

A. Define Your Product

Answer the following questions in your document:

1. What problem does your product website solve or address?

My product solves the problem of wasted time and stress when finding a silent, comfortable work space or study spot that fits the users standards around campus.

2. What is your product idea? How does your website support this idea and help solve the problem?

My product introduces a website "Study Spot Finder" which students or teachers or even anyone around campus can use to find a good spot on campus that they are comfortable with. This includes ideas like quiet spaces, comfortable seating, noise levels, and overall reviews of different spots on campus. This solves the problem of students walking around wasting their own down time just to look for a spot to study/work in.

3. What type of website are you building? (i.e., e-commerce, brochure, portfolio, media, nonprofit, etc.)

I would say this is an educational media website just because the main target audience is students or teachers on or around campus.

4. What is your mission statement? Summarize what your product does, who it's for, and why it matters.

My mission is to save my audience the time, effort and stress of looking for a quiet learning space that fits their needs. My product will have multiple pages of different reviews from active people on campus and hopefully will contain a noise level system where students can look up the live noise levels around places to meet their needs for where they would feel best working/ studying at. This is definitely a relatable issue with students because most places can feel crowded and overwhelming for people. For example, the library usually seems full all the time and it can be over stimulating for students.

B. Profile Of Target Audience

Answer the following questions in your document:

1. Who is the primary audience that your product is trying to reach? Include the following details about your target audience:

- Demographics
 - Age range: 18+

- What is the gender distribution?: All genders
 - Which country do your visitors live in?: United States of America
 - Do they live in urban or rural areas?: Rural area/ University of Rhode Island
- Socioeconomic Details
- What is the average income of visitors?: Average income can vary with college students and professors
 - What level of education do they have?: Education can also vary with college students and professors.
 - What is their occupation? Students or college professors.
 - How many hours do they work per week? Students usually always have work to do or stuff that they need to get done, same with teachers, so this can also vary depending on how busy the user is. Assuming people who will use this are very on top of things and are always struggling with finding a good spot to get things done.
- Web Behavior
- How often do they use the web?: Users would actively use this, maybe even daily, or just when they are interested in finding a spot that fits their needs.
 - What kind of device do they use to access the web?: I would focus more on the mobile device aspect but computers could also work for this.
2. Create a chart with at least three fictional visitors from your target audience. This chart should include at least their name, sex, age, location, occupation, income and web use. You can create this chart manually or with AI tools like [ChatGPT](#).
 3. Create a list of reasons why people would be coming to your site and assign the list of tasks to the fictional visitors you created. You can complete this step manually or with AI tools like [ChatGPT](#).

Name:	Emily Johnson	Marcus Lee	Sarah Mitchell
Gender:	Female	Male	Female
Age:	17	20	32
Location:	Kingson, RI	Narragansett, RI	Bonnet Shores
Occupation:	Freshman	Sophomore, Business major	Marketing specialist & part time MBA student
Income:	None	\$12,000 yr, Part time	\$55,000 yr
Web use:	Schoolwork, Social Media, Youtube	Youtube, University forums	Linkedin, zoom. Online learning websites, blogs
Reason:	Wants a quiet place outside her noisy dorm hall for exam Studying Looking for late night cafes with good wifi reliability	Needs a quiet spot near campus to prepare for midterms Wants to compare different environments to see where they fit best Interested in finding late night hours with outlets for laptops	Looking for co-working spaces or quiet cafes with strong wifi for remote work Needs spaces where she can switch between working and studying Wants to find study friendly spots with food and coffee for long sessions

C. Website Requirements

By addressing the questions below, you'll gain valuable insights into how to design a website that meets your goals and expectations.

1. Purpose & Goals

Answer the following questions in your document:

- **What is the primary goal of your website:** My primary goal for users is to find a quiet and safe learning space that fits the users needs however they find best. This product will educate students on where the best places to study are. This will save plenty of time and stress for students

who struggle and walk around trying to find a good environment for themselves.

