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WEB601

Web Design DOcument

Milestone1

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# Site Goals

## Purpose

The purpose of my site is to provide a place where place which sell food can upload information about the items they serve, so other site users can quickly decide where they wish to eat.

## Short Term Goal

I would like this website to start as a place for people who don’t have their own websites to be able to upload information about their menus. This could either be because they do not have want to create a website or because they do not have the means to create their own website. For the short term I wish to keep the website restricted to just the nelson area as well as focusing smaller businesses.

## Long Term Goal

In the future I would like to explain my website to include the entire nelson Tasman region. On top of this I would like to be able to have the site become a hub so people can easily decide where to eat. For this goal to be achievable I would like to try and use the fact that a lot of small businesses use the app so larger business who might already have website to site use my site to just be able to reach more people.

## Intended Audience

My intended ordnance has too separate groups of people: small nelson businesses and people who live in nelson, for my site to be successful I believe that I need to focus on the small businesses as if they do not buy into my site then the second target group will have no reason to visit my website.

## Point of Different

Although sites like the one I intend to create already exist none exist for nelson and it also becomes hard to find specific places as there are a lot of small merchants who only set up a flee markets, small businesses with no online presences and no centralised place to find specific items. I wish for my site to act as a quality of life thing where use my site because I makes it easier to find the local business to provide the choice they are looking for.

# User Experience

## Audience

As previously stated I have two groups o people that I wih to market towards

## Scenarios

## Analysis

# Content

## Content and Functions

## Group and Label Content

# Structure

## Metaphor

### Organizational

### Functional

### Visual

## Site Structure

## Architectural Blue Prints

## Navigation

# Design

## Wireframe

## Paper Prototype