

ASSIGNMENT PART A – SITE OVERVIEW

WEB DESIGN TERM 4 - HOLMESGLEN

DIEGO RIVERA - 100543889

CONTENTS

DESCRIPTION AND OVERVIEW OF WEBSITE	3
DESCRIPTION OF TARGET AUDIENCE	4
CROSS PLATFORM ISSUES ADDRESSED INCLUDING MOBILE DEVICES.....	5
ACCESSIBILITY & STANDARDS.....	6
RECOMENDATIONS	7
APPENDIX: ANALYSIS OF COMPARATIVE WEBSITES.....	8

DESCRIPTION AND OVERVIEW OF WEBSITE

This document describes the requirements and scope necessary for the development of the website for Emily's business (Designer Pets Study Case Scenario) will be defined.

This small business has become increasingly demanded, to make more activities in the same time or even less. Like any start-up that sees a good beginning, Emily will require an increase in staff to delegate duties.

Because this is that the development of a dynamic website that allows Emily's business bidding online for products, services and benefits for all potential customers becomes necessary. This will mean considerably speed up certain tasks as product offerings, prices, deals, as well as advertising and marketing by linking campaigns to social networks. An important factor to consider when having a dynamic website is the possibility of analyzing a lot of information that can be measured with the user interaction with the website by analytics tools (Google Analytics for example) and so know when and in which area of the business process make strategic decisions with statistical and quantitative support.

DESCRIPTION OF TARGET AUDIENCE

The following website will be developed for those who consider their pets as a member of their family, those who understand and consistently carry the responsibility that involves having a pet. The target audience will be all those who understand that health, integrity, and style of your pets goes beyond care every six months to the vet. The target audience is pet owners who are willing to invest time and resources in their pets in the same way as they would for themselves.

Another feature of the target audience, in addition to defining the concept of pets as family member, is that people are aware of their surroundings, the environment in which they act; this idea transcends to ecological or environmental concept, in which incidentally they are concerned. What this user is looking for is a site, a place that allows pets correct interaction with the environment and the other way around. A place that give them the tools as owners and for their pets as animals.

The profile of these users are young and middle-aged adults, with high education, responsible consumers; they want to know what they consume especially if it is of animal origin, are interested in products and services of companies with social responsibility, they are ecological and of course connected with technology and the Internet and social media.

While the gender distribution is similar, could be possible assume a greater number of female users though the male segment is growing.

CROSS PLATFORM ISSUES ADDRESSED INCLUDING MOBILE DEVICES

Perhaps the biggest problem of cross-platform in technological developments is the great exclusion of users that this generates as it deprives the use of the software or application to those who do not have the specific requirements.

The objective of this development is not seeking exclusivity in the use of platforms (hardware architecture, operating system, programming language or user interface) for use the system, but on the contrary, what is sought is to integrate the biggest number of potential users to develop a multiplatform system.

Regarding the problems of cross platform, tests are performed to verify proper operation of the coding that will be in HTML, CSS and possibly JavaScript allowing flexibility to develop a multiplatform website which will be tested in different browsers (Chrome, Mozilla, Safari, and Explorer), in different versions.

In addition to checking the correct performance of the coding will be necessary the feature of responsive on the website to ensure the correct use of the website from mobiles and devices, as well this will be tested for iOS, Android, and Blackberry. For this last point will be essential an adequate architecture of the website's deck, with a properly selecting each section to be included on the website, such as menu icon, search engine, buttons distribution, etc.

To have an adequate accessibility to the target audience, previously described, will be taken into consideration in the simplest way, but efficient, basics of UX design and UX research, such as having clear a type user profile to which you want to reach (Persona).

Based on the last answer, an adequate architecture of the website's deck, will play an important role on this topic, because will depend if the site is aesthetically appealing and simple accessibility. For all of that is necessary a properly selection of each section to be included on the website, such as menu icon, search engine, buttons distribution, images, multimedia etc.

