

www.WhereDoSocksGo.com



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Subject:

- The subject of this project is the phenomenon of missing socks. They seem to have a life of their own and become separated from their “solemates” far too often...when nobody is watching. This website is an interactive playground to entertain the visitor who ponders the question, “Where Do Socks Go?”.

Project Goals:

- The main goal of this website is to get exposure for the book, “Where Do Socks Go?”, which will ultimately lead to secondary goals of book sales, and a substantial donation (from the proceeds of the book sales) to the cause of Missing and Exploited Children.

Project Objectives:

- The objectives will be to provide the fun and entertaining elements of the website, whether they be informational, educational, or instructional in nature. The website will attract attention and create internet buzz as its content is very unique. After all, anybody who has ever done laundry knows exactly what the mystery of missing socks is all about. And, it is curious, human nature to want to ponder a question and help solve a mystery.

Strategy for Meeting Goals and Objectives:

- The website will consist of ten areas of user interactivity, or features. Each feature is designed primarily to be entertaining for adults and children, as well as educational for the children. The entire package will bring awareness to the phenomenon of missing socks, create internet buzz, and bring exposure to the new book, “Where Do Socks Go?”. It follows that the book exposure will lead to book sales, which in turn will lead to donations to the cause of Missing and Exploited Children.

3 Types of Users and Goals:

- Any person who has ever done a load of laundry and knows what it feels like to lose a sock. The demographic is really not an issue here. Everyone, no matter their income, their level of education, their sex, whether or not they have their own washer and dryer or go to a laundromat, their preference for tea or coffee...everyone has lost a sock in the laundry, and thus pondered the mysterious question. This type of user is really just looking for entertainment, a place to commiserate with other people who have lost socks in the wash and want to compare stories. This user just wants to ponder the mystery of missing socks, maybe because they have nothing better to do at the time, and they want to be humored, or maybe because they just want to feel like they belong to a group of like-minded thinkers.

3 Types of Users and Goals (cont):

- Children ages 3 – 10, as they will be the audience for the childrens' book, "Where Do Socks Go?". The kids will come to the site with the goals of playing the interactive games, reading the interactive story, and maybe even writing their own ending! The children coming to the site will be familiar with the character of Sockrates and will want to come to the site just to see what Sockrates is doing.
- Gamers of any age. Gamers will come to the site with the goal of playing the interactive games.

Stakeholder Goals and Objectives:

- The stakeholder is the author of the book, “Where Do Socks Go?”.
- **Stakeholder’s Goal** - The stakeholder’s goal is simply to get exposure for her book, which will ultimately lead to book sales, and a substantial donation (from the proceeds of the book sales) to the cause of Missing and Exploited Children.
- **Stakeholder’s Objectives** – The stakeholder’s objectives will be to provide the fun and entertaining interactive elements of the website, whether they be informational, educational, or instructional in nature. The website will attract attention and create internet buzz as its content is very unique and buzzworthy.

User Persona #1: Susan Gerjoi

- “I must lose at least 3 socks each load. It never fails. I’ve always wondered if there is a secret sock society somewhere. And the thing is, if they are all disappearing from “here,” they have to be accumulating “somewhere,” and that can’t be good for the earth!
- **Susan** is a 50 year old, newly divorced old stay at home mom in Lincolnshire, IL. She has 3 children, ages 22, 18, and 16. She takes pride in her home and maintains it very well. She has a Bachelor’s Degree in Advertising, which she doesn’t use anymore. Instead, she is a part time sales person at Jared Jewelry. She used to have a busy family life, but now that her kids are grown and out of the house, she finds herself bored most of the time, especially while she is doing laundry. It is usually at times like this that she turns to the internet to escape and be entertained. She came upon the website one day, ironically enough, while she was doing laundry, and had just come across 1 lonely sock in the pile of dried clothes.

Internet Use: Checks email periodically during the day. Uses Google search engine to find restaurants, movies and other entertainment.



User Persona #2: Zachary James

- “I just love my `puter. It’s my favorite thing in the whole, wide world. I wonder what Sockrates is doing today?”
- **Zach** is a 4 year old child. He spends a lot of time at home because he goes to pre-school for just half a day three days a week. He enjoys educational, yet fun kids’ shows that usually feature some sort of goofy main character, such as Sponge Bob Square Pants, or Barney the dinosaur. His mom Googled the term “Sockrates” when she heard Zach ask about a book that his pre-school teacher read for the class.



Internet Use: Parental blocks keep him from surfing most of the internet at this time. However, he can search childrens’ sites.

User Persona #3: Prince McCoy

- “I have NEVER lost a sock in the laundry! I really don't know what all the fuss is about. It is so simple. Put the laundry in the wash, 2 socks together. Then put them in the dryer, 2 socks still together. Then take them out of the dryer, and guess what? They are still both there!”
- **Prince** is a 56 year old gamer. He is married, with 6 children and 2 dogs. Although he won't admit to have ever lost a single sock in the wash, he is very interested in the buzz created by the media. He has an Associate's Degree from a local college in Wisconsin.
- Although he is very active in physical sports, he manages to spend about 2 hours each evening playing computer games. He especially enjoys escaping and living vicariously through animated characters in virtual 3D worlds. He came upon the website after hearing a news story about the missing sock epidemic, and thought it was so ridiculous that he had to check it out.
- **Internet Use:** Surfs the internet constantly for new games to play. Checks his email often, texts his wife constantly, and posts what he's into on Facebook daily.



