White paper

1. Write a white paper outlining the following concepts and answer the following questions:
   1. what is your business. We are a company that provides a assortment of medical needs.
   2. what is the business ethos, A modern healthcare provider
   3. what do you produce/make/offer/sell, offer healthcare
   4. who is your target audience all people of all ages who need medical care
   5. what are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein, people who need medical attention will want help. And due to our easily accessible website they will come to us.
   6. do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)? Some might want background on services while others know what services they want
   7. are they already familiar with the service or product that you offer or do they need to be introduced to it? Some might not know but others will.
   8. are they looking for time sensitive information, such as the latest news or updates on a particular topic? No.
   9. do they want to discover information about a specific product or service to help them decide whether to buy it or not? yes
   10. do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details. yes
   11. will visitors be familiar with your subject area / brand or do you need to introduce yourself? Familiar, will define how we cater to all.
   12. will they be familiar with the product / service / information you are covering or do they need background information on it?  Pretty familiar
   13. what are the most important features of what you are offering? Access to needed healthcare.
   14. what is special about what you offer that differentiates you from other sites that offer something similar? Modern website that’s easy to use and staff that are top notch.
   15. once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area. Yes and that’s why we have a FAQ section on our website.
2. Your white paper should explain how you implemented concepts in visual hierarchy, grouping, and similarity in your design. We used visual hierarchy by putting the header at the top followed by the navbar followed by the rest of the website.