

Fall 2024 - CCCS-310-764 - Web Development

Planning Analysis Sheet

Team:

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1. Overall Goal

The goal of our website is to serve as a hybrid between a blog and an informational platform to demystify the world of wine, with a focus on the best wines available at SAQ. It aims to educate users through expert reviews, pairing suggestions, and an exploration of Quebec's renowned vineyards. Whether you're a seasoned wine enthusiast or a beginner, the website provides valuable insights tailored to your interests.

This platform highlights curated suggestions of wines (red and white), a showcase of Quebec's finest vineyards through an interactive map, and a hub for discovering upcoming wine-related events. These features aim to empower users with knowledge and inspiration for their next wine experience.

2. Purpose of the Site

The purpose of the site is to provide accessible, valuable information about wine. Its primary goal is to attract both seasoned wine enthusiasts and newcomers by highlighting top global wines available at SAQ, offering pairing suggestions, and showcasing the rich wine culture of Quebec. The site is designed to be visually engaging and easy to navigate, fostering user engagement and creating opportunities to learn about wine culture and events.

3. Intended Audience

As a regulated product, wine consumption is restricted to adults. Therefore, the site's target audience consists of individuals aged 18 and older. Due to legal constraints, the site avoids overt advertising and focuses on delivering informational and interactive content.

The intended audience includes wine enthusiasts, SAQ customers, and individuals interested in exploring wine culture and discovering exceptional products, vineyards, and wine-related events in Quebec.

4. Goals of the Site

The site aims to:

- Educate users about wine through expert reviews and pairing suggestions.
 - Showcase Quebec's finest vineyards using an interactive map.
 - Inform users about upcoming wine-related events, such as tastings, workshops, and festivals.
 - Highlight curated wine recommendations (red and white) to simplify decision-making.
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5. Desired Outcomes

The desired outcomes include:

- Delivering a user-friendly platform where wine enthusiasts can explore recommendations, discover vineyards, and stay informed about events.
 - Building a community of engaged users who visit the site for curated suggestions and wine-related information.
 - Measuring success through user engagement, repeat visits, and audience feedback.
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6. Required Information

- **Wine details:** Curated recommendations for red and white wines, including price, description, and pairing suggestions.
 - **Quebec vineyards:** Profiles of the best vineyards in Quebec, integrated into an interactive map for easy exploration.
 - **Event details:** Information about upcoming wine-related events in Quebec, including dates, locations, and countdowns.
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7. Opportunity, Problem, or Issue

The site addresses the lack of visually engaging, curated wine resources that focus on global wines available at SAQ and the unique wine culture in Quebec. By combining wine recommendations, vineyard exploration, and event details, the platform provides users with a one-stop resource to enhance their wine experience.

8. Page Titles

1. Home Page
 2. Red Wines (Top 3 Recommendations)
 3. White Wines (Top 3 Recommendations)
 4. Quebec Vineyards (Interactive Map)
 5. Events (Upcoming Wine-Related Events in Quebec)
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9. Content Sources

1. SAQ website for wine availability and descriptions.
2. Wine review websites for additional insights.
3. Publicly available vineyard and event information from Quebec-based wine resources.