User Scenario: Susan

Today is Tuesday, and Susan, a stay at home 50 year old mom doesn't have to go to work today. It is her day to catch up on her housework, specifically her laundry. She has just finished taking her first load out of the dryer, and proceeds to match up the socks. Lo, and behold, when she is done matching the socks, there are 3 socks still sitting in the bottom of the laundry basket, each one from a different pair, without a mate. Susan is not really surprised as this happens to her a lot. She just sighs and figures they might show up sometime.

Susan then goes to move her second load from the washer to the dryer. As she performs this small task, the big question is still weighing on her mind, where did those socks go? She also begins to wonder if she is going to lose another sock during the next wash cycle. As usual, she has no answer to the mystery.

While she is waiting for that next load to dry, she turns to the internet for a little bit of an escape. She is still thinking about those missing socks, and decides to Google the term "missing socks." She can't believe what the results have returned. It seems that she has just been validated as, this is a topic with quite a following. Many, many people have pondered this very mystery and are anxious to get to the bottom of it once and for all.

User Scenario: Susan (cont)

Susan clicks on a link for a video on www.youtube.com which discusses this very thing. The video is actually a stop motion animation teaser with a link at the end to go to www.WhereDoSocksGo.com and join the growing community of people who are sharing stories and having fun discussing the topic and interacting with the various elements of the website.

Susan finds herself searching the comprehensive database of lost socks to see if she recognizes any of them. She begins to read the latest “missing sock conspiracy theories.” And then posts her own. She even plays with the “Psychic Smelly Sock Analyzer” because she thinks it’s so ridiculously funny that the computer can claim to be able to smell your sock. She is laughing and loses, no, not another sock, but she loses track of time, as she is so intrigued by the website.

Finally, she sends the link to the website to one of her friends, who also loses socks in the wash. No surprise there!

Functionality Specifications:

- 1) **IMAGE PHOTO GALLERY #1 (Comprehensive Database of Missing Socks)** - Search and win prizes for posting a successful match. This is pure entertainment. The user will be able to see an assortment of single missing socks. The user will then be able to upload a photo of his sock, if it is a match to one he sees. If a match is made, he will win a small prize.
- 2) **IMAGE PHOTO GALLERY #2 AND E-COMMERCE (Adopt-a-Sock)** - Search the images, and then choose to adopt a particular sock. The user will be taken to the shopping cart to complete the transaction, and will receive an adoption certificate via email at completion.
- 3) **IMAGE PHOTO GALLERY #3 (Classified Ads)** - Upload a photo of a sock matching a missing sock, and hope that someone on the planet has seen or found it. Again, this is pure entertainment. The user will see what resembles a “classified section” of a newspaper where ads, including photos, of missing socks appear. The user will then be able to upload his photo of his own missing sock and write a short personal ad for inclusion in the paper.
- 4) **BLOG (Missing Sock Conspiracy Theories)** - Read, comment on, and write the latest “missing sock” conspiracy theories. Again, pure entertainment. The user will be able to see previous posts and then be able to comment on a previous post or create a new post.

Functionality Specifications: (cont)

- 5) **GAME (Psychic Smelly Sock Analyzer)** - Consult a “psychic” to try to figure out where their socks might have gone, based on the scent of the sock left behind. More pure entertainment. The user will see and hear a “Dr. Seuss-type” of animated machinery. He will then be able to interact with it on various levels, such as, adjusting the sound level, holding a sock up to it’s “smeller” so that the machine can smell the sock. The machine will then give a response to the smell of the sock. Most likely the user will laugh. We know this is impossible technologically, but it is entertaining just the same.
- 6) **PRINTING (Missing Sock Flyer Printer)** - Design and print out a flyer depicting a missing sock, as one would do for a lost dog. More pure entertainment. The user will see a template for the flyer. The user will have several choices to make, check boxes to check, in describing his missing sock. When the choices are made, the user will be able to print out his flyer, or post it in miniature form in the classified ads’ image photo gallery as described above.
- 7) **RESPONSE FORM AND E-COMMERCE (Where Do Socks Go? Ebook)** - Finish the short story, “Where Do Socks Go?” by uploading an ending and illustrations, and then order a hardcopy of the finished book, with their name as co-author and / or co-illustrator. This feature is not only for achieving the objective of being entertaining, it is educational as well. It will teach the children how to author a book while it creates exposure for the book, “Where Do Socks Go?”. In addition, it will generate donations for the cause of Missing and Exploited Children, through the proceeds generated from the sales of the completed book. The user will see the book, “Where Do Socks Go?” and be able to read it, in its entirety. However, the story actually has no ending. At the place where the ending should be, the user will see a call to action, to write the ending of the story, and submit it for publishing. The user will be allowed to add content and illustrations to the story. Upon completion, the user will be taken to a shopping cart in order to purchase the book and make a donation to The Center for Missing and Exploited Children.

Functionality Specifications: (cont)

- 8) **VIDEO GALLERY** - Submit original videos regarding their theories of this phenomenon. Again, this is pure entertainment. Here, the user will see a video player, a search box and a list of videos (in the form of links). The user will be able to search for any video he would like to view on the player, or he may simply click one of the links in the listing and the video will appear in the player ready to be played. The user will also be able to submit videos for sharing.

