

Final Project Development 3

1. Determine your website's goals and objectives and draft the website's purpose statement.

Primary goal -

- To increase revenue and sales of food services.

Secondary goal -

- Create avenues of easy access information for users that wish to eat at Papa Juan's (menu, gallery, ect.).
- Awareness of the non-profit goals of the site.

2. Identify your website's target audience(s) and determine the wants, needs, and likely expectations that your website's design and content should satisfy for that audience.

The target audience of this website are people of all ages and ethnicity who are hungry for good Mexican fusion cuisine and if not, are interested in trying it out.

- The home/welcoming, menu, and location/contact would be 'need'
- The gallery of images of food would be a 'want'
- The splash and about page(contains the history and the non-profit goals) would be 'likely expectations'

3. Identify the pages you initially plan to include at your website.

Minimal Viable Product(MVP) would be things that are needs first, thus the Home page, Menu, and Contact would be the initial starting place for my website.

4. Add to your website plan a list of value-added content that will help achieve your website's purpose and satisfy target audience needs. Identify possible sources for the content, keeping in mind the copyright issues.

Background image of an adobe wall, images of the cuisine, and images of the owner.

These images will be obtained through pixabay.com(open source images), unsplash.com(open source images), and personal photography and photoshop.

5. Determine which of the three website structures—linear/tutorial, webbed, or hierarchical (or a combination of structures)—will best meet your website’s purpose. Use a text outline, manually draw the structure, or use software to illustrate your website’s structure as part of your design plan.

This site would be based on a Random/webbed structure as the users would likely have a want to reach any certain bit of information on desire, thus a navbar that would present all the options for the user would be the best route for navigation.

