STEEZ Snowboard School Planning

Scope

The client's main goal is to take bookings online. It is essential to create a clean and professional looking website that provides customers with all the information they need about their lessons. The site needs to be available in multiple languages due to its location, specifically French & English. By providing a physical service at a specific location, the client will need to display the relevant information for the customer to attend their lesson. There is a need to create a website that is responsive so it can be compatible with as many devices as possible. The site needs to be designed so that its media can easily be update throughout the season.

The client provides a physical service at a specific location whose target audience is any alpine enthusiast visiting Méribel. The aim is to attract new snowboarders as well as experienced ones. Today it is easy for customers to browse the internet on their phone so a mobile first design approach will be taken.

Strategy

From the client's needs, based on the scope above, I have come up with the following strategies to fulfil them:

1. **The site needs to be able to take bookings.**
   Add a booking form to the website that takes the customers information.

2. **A site needs to work on both desktop and mobile**
   Through the use of CSS media queries and Bootstrap I can create a website that adapts to the viewing device's screen size.

3. **Provide directional information to their uses.**
   Add a custom Google Map to the site that when clicked, opens Google Maps with directions to STEEZ.

4. **Offer the website in multiple languages.**
   Incorporate Google Translate into the website.

5. **Give information to newer snowboarders without forcing the experienced ones to view it.**
   Provide this information on its own page.

6. **The site needs to be designed so that the sites media can easily be updated.**

Setting the images as backgrounds of divs will allow all the image of the site to be set in the CSS. I will also use CSS Variables to set the accent colour of the site so it can easily be changed to match or contrast the client's images.

Below is the priority matrix for the points above rating their importance against their viability.

Opportunity / Problem	Importance	Viability / Feasibility
1. Booking Form	5	5
2. Responsive Design	5	5
3. Google Map Directions	4	4
4. Google Translations	4	3
5. Separate Page For New Snowboards	3	5
6. Easily Update Site	5	5
Total	26	27

Structure

The structure of the site will follow conventions of all major websites. The company logo will be placed in the top left hand corner of the site header and be linked to the homepage hero. The main site navigation will sit centre and a call to action button to the far right. The main site navbar will collapse into a full width mobile dropdown controlled by a 3 bar hamburger icon.

The Google Translate tool will also be in or attach to the header so it is easily accessible to the user. The tool will be indentified by a universal symbol so regardless of what language the site is on; the user can find the tool.

"Call to actions" and buttons will change colour when hovered over to indicate they are clickable.

Forms throughout the site, where appropriate, will be hidden so not to take up to much space but easily revealed with user input.

Pages will provide links to other pages of the site the user may find useful after viewing the current page they are on.

Family Tree

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┌──────────────┐
│  Homepage    │
└──────┬───────┘
       │
┌──────┴───────┐   ┌──────────────┐   ┌──────────────────┐   ┌──────────────────┐   ┌──────────────┐
│  Lessons     │   │ First Timers │   │ Our Instructors  │   │ Location /       │   │  Book Now    │
└──────┬───────┘   └──────────────┘   └──────────────────┘   │ Contact          │   └──────┬───────┘
       │                                                      └──────────────────┘          │
┌──────┴───────┐                                                                    ┌───────┴──────┐
│  Reviews     │                                                                    │  Payment     │
└──────────────┘                                                                    └───────┬──────┘
                                                                                            │
                                                                                    ┌───────┴──────┐
                                                                                    │ Confirmation │
                                                                                    └──────────────┘
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