- 9) **ON-LINE DIARY / TRAVEL JOURNAL** - Submit original photos of themselves traveling the world while looking for Sockrates' missing Solemate. (Sockrates is the main character in the story, "Where Do Socks Go?" He obviously loses his "solemate" in the story, and sets out to find her.) This feature is not only for achieving the objective of being entertaining, it is educational as well. The user (children) will see a diary or book resembling a travel journal. This will be each child's own personal journal. The children will be encouraged to post their photos, along with their journal entries, in a sort of travel log style. The children will also see a list of other kids' journals, any of which may be clicked on and opened up to read. So, again, the children will be learning how to journal, alongside Sockrates, which will create exposure to the book, "Where Do Socks Go?".

- 10) **GAME (The Dryer Game)** - Play an interactive game where they can help Sockrates move about in his virtual world, accessed through the back, or lint trap of a dryer, as he searches for his lost solemate, and encounters many adventures along the way. Again, this is more pure entertainment, which by virtue of involving Sockrates in the game, will again create exposure for the book. The user will see the virtual environment of the mysterious place which can only be accessed through the secret panel on the back of the clothes dryer. The user will be able to choose to play the game by clicking on the "play" button.

Content Specifications:

- 1) **IMAGE PHOTO GALLERY #1**- The “Comprehensive Database of Missing Socks” will require user uploaded photos in the forms of JPEG or GIF.
- 2) **IMAGE PHOTO GALLERY #2 and E-COMMERCE** - The “Adopt-a-Sock” page will require user uploaded photos in the forms of JPEG or GIF. User provided text is also a content requirement. There will also be information on the Center for Missing and Exploited Children, and how the user’s donation will help.
- 3) **IMAGE PHOTO GALLERY #3** – The “Classified Ads” for missing socks will require user uploaded photos in the forms of JPEG or GIF. User provided text is also a content requirement
- 4) **BLOG** – The “Missing Sock Conspiracy Theory Blog” will rely on user provided text content as well. There could also be a need for photos in JPG or GIF format as well here.

Content Specifications: (cont)

- 5) **GAME** - The “Psychic Smelly Sock Analyzer” will require a somewhat different kind of content. Random “opinions”, both audio and written, about the smell of one’s sock, and what it means for the whereabouts of the missing sock will be created and stored on this page. Upon user interaction, an “opinion” will be released. (The user will determine whether or not the “opinion” is audio, or written, with the click of a mouse.)
- 6) **PRINTING** – The “Missing Sock Flyer Printer” page will store a template for creating the flyer. The template will have sections in it for uploading a photo (JPEG or GIF) and writing a description in plain text.
- 7) **RESPONSE FORM AND ECOMMERCE** – On the “Where Do Socks Go?” story page the user will find an entire ebook (filled with content) and an empty ebook (ready to be filled with content by the user). There will also be information on the Center for Missing and Exploited Children, and how the user’s donation will help.

Content Specifications: (cont)

- 8) **VIDEO GALLERY** – The content in the video gallery will be provided by the users in the form of .mov files, or any file capable of being played by Quick Time. The files will be listed alphabetically, as well as searchable in the search box
- 9) **ON-LINE DIARY / JOURNAL** – The content in the online journal will be submitted by the users (children) in the form of JPEG or GIFs, with accompanying text.
- 10) **GAME** – The Dryer Game where Sockrates is looking for his “solemate” will require lots of interactive content and elements. Many virtual worlds will have to be designed and included in this game. Examples of such fictional places are, “Woodsock,” “The Socks Game,” and “The New York Sock Exchange,” to name a few.

Meeting the Objectives Chart:

Page	Objective	Features	Functionality Specification	Content
Home	<ul style="list-style-type: none"> -Easy navigation of entire site. -Easy to scan, minimum noise. 	<ul style="list-style-type: none"> -Navigation Bar with buttons. -Content blocks with images. 	<ul style="list-style-type: none"> -User can click on buttons or images to go to desired page. 	<ul style="list-style-type: none"> -XHTML, images, links
Missing Sock Database	<ul style="list-style-type: none"> -Search for missing socks and win prizes for successful match. 	<ul style="list-style-type: none"> -Image Photo Gallery. 	<ul style="list-style-type: none"> -User can browse images and upload images of matching socks. 	<ul style="list-style-type: none"> -User provided images and text.
Adopt a Sock	<ul style="list-style-type: none"> -Choose a found sock to "adopt," proceeds benefit Ctr. for Missing and Exploited Children. 	<ul style="list-style-type: none"> -Image Photo Gallery. -e-commerce. 	<ul style="list-style-type: none"> -User can browse images, click on an image of a sock he would like to "adopt," and proceed to the checkout where he can make a donation. 	<ul style="list-style-type: none"> -User provided images and text. -text on an adoption certificate.

Meeting the Objectives Chart (cont):

Page	Objective	Features	Functionality Specification	Content
Classified Ads	-Place an ad for a missing sock.	-Image Photo Gallery.	-User can browse ads or upload his own.	-User provided images and text.
Missing Sock Blog	-Read, comment, write the latest missing sock conspiracy theories.	-Blog	-User will be able to see previous posts, and comment or write new posts.	-User provided text and images.
Psychic Smelly Sock Analyzer	-Obtain a psychic reading on a single sock to locate its missing mate.	-Game	-User will be able to interact with the PSSA machine on various levels, including the scent of the single sock.	-Interactive graphic with buttons, levers, sound, and smoke.

