

5th page

Press Release

Attain Convenience at a Touch with ASHLEY, Your Personal Secretary

If you're tired of facing trivial problems while living on campus, our digital personal secretary ASHLEY can help you solve your daily struggles at a touch.

From a survey we conducted on campus, we found out that many students are tired of dealing with problems living on campus that interfere with their schedules. Some of these problems include rushing to their hall's laundry room only to find the dryer in use, getting stressed from forgetting about that one essay is due the next day, and feeling exhausted after walking a long distance but not being able to find the tutorial room for their new class.

ASHLEY helps you eliminate these problems with her various functions. This compact and pocket-sized digital secretary comes with a screen that notifies you about the chores you need to get done at a touch. It can also automatically synchronize important

timings and venues in your academic calendar based on information systems like Blackboard and Studentlink. This allows ASHLEY to remind you of your upcoming school events and deadlines, easing you from the worry of not being kept up to date.

ASHLEY also comes with a GPS function which you can use to find tutorial rooms, the nearest ATMs, and other critical places. Its information system also notifies you on how crowded the functional rooms around school are. These include the laundry room, pantry, computer labs and TV rooms, saving you the trouble of making trips in vain. She also helps you to book discussion and meeting rooms around school for your projects and assignments.

You might think some of ASHLEY's functions are similar to what already exists in your phones or NTU's website. So why do you need ASHLEY as a product ?

ASHLEY provides you with convenience at a touch. With all the functionalities you need existing within a built-in system, all you need to do is to turn on your ASHLEY device and click on different icons to access websites such as Blackboard and Campus Map. Alongside this, you can use ASHLEY's new functionalities such as the GPS function and the built-in indicator for room capacities. You get everything you need as a student living on campus in just one device.

You can also personalise your ASHLEY device with different stickers that bring out your personality. Choose from four stylish designs - the Hipster, Bookworm, Fashionista and Explorer - while making your ASHLEY purchase. These stickers will bring out your personality and also let you have a digital companion that shows off who you are.

ASHLEY can be purchased at the Student Activity Center at North Spine and Eight Flags at South Spine. ASHLEY can also be delivered to your hall doorstep - simply order it from our website - secretaryashley.wordpress.com. ASHLEY is only priced at \$109.

*Coming soon: RONALD (ASHLEY's male counterpart)