White paper website 3

* 1. what is your business. We are a company that provides a product to relieve constipation
  2. what is the business ethos, A modern drug company.
  3. what do you produce/make/offer/sell, offer healthcare
  4. who is your target audience all people of all ages who need relief from constipation.
  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 suffer from constipation.
  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)? People want information about our product.
  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 for thos who arent.
  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? Releif from pain.
  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 a top notch product.
  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 testimonials.

1. 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.