

Web Design and Development



Tutorial #2: Designing and Structuring Content

Learning Objectives

1. Understand the content design process for website creation
2. Structure content using traditional and semantic HTML tags

Website Design Process: Introduction

This tutorial covers the first part of constructing a website for Laguna Brava Ecotourism, a fictitious entity representing members of a local community in Guatemala.

We will begin the website construction by designing its content and then structuring the content using HTML tags. Later, you will complete the website by adding styling and responsive design.

We will design the website content by addressing the following questions:

1. What are the business needs?
2. Who is the website for?
3. Why people will visit the website?
4. What information the website visitors need?



Understanding the business

Laguna Brava Ecotourism is a fictitious entity based in Guatemala. Laguna Brava Ecotourism consists of local community members who provide guided visits to lake Laguna Brava.

Laguna Brava Ecotourism wants to take advantage of Web technologies to promote their guided visits and increase the number of visitors.

[Link](#) to complete description of the business.

Single-page websites

We will implement Laguna Brava's website as a single-page website. **Single-page websites** are an alternative to the traditional design that includes multiple pages.

- The single-page website design fits on a single page, and there are no additional pages.
- To navigate to different parts on a single-page website, users click navigation clicks that allow them to jump to destinations on the same page or scroll down the page to reach other sections of content.

Single-page websites are suitable for sites or web applications that are not heavy on content and intended to showcase one main idea.

Since at this time, the focus is on promoting Laguna Brava Ecotourism two options for guided visits, a single-page website suits this purpose.

Now that you understand the business (or at least have a clear idea of what the company wants), the next step is to decide what content to include.

Target audience: Who is the site for?

The design process begins by considering who might be visiting your site (target audience) and then ensuring the pages feature the information those visitors need.

Every website should be designed for the target audience. A **target audience** is a specific group of people most likely to respond positively to the information presented on the website.

Identifying a target audience can influence design decisions from colour palettes to the level of detail in descriptions.

Even if the site has a broad appeal, you can still think about the target audience's demographics, such as:

- What is the age range?
- Will your site appeal to more women or men? What is the mix?
- Which country do your visitors live in?
- What is the average income of visitors?
- What is their marital or family status?
- What is their occupation?
- How often do they use the web?
- What kind of device do they use to access the web?

**How can we describe
the target audience of
Laguna Brava
Ecotourism's website?**

Target audience: Who is the site for?

Laguna Brava Ecotourism is certainly targeting people who like nature and adventures.

A relevant consideration comes from Laguna Brava's area, i.e., a remote and highly underdeveloped region, and the type of activities offered by the business.

Thus, Laguna Brava Ecotourism potential customers are unlikely to be young families with babies or those who fancy the comfort of a five-star resort.

Furthermore, we can think of describing Laguna Brava Ecotourism target audience as:

- Young to middle-aged adults
- Male and female
- Single individuals, couples, or people travelling in groups
- International travellers living outside Guatemala
- Average to higher-income

Visitors' motivations and goals: Why people visit your website?

Now that you know who your visitors are, you need to consider why they are coming. While some people will visit your website by chance, most will visit for a specific reason.

The goals of your users should influence your content and design. There are two points you can think of to determine why people are coming to your website:

- Discover underlying motivations for why visitors come to the site.
- Examine specific goals of the visitors. These are the triggers making them come to the site at a particular time.

Visitors' motivations and goals: Why people visit your website?

Regarding the underlying motivations of your visitors, you can think of:

- Are they looking for general entertainment, or do they need to achieve a specific goal?
- If there is a particular goal, is it a personal or professional one?
- Do they see spending time on this activity as essential or a luxury?

What do you think are the motivations of the Laguna Brava Ecotourism website visitors?

The Laguna Brava Ecotourism website's visitors are likely to be travellers looking for a nature experience in an exotic location.

Visitors' motivations and goals: Why people visit your website?

Regarding specific goals, you can think of:

- Do they want general information (such as background on a topic/company), or are they after something specific (such as a particular fact or information on a product)?
- Are they already familiar with the service or product you offer or need to be introduced to it?
- Do they want to discover specific information to help them decide whether to buy it or not?

What specific goals do you think visitors of Laguna Brava Ecotourism's website may have?

Specific goals of Laguna Brava Ecotourism website's visitors may include booking a guided visit or contacting Laguna Brava Ecotourism for more information.

What information your visitors need?

You know who is coming to your site and why they are coming, so now you need to work out what information your visitors need to achieve their goals quickly and effectively.

What information do you think visitors of Laguna Brava Ecotourism's website require to achieve their goals?

Likely, potential travellers to Laguna Brava would know little about Laguna Brava or may have safety concerns about visiting the region, given its remote location and underdevelopment status. Thus, the Laguna Brava Ecotourism website should provide all relevant information addressing these concerns for those interested in visiting the region and hiring the community's guided visits.

In addition, the website should include information specific to each type of guided visit, such as price, duration, minimal number of people, and the highlights.

Wireframes

Once you have decided on the content of the application, you have to create a wireframe outlining all the information that will appear on the site.

A **wireframe** is a sketch of the relevant information that needs to go on each site's page.

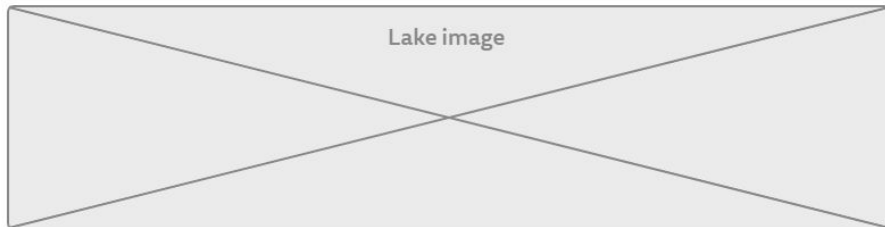
- It shows the hierarchy of the information and how much space it might require.
- By creating a wireframe, you can ensure that all relevant information is included.

The wireframes make design easier because you know what information needs to appear before considering how the page should look.

It can be very helpful to show the wireframes of a site to a client before showing them a design because: It enables the client to ensure the site has all the functions and information it needs to offer.

If you just present a site design to a client, it is common to focus on how the site looks, which means they may not raise issues about its function after the site has been built.

Wireframe for Laguna Brava Ecotourism website



Title

Lake description

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc.
Quam euismod sem, semper ut potenti pellentesque quisque.

Subtitle: about the business

Business description

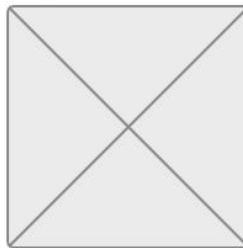
Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc.
Quam euismod sem, semper ut potenti pellentesque quisque.

Subtitle: about the services

Services description

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc.
Quam euismod sem, semper ut potenti pellentesque quisque.

Option 1 title



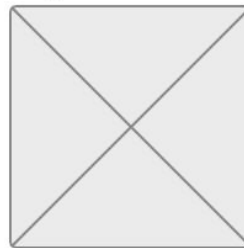
Option 1 description

Lorem ipsum dolor sit
amet, maiores ornare ac
fermentum, imperdiet ut
vivamus a, nam lectus at
nunc.

- Features
- Bullet 2
- Bullet 1

Book button

Option 2 title



Option 2 description

Lorem ipsum dolor sit
amet, maiores ornare ac
fermentum, imperdiet ut
vivamus a, nam lectus at
nunc.

- Features
- Bullet 2
- Bullet 1

Book button

Exercise: Structuring content using HTML

In this exercise, you will structure the content designed for the Laguna Brava website using traditional and semantic HTML tags.