Meeting the Objectives Chart (cont):

Page	Objective	Features	Functionality Specification	Content
Missing Sock Flyer Printer	-Design and print out a flyer depicting a missing sock.	-Design and printing.	-User can upload a photo and text to create and print out a flyer advertising a missing sock.	-User provided images and text. -Interactive Flyer template.
Where Do Socks Go? ebook	-Read unfinished story, submit possible ending, purchase book.	-E book, Response Form and e-commerce.	-User can read unfinished story and submit custom ending to story and then purchase personalized storybook.	-User provided text and images. -E book

Meeting the Objectives Chart (cont):

Page	Objective	Features	Functionality Specification	Content
Video Gallery	-View and submit videos for sharing.	-Video Gallery.	-User can view other users' videos and submit their own for sharing.	-User provided video files and text.
Travel Journal	-Read and create travel journals.	-Online Travel Journal	-User can read other users' travel journals, (including Sockrates') and submit their own for sharing.	-User provided text and images. -Also text and images from Sockrates' Travel Journal.
Dryer Game	-Escape into a virtual world and help Sockrates find his "solemate"	-Game	-User can access a virtual world through the back trap door of a clothes dryer.	-Interactive virtual environment

Interactive Features Chart:

PAGE	FEATURE	WHAT USER SEES	WHAT USER DOES
Home	<ul style="list-style-type: none"> -Navigation Bar with buttons. -Content blocks with images. 	<ul style="list-style-type: none"> -User will see a navigation bar with various buttons corresponding to the pages in the website. -User will also see various blocks of content with images, also corresponding to all the pages in the website. 	<ul style="list-style-type: none"> -The user simply clicks on wither one of the navigation buttons in the navigation bar, or on one of the images in the content block. The user is then taken to the page represented by the button, text, or image being clicked.
Missing Sock Database	<ul style="list-style-type: none"> -Image Photo Gallery. 	<ul style="list-style-type: none"> -User will see a comprehensive database of images of single missing socks. 	<ul style="list-style-type: none"> - The user will be able to search the database, and then upload a photo of his own sock if he sees that he has a match to one that is in the database. The user may win a prize for his match.
Adopt a Sock	<ul style="list-style-type: none"> -Image Photo Gallery. 	<ul style="list-style-type: none"> - User will see a comprehensive database of images of formerly missing socks who have now been found, but have no home, and therefore are waiting to be adopted. 	<ul style="list-style-type: none"> - The user will be able to search the database, and then choose to adopt a sock. The user will be taken to the shopping cart to complete the transaction, and will receive an adoption certificate at completion.

Interactive Features Chart (cont):

PAGE	FEATURE	WHAT USER SEES	WHAT USER DOES
Classified Ads	-Image Photo Gallery.	-User will see what looks like a Classified section of a newspaper, where ads, including photos, of missing socks appear.	-The user will then be able to upload his own photo of his own missing sock, and write a short personal ad for inclusion in the online paper.
Missing Sock Blog	-Blog.	-User will be able to see an entire blog of entries on the latest Missing Sock Conspiracy Theories.	-The user will be able to comment on previous posts or write an entirely new post on the blog.
Smelly Sock Psychic Analyzer	-Game.	-User will see and hear a “Dr. Seuss” style of animated machinery.	-The user will be able to interact with it on various levels, such as adjusting the sound level, holding a sock up to it’s “Smeller” so that the machine can smell the sock and do it’s psychic analyzing based on the scent.

Interactive Features Chart (cont):

PAGE	FEATURE	WHAT USER SEES	WHAT USER DOES
Missing Sock Flyer Printer	-Designing and Printing.	- User will see a template for designing the flyer.	-The user will be able to upload images and text in order to design a flyer. -The user will then be able to print his creation.
Where Do Socks Go ebook	-E book, Response Form and e-commerce.	-User will see an ebook, and a response form.	-The user will be able to read the ebook, the unfinished story and choose to submit a custom ending to the story and then purchase a personalized storybook.
Video Gallery	-Video Gallery.	-User will see a video player, a search box, and a list of videos in the form of links.	-The user will be able to search for any video he would like to view on the player, or he may simply click on one of the links in the listing, and the video will appear in the video ready to be played. The user will also be able to submit videos for sharing.

Interactive Features Chart (cont):