- What is the most important action you want users to take on your site: The most important action would be to sign up and stay active on the website.

2. Content & Features

Answer the following questions in your document:

- What content and features are essential to help users achieve their goals? Reviews, complaints of different environments, different opinions, live noise level system to see how high the noise is in the specific area they are looking for.
- What will your homepage highlight?: My homepage will highlight the different struggles students go through when trying to find a good study spot for them. This will include an introduction to what my product is and different types of links to discover the website and use what it offers.

3. Look & Feel

Answer the following questions in your document:

- Do you have examples of websites that inspire your design?: I would compare what I want my product to look like to a website like yelp. I want it to be easy to narrow down the results of the user's choice by rating, open hours, wifi, and noise levels. Users can use reviews or photos to trust real experiences from other students.
- How would you describe the overall style of your site (i.e., modern, bold, minimalist, playful, professional, etc.): I want my website to be professional and minimalist. I don't want too much going on because I want users to find it easy and accessible to use.
- Do you have preferences for color, fonts, or imagery? If not, what mood or personality do you want the site to convey? I don't have any color ideas or imagery but I do want it to be more modern in a way. Very simple and easy to use.

D. Design & Prototyping

In this final section, you'll bring together your ideas and planning to shape the visual direction of your product website. You'll document your design choices and development strategy through diagrams, sketches, and visuals that guide your build process.

1. SDLC Approach & Timeline

In your answer document, outline how you plan to build your website using the SDLC. Your plan should include:

1) SDLC model

Agile (Scrum) with 2-week sprints.

Why: small student team, evolving requirements (filters, reviews, map), frequent feedback from testers.

2) Timeline, phases, deliverables, and milestones (8 weeks total)

Sprint 0 — Inception & Planning (Week 1)

- **Goals:** define scope, personas, success metrics, backlog.
- **Deliverables:**
 - Vision doc + feature list (MVP: search, filters, map, spot detail, reviews).
 - Low-fi wireframes (home/search/results/detail).
 - Technical spike notes (map API, auth, DB schema).
- **Milestones:** Product Backlog created in a board (To Do/In Progress/Done).

Sprint 1 — Foundation (Weeks 2–3)

- **Goals:** project scaffold + core search.
- **Deliverables:**
 - Repo + CI, basic auth (email/password), role “user”.
 - Data model (Spots, Reviews, Users), seed data.
 - Search endpoint + list view; basic filters (Wi-Fi, outlets, quiet, hours).
- **Milestones:** Search returns seeded spots; list view loads in browser.

Sprint 2 — Maps & Spot Details (Weeks 4–5)

- **Goals:** location UX and content depth.
- **Deliverables:**
 - Map view with pins; “use my location”.
 - Spot detail page (photos, ratings, hours, amenities, noise level).
 - Create review flow (rating + text), validation.
- **Milestones:** Click pin → open detail; submit review persists.

Sprint 3 — Polishing & Accessibility (Weeks 6–7)

