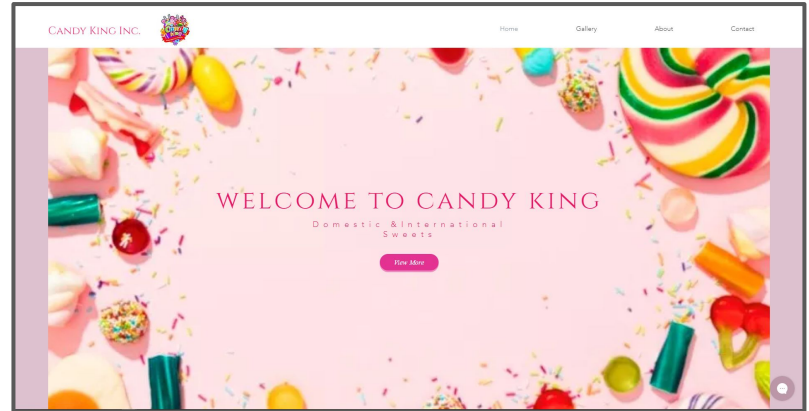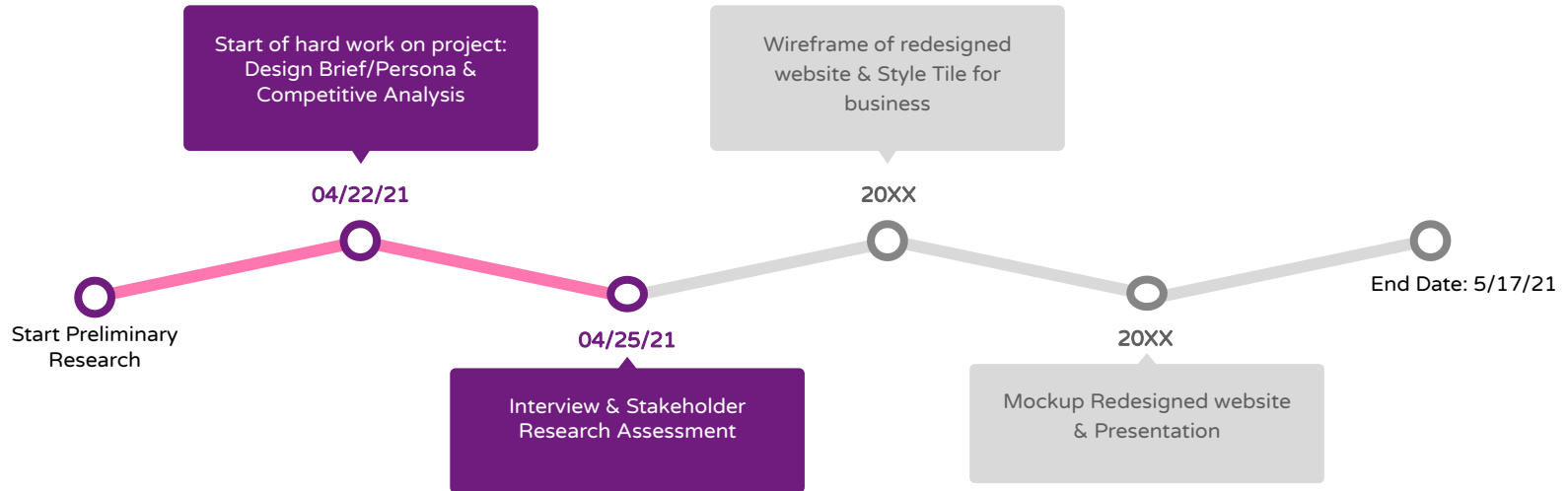# Candy King Inc.

Candy shop on Main St.

Goal:

- The goal of this project is to redesign the Candy King Inc. website using HTML and CSS styling. The focus would be on increasing photo quality, and layout items in a more visually appealing format.

- The Candy King Inc. website is functional; however, there are many quality enhancements that can be made to make the website more presentable and professional.

Timeline:

Start of hard work on project: Design Brief/Persona & Competitive Analysis

Wireframe of redesigned website & Style Tile for business

04/22/21

20XX

Start Preliminary Research

End Date: 5/17/21

04/25/21

20XX

Interview & Stakeholder Research Assessment

Mockup Redesigned website & Presentation

Persona:

Main Goals

- Having constant supply of candy for her students
- Making sure there is a wide variety of candy, to fit health specifications
- Introducing as little added complexity to their given system

Important Options

- Vegan
- Peanut-free
- Gluten-free
- Sugar-free

Personality

Introvert — Extrovert

Finances

Practical — Luxury

Jane Doe

Age: 36
Sex: Female
Occupation: Teacher
Education: College
Location: Bay Area
Average income: $45,000

About:

Jane is an elementary school teacher in the bay area. She likes to keeps a supply of candy on hand; to keep the attention of her students, and make projects fun for them. Jane finds it is easier to convince them to behave and work on their assignments, if offered sweets. Seeing as there aren't too many old school candy stores left, she enjoys the unique environment and wide variety of choice.