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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 of people that I wish to market towards. The main target will be small businesses which don’t have a website or do not have the ability to get their own website. I can appeal to this group by focusing on pair presser and jealousy marketing. It is important to have the site be straight ford as I don’t believe this group will have the high level it skills. The other group is locals to the nelson Tasman area, as this group is broad I should problem focus a lot of choices on what would suit the larges amount of people, alternatively I should avoid options that might prevent people from using my site. For all of the previously mention users I should focus on things they have in common such as the region meaning I should incorporate local symbolism into the design. There is an additional group I should think about, tours and other visitors. People not familiar with the visitor will likely want to know which places are good or forfile their desires as well. I believe that I can incoperate this group of users as theu will likely want to have the ‘regional experenices’.

## Scenarios

Beaky want to create an online presents for her crystal infused healing foods which she sells at the local market. After looking into getting a website she realises that it is too expensive for someone running a stand once aweek. After looking for alternative she finds my website. Beaky creates an account, verifies her business. Onces Beaky is finished, see is prompted to enter an menu. Beaky selects contune. Beaky is presented with a group of options for different menu options, such a vegan and adding nutritional options. Beachy selects vegan and allergen free. Beaky is then prompted to add options for the entire menu. Beaky selects vegan. The next page present an empty text box with large buttons to the right. Beaky selects new menu item. After which see is present with a form with already filled out options, as beaky hasn’t selected options such as calory options they do not show up here. Beaky fills out the the form and clicks save and submit. Beaky repeats this step to add all of her items to the menu. Once done beaky closes the site and leaves.

Bill runs a local pub, which has it’s own website. Bill has also added a menu to my site to try and spread the word. Bill has decided that he will charge more for a plate of chips as it is a common item and raising the cost will mean that he wont have to raise the price of bear yet. Bill enters the site. Bill click log in at the top right of the screen. After logging in the page default to the store owner page. Bill click the menu button in the nav bar. Bill is taken to a screen with his menu items, each item has a button with edit on it. Bill clicks the edit button next to bowl of chips bill edits the prise and clicks save and submit. Bill wants to check his competitors prices, bill clicks the consumer area to switch to the customer part of the web site. Bill types bowl of chip into the search bar. The page presents all the different places which sell chips. Bill only wants to check businesses, so he Click advance search and is guided to the button represent by a image of bar. Bill is present with all of the bar which sell chips and their prices.

Annie wants to find a health place to eat brunch with a friend. She goes to my site selects search by calories and enter 500 the site presents her with all menu items that are under that amount of calories as well as their calorie count plus other important information such as price and location. Annie clicks on an option an is present with a full screen version of this information as well all of the information about the item.

## Analysis

From my work though I wish to be guiding in my design. I should limit the amout of information per screen. Screens like the search screen will change which pieces of information they show basied on what the user searchs. If a bussness doesn’t have a spicifc attribute tied to their menu the option for it wont be shown on the edit screen. I also want to guide users around my website so I plane on using rounded buttons and image clues to guide the user. I will also have the site be a step by step process for user defaulting to what is most relevant for them. Part of my design should include advanced search features. I will need to think about some visualisation of the site being different for customers and store owners.

# Content

## Content and Functions

The content on my site will be user created, each menu item will have basic describers of what the item is, a user added description and a limit of one picture per item if the user choices to. I will likely have to add an FAQ system and a guide. I should limit the amount of content not related to the site as I could clutter it. For my front page I might have a brief description as well as a turn table of popular and trending foods. The only other images will represent buttons on the interface.

## Group and Label Content

# Structure

## Metaphor

### Organizational

### Functional

### Visual

## Site Structure

## Architectural Blue Prints

## Navigation

# Design

## Wireframe

## Paper Prototype