Another valid tool for this stage is the observation and emulation of elements or designs that are available on the web that meets the defined standard requirements, they would not necessarily be the same field, such as a type of menu or submenu, layout or colors of a website that sell bikes for a similar target audience could be considered for inclusion in this development, of course, competitors websites will be analyzed to rescue some ideas about design and presentation of products and services.

RECOMENDATIONS

Regarding recommendations would be appropriate:

- Define and create a logo and / or a slogan: It is important that the business has an image that makes customers relate fast and simple way to the brand of pet grooming business. In this way, I will seek to give greater identity to the business, reinforcing along with the development of the website. In addition, it could make a proposal for the business name for the store, complementing the above. Working with these three elements facilitates homepage design process and could be quite helpful for creating the menu and other elements of the site.

APPENDIX: ANALYSIS OF COMPARATIVE WEBSITES

Site address: <http://pets.petsmart.com/services/grooming/>

What worked (and why)	What did not work (and why)
1. The main menu, it is well located at the top of the main page, easy to see, and has neatly with a complete overview of products and services for each type of animal.	1. Despite being functionally really good, maybe the best I've seen, they can improve significantly. The branding, it is quite far about what I'm looking for.
2. The way that it is showing the information of the products, it is clear. It also has intelligent filters per price, quantity in stock, brand.	2. The appearance of the icons of social media must improve a lot. Not according to the level of the website.
3. The presentation of the secondary menu at the bottom of the main page, with blue icons (grooming, pets Hotel, training ...) supports in a good way with services that complement the range of products offered at the beginning. The icons are easy to identify and contrary to the general look of the website, this looks good.	3. While the menu is regarded as something positive, mainly on the topics, since the "dog" until "sale" is ok, but "giving back" and "resource center" makes it look too overloaded, so these last topics could be presented in another section of the website and not thus overload the main menu.
4. Good quality and quantity of images, according to the size of the business.	4. The aesthetic aspect of the Web Site in general and certain menus makes feel that there is not a website focused on pet care and services related and at times seem to be any retail store.
5. Responsive. Perfect display of contents, quite a friendly website for use from mobiles and devices.	5. No other particular observation concerning this website.

Site address: <http://www.mypamperedpetsalon.com/>

What worked (and why)	What did not work (and why)
1. Orderly presentation of the relevant services as, contact details, open hours, despite not having price information. They have an external link with a boutique that keeps the line and style of the original website.	1. The presentation of resources are understood to be business partners, but how to present them generates inconsistency with the style of the page, especially in the presentation of Pet Resort.
2. Proper functioning of links, both internal and external.	2. There is a text on the home page "Large Heading" is not understood whether it should or not be present, it is white on a white background, but in the transition of certain pictures, you can see that there it is.
3. Suitable loading time of the page.	3. The information referred to the staff and prices is missing. Could relevant information to share, albeit in a submenu of the footer or site map.
4. The comment box is a good strategy. Demonstrate the satisfaction of customers by means of sharing personal experiences and photographic support I think was a good achievement. The link works properly. The presentation could be improved.	4. Responsive. Display of the content, however visualization is lost on devices..
5. Show the awards and awards received for services is quite positive and reinforces the image of the company. Perhaps it could be presented visually better.	5. The boutique website is not responsive.

Site address: <http://theupscaletail.com/>

What worked (and why)	What did not work (and why)
1. Good support of images and videos.	1. Too much text on the home page of the website, unattractive to read, when probably they have an interesting message to deliver.
2. Suitable loading time of the page.	2. Normal appearance of the icons of social media, however, these one have no alternative text or title on the icons, the Instagram icon doesn't load correctly and the page was not available.
3. The presence of FAQs, this section helps visitors understand in a better way the scope of the services performed.	3. Problems when trying to use the menu on the top right corner. The option of grooming services has connection problems, apparently are internal links that are not working properly.
4. Consider positive find the policies of the business, it helps to the transparency of the services offered.	4. Despite having the option to meet team members, this section is incomplete and do not even give a message of maintenance about that.
5. The testimony section is a good strategy. Demonstrate the satisfaction of customers by means of sharing personal experiences.	5. Not responsive, even on devices appear some headline with the legend "Header Text".