Task 1.1 - What is the purpose of the website?
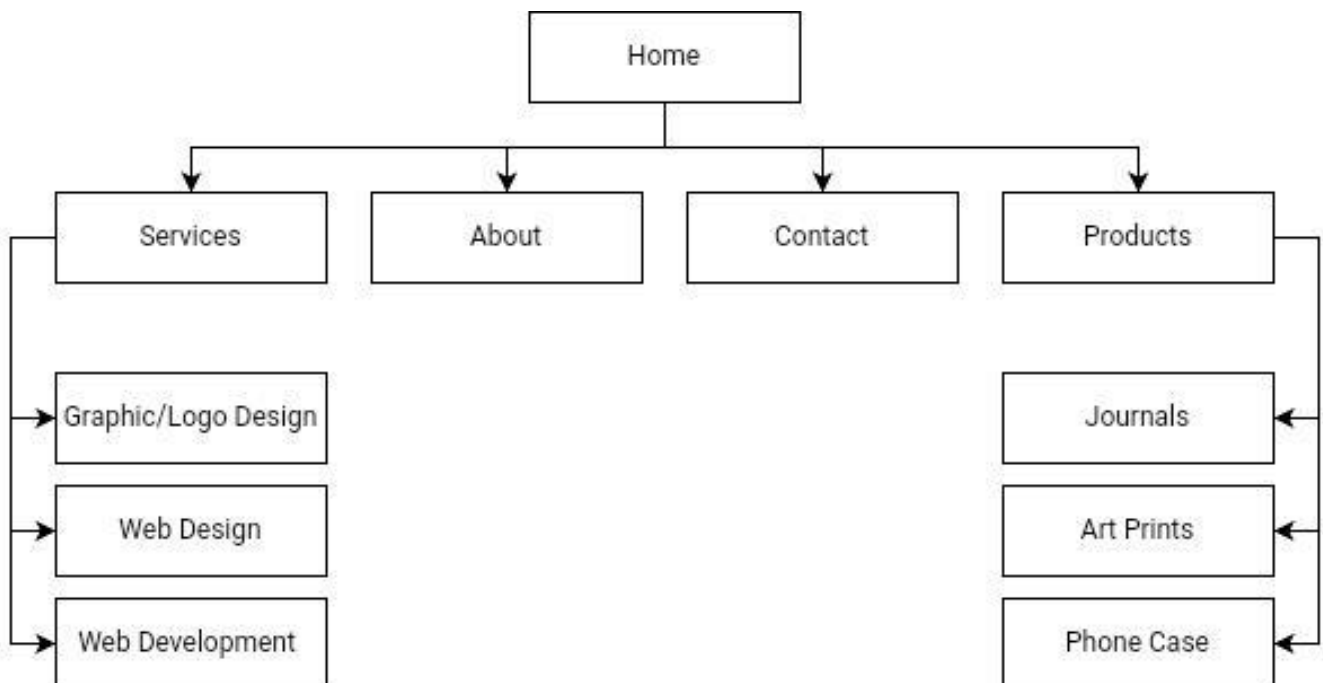
Points I want to make.

1.What is this website selling?

2. Who is the Target Audience?

3.What does the website represent?