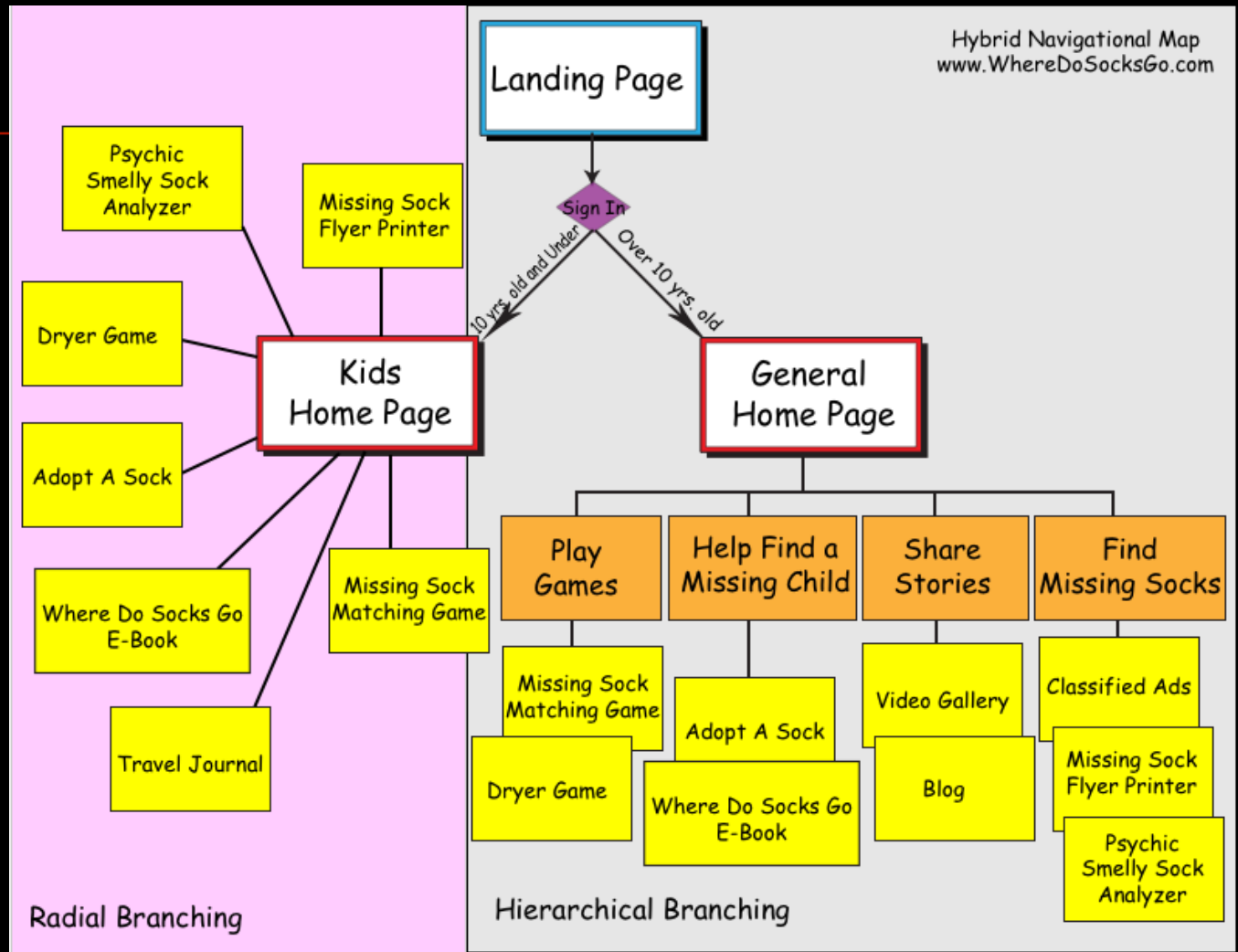
PAGE	FEATURE	WHAT USER SEES	WHAT USER DOES
Travel Journal	-Online Travel Journal.	<ul style="list-style-type: none">-User will see a listing of other users' travel journals, including Sockrates' travel journal.-User will also see his own travel journal opened up to a page where it is ready for an entry.	-The user will be able to read other users' travel journals, as well as make entries or text and or photos in his own travel journal.
Dryer Game	-Game.	-User will see the virtual environment of the mysterious place which can only be accessed through the secret panel in the back of the clothes dryer.	-The user will be able to choose to play the game by clicking on the "play game" button.

Content Assets Chart:

PAGE	CONTENT REQUIREMENTS
Home	-XHTML, images, links
Missing Sock Database	-User provided images and text.
Adopt a Sock	-User provided images and text. -Text on Adoption Certificate.
Classified Ads	-User provided images and text.
Missing Sock Blog	-User provided images and text.
Smelly Sock Psychic Analyzer	-Interactive graphic with buttons, levers, sound, and smoke.
Missing Sock Flyer Printer	-User provided images and text. -Flyer template.
Where Do Socks Go ebook	-User provided text and images. -E book
Video Gallery	-User provided video files and text.
Travel Journal	-User provided text and images. -Also text and images from Sockrates' Travel Journal.
Dryer Game	-Interactive virtual environment.

Information Architecture Map:

This navigational map is a hybrid, consisting of two mapping strategies, radial branching and hierarchical branching. On the map itself, you can see that the area with a light pink background employs radial branching while the area with a light gray background employs hierarchical branching. Since this is a website for children of all ages, including adults, it is necessary to have two different mapping strategies, one for the children 10 years of age and under, and one for those users over 10 years of age.



Radial Branching:

