Gathering Places – Design Documents

# Personas

This website will use three main personas.

One target demographic are people new or infrequent to the Greater Lansing Area (GLA) who have dietary restrictions for medical or religious reasons. These users will largely interact with the site only a few times, mostly for the search function and the ability to filter. The primary goals for this user group should be ease of access and availability of a broad range of information. They will be the primary target demographic for advertisements.

The second target demographic are GLA natives who are active in the Lansing Foodies scene. These users will be the primary demographic of the user boards and community functions of this site. They will be the primary submitters of restaurant data and updates, especially until word reaches the owners of local restaurants – though there is significant overlap of this demographic and the next.

The third target demographic are owners of local restaurants themselves. They will submit updated data and full menus of their own restaurants, be able to describe kitchen practices, and after they’ve confirmed their restaurant data and information, their restaurants will have a symbol showing the data has been confirmed to be accurate by the restaurant owner.

# Storyboard

A diagram of a flowchart

Description automatically generated

# Wire Frames

A screenshot of a web page

Description automatically generated

A screenshot of a computer

Description automatically generated

The search page will look almost exactly the same based on the filters – the results will simply be different based on the selected criteria and search terms.

A screenshot of a computer

Description automatically generated

Style Guide:   
  
This project will largely make use of hunter green and white – these are the theme colours of Lansing, and also of two of the biggest organizations in Lansing – Sparrow Hospital and Michigan State University. Having most of the background as white with black text and hunter green accent features will keep the website from being too busy with logos for restaurants on search results and recommended spaces - and is fairly accessible for those who need contrasting elements for easier vision. The layout should be simple and attractive, easy to follow with your eyes, and intuitive to navigate without a visually cluttered screen.

Stretch Goal:

The eventual goal for this website is to add a forum where people can gather online as well – fulfilling the “Gathering Places” idea fully, likely using the early PHP forums as a model of how to form them.

It should appear something like this, utilizing the same themes from the main website in colouration and largely in style.

A screenshot of a computer

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