This website is a website that sells multi-media services such as Logo Design, Web Design, Web Development and more, and it also sells products from the art that the company illustrators make such as Journals, Art Prints, Phone Cases and more. This website is targeted for people in their late teens to adults and anyone that agrees with what the company represents, who is reliant, committed, and creative in their products and services and to their clients.
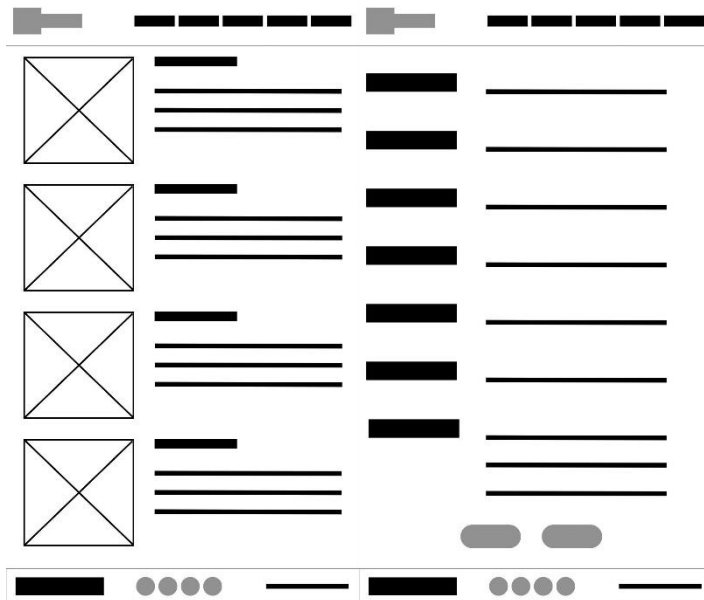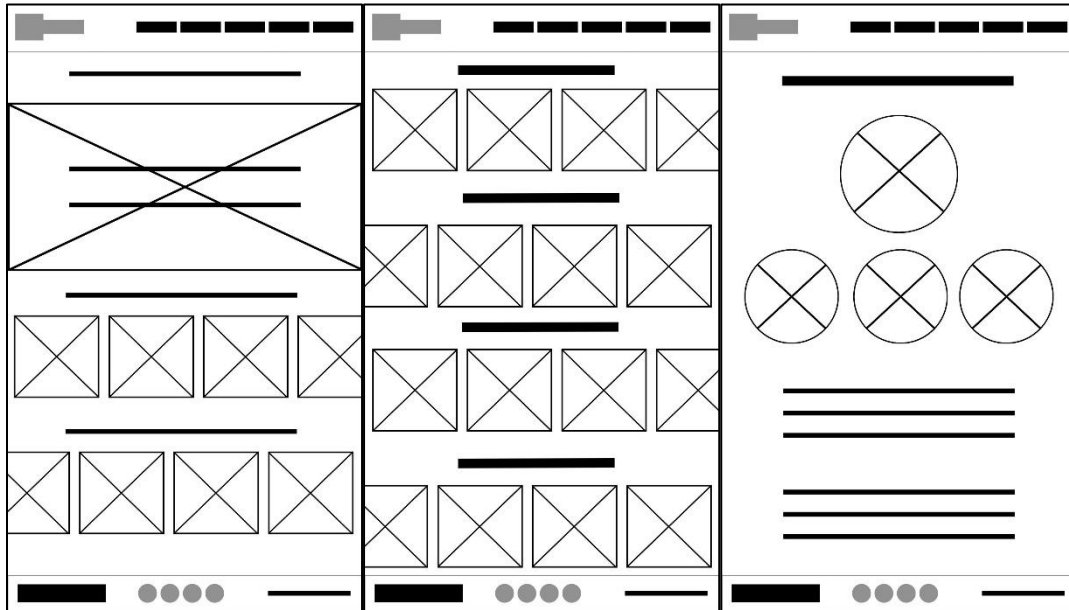
Task 1.2 - Site Map
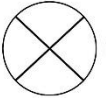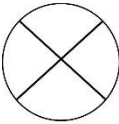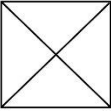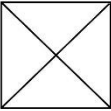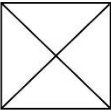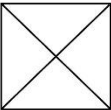
Colour Pallet

#333333

#444444

#555555

#656565

#767676

#D4AF37

#B59429

#000000

#FFFFFF

Headings

Sub-Headings

Body

Body

Typography 1 - Prata

Typography 2 – Glacial Indifference

Typography 3 - Mallanna

Sizes

Letter - 20

Letter - 30

Letter - 40

Letter - 45

Vertical Line Spacing is 1.5

Vertical Line Spacing is 2

Vertical Line Spacing is 2.5

Buttons

Social Media

Hovering

Home

Home

Task 1.4 - Constructing Web Pages

Low Fidelity Wireframes

Medium Fidelity Wireframes

Welcome

Three words of what the company represents

Some of our Services

Some of our Products

Contact us for more info   Follow us

About us

About the team, the founder and how the company started

What our company is trying to for now and what it wants to do in the future

Contact us for more info   Follow us

Home About Services Products Contact

Graphic/Logo Design

What we offer for this service and the price range of this service

Web Design

What we offer for this service and the price range of this service

Web Development

What we offer for this service and the price range of this service

Illustrations

What we offer for this service and the price range of this service

Contact us for more info   Follow us

Home About Services Products Contact

Art & Illustrations

Prints

Journals

Cases

Contact us for more info   Follow us

Home About Services Products Contact

Name

Surname

Age Range

Email

Phone No.

Subject

Message

Reset   Send

Contact us for more info   Follow us

Task 1.5 - User Personas

Occupation - Fashion Designer

Salary : 25,000 - 50,000

Personality - Serious & Hard-Working

Interests/Hobbies - Running & Reading

Frustration - She is a person that suffers with sensitivity to certain clothing materials and it is hard for her to find good quality and long lasting clothing that does not irritate her skin

Goals - To open make her own Brand for people who have a sensitivity to certain materials of clothing

Frequently Used Apps - Facebook, Instagram, Tiktok

Occupation - Photographer

Personality - Funny & Energetic

Frequently Used Apps - Instagram, Tiktok, Tumblr

Goals - To make people happy through her photos and make them see the beauty in themselves

Interests/Hobbies - Gaming & Travelling

Salary : 20,000 - 40,000

Personality - Happy & Focused

Interests - Movies/TV Series & Comics

Salary : 30,000 - 60,000

Occupation - Videographer

Goals - To Make a Fatasy or Sci-Fi Movie or Series is based on a comic that he is creating

Frequently Used Apps - Reddit, Tumplr & Tiktok

Frustions - It is hard to find websites or apps that can help him find and create his comic and that can help him animate it into a promo movie/series.

Task 1.6 - IPO Chart

Functionality	Input	Processing	Output
To Fill in Contact Form	Client Details	Check if Client already exists in system with phone number and email address	Message/ Order Sent to the Company with your info
Being able to book an appointment in Services	Click on the Preferred Service then click Book an Appointment, choose the preferred date and time, then press Send	Checking if appointment date and time is available, books appointment.	Appointment confirmed by email
Being able to buy from product	Click on the chosen Product	Send your Cart to Contact, send you to fill in the Contact Form.	Receiving an email that the o