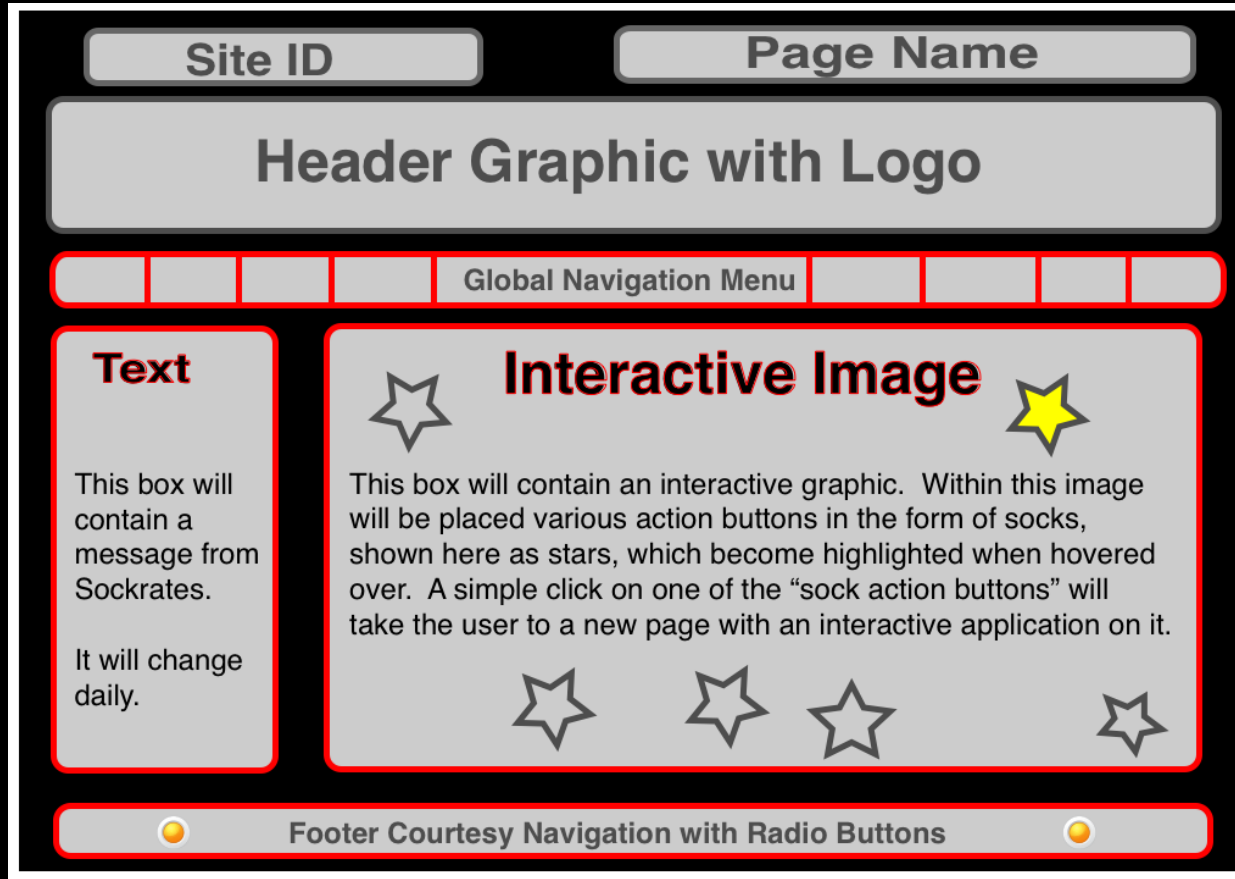
- **Radial branching** was used for the Kids' User Group, (10 and under). As such, navigation is simplified for this group. The kids will be able to access any of the seven pages via a simple button, or icon on the Kids' Home Page. Once at the destination page, the child can interact with the single activity on that page. When the child is done, he may return to the Kids' Home Page via a simple "Home" button or icon, and choose another activity page. This type of navigation was chosen for this user group because it is the simplest form of navigation and all that is necessary for the child user. It will definitely enhance usability as it is very simple, and will not create confusion in the user. As a matter of fact, it will create a sense of power and control in the child user as he becomes master of his playspace.

Hierarchical Branching:

- **Hierarchical branching** was used for the General User Group, (over 10 yrs of age). As such, this navigation provides multiple levels of interaction and information. Each level is accessible from a previous level. The content is grouped into logical categories, and linked across all categories and pages. The categories were determined through a bottom-up process. That is, the final content was inventoried and put into groups, which were identified as main menu selections.
- The user is provided with navigational elements that permit complete random navigation across the entire website. The user will not have to return to the home page or an earlier parent level first before going on to a new page. There will be HCI (Human Computer Interface) on each and every page in the website in order to allow this kind of navigational structure. This type of navigation was chosen for this user group because this group is very familiar with this common type of navigational structure, especially in interactive websites where the user may not want to spend the extra time it takes to go back to the home page each and every time he wants to go to a new page. This type of navigational structure is very intuitive, just like the user group. Therefore, the user will not have any issue, and will leave the website with a sense of power and control, satisfaction and clarity, not confusion and cloudiness.

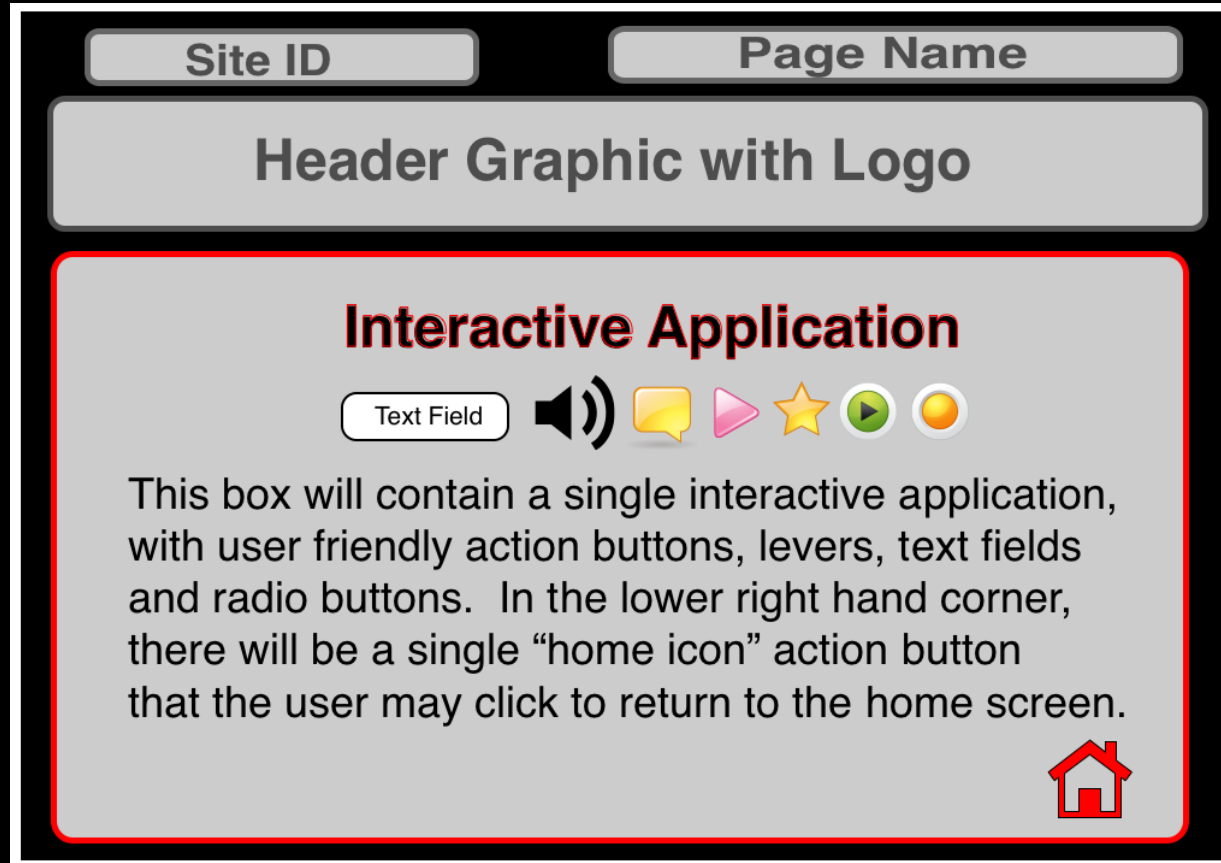
Wireframe Set #1

Radial Branching - Home



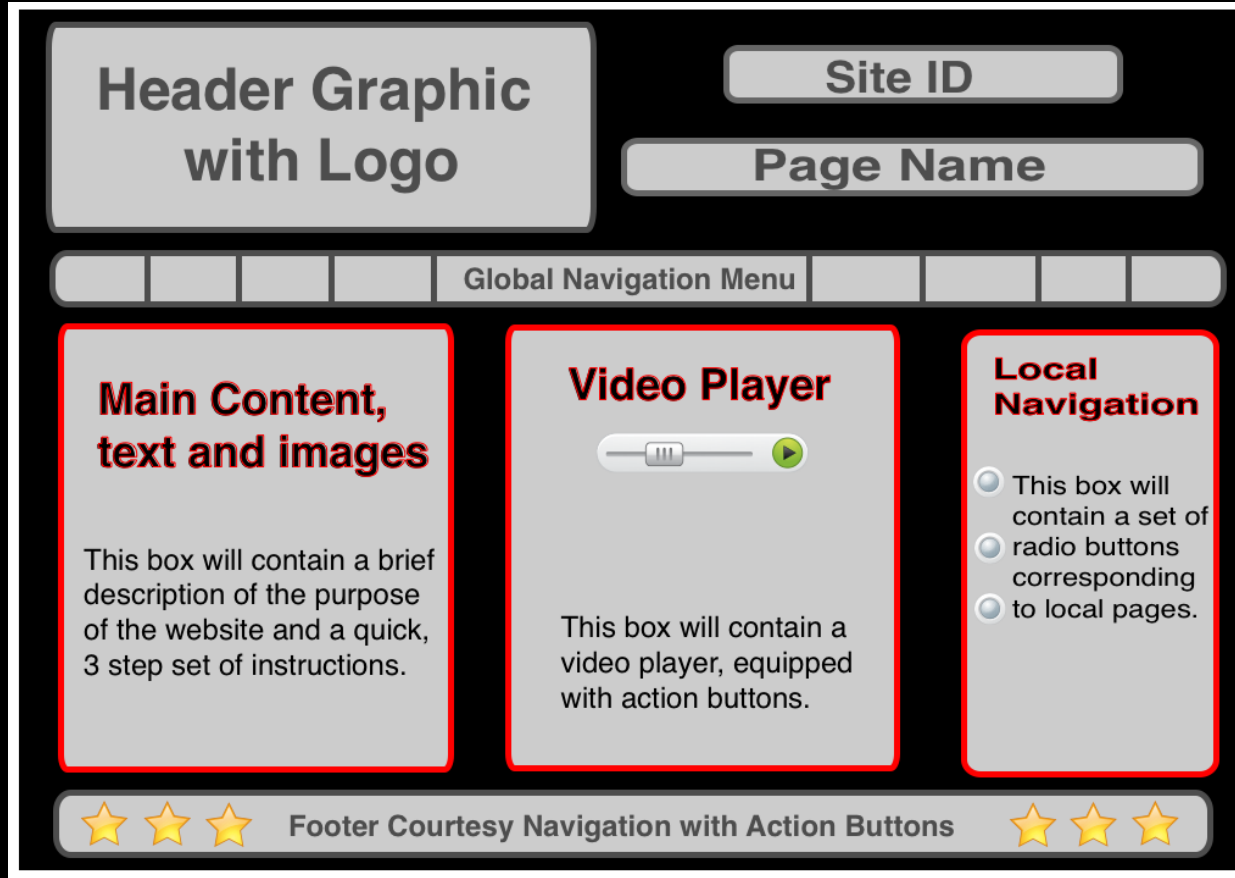
Wireframe Set #1

Radial Branching - Inner



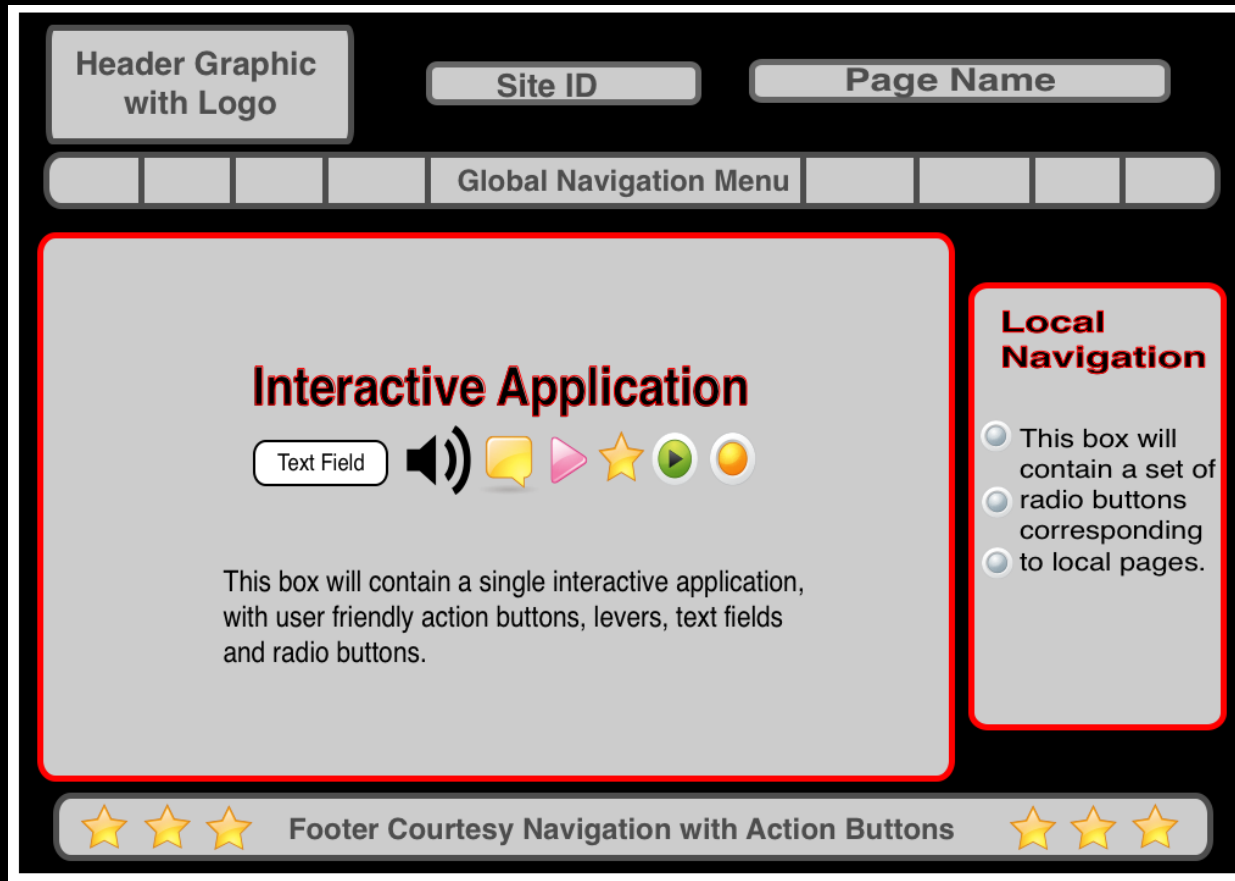
Wireframe Set #2

Hierarchical Branching - Home



Wireframe Set #2

Hierarchical Branching - Inner



Design Composition: Home

www.wheredosocksgo.com

Home Page



Where Do Socks Go?

[missing sock
flyer printer](#)

[psychic smelly
sock analyzer](#)

[dryer game](#)

[adopt-a-sock](#)

[matching game](#)

[travel journal](#)

[Where Do Socks Go?
e book](#)

Sockrates says...

"Smile.....
Everyone will
wonder what
you have been
up to!"

December 12, 2011



This box will contain an interactive graphic of a room. Inside this room will 7 "stations," each one with a clickable icon, which becomes highlighted when hovered over. A simple click on one of the icons will take the user to a new page with the corresponding interactive application on it.

Contact  Us

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Donate  Now

Design Composition: Inner

www.wheredosocksgo.com

Home Page



Where Do Socks Go?

Create your Missing Sock Flyer in 3 simple steps!

Choose Template

Upload Photo

Write Description

Print

Please help me find my solemate. He was last seen when he went into the dryer.

He's a RIGHT sock...
...even though he's the one who LEFT last night!



Design Style Sheet:



RGB: 0,0,73 HEX: #000049 BLUE	RGB: 242,203,7 HEX: #F2CB07 YELLOW	RGB: 242,159,5 HEX: #F29F05 GOLDENROD	RGB: 174,0,0 HEX: #AE0000 RED	RGB: 204,204,204 HEX: #CCCCCC GRAY
-------------------------------------	--	---	-------------------------------------	--

Heading: Comic Sans MS, Bold, 48 pt, Black, 2 pt Red Outline

SubHeading: Comic Sans MS, Bold, 24 pt, Black, 1 pt Red Outline

Body Text: Comic Sans MS, Regular, 21 pt, 18 pt, Black

Footer: Comic Sans MS, Regular, 14 pt, Black

Menu Links: Comic Sans MS, Regular, 14 pt, Black

Visited Links: Comic Sans MS, Regular, 14 pt, Purple

Site ID: Helvetica, Regular, 18 pt, Black

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