- **Goals:** make it shippable.
- **Deliverables:**

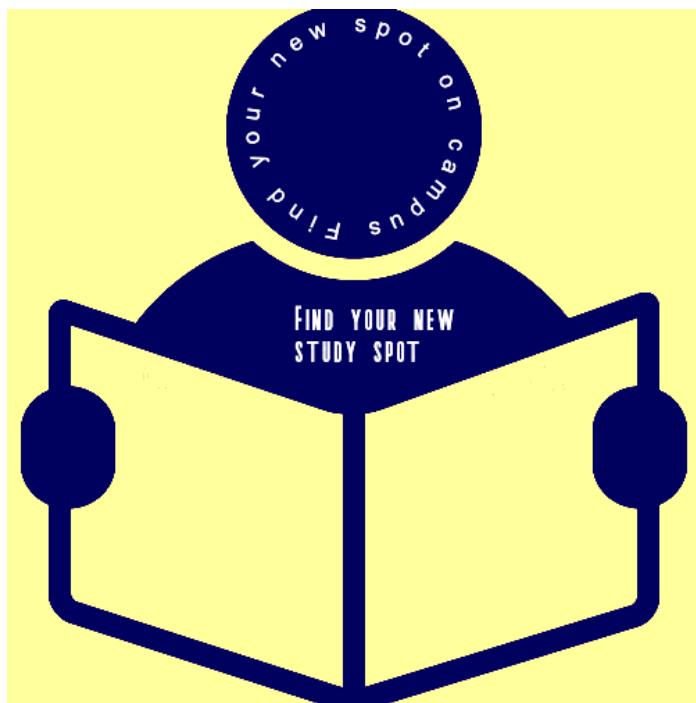
- Advanced filters (open late, group-friendly, outlets per table), sort by rating/distance.
- Responsive layout + basic a11y (keyboard nav, contrast).
- Analytics events (search, filter use, click-through).
- “Top 10 in [City]” and shareable links.
- **Milestones:** All MVP stories “Done”; lighthouse pass ≥90 perf/a11y on sample pages.

Release & Post-Launch (Week 8)

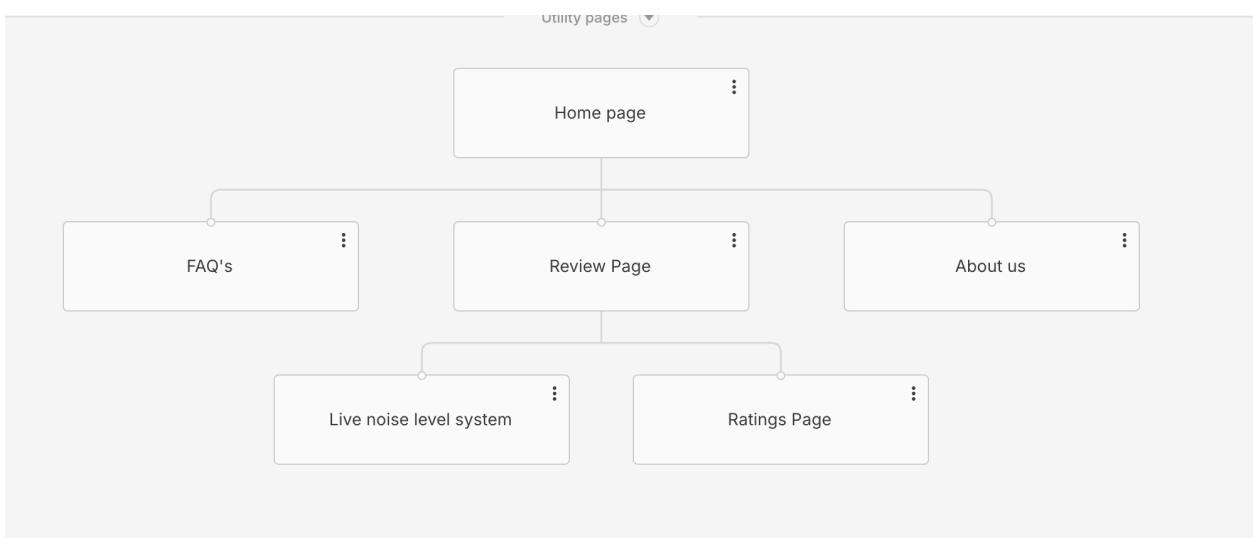
- **Goals:** deploy, monitor, iterate.
- **Deliverables:**
 - Prod deploy with error logging & uptime monitoring.
 - Bug triage board; micro-survey for users; backlog grooming for v1.1.
- **Milestones:** Public URL live; first feedback cycle collected.

Week(s)	Phase	Main / Milestones
Week 1	Planning	Define features, make sketches, set goals
Week 2-3	Spring 1: Basics	Build login/signup, database, search with filters
Week 4-5	Spring 2: Maps & Details	Add map with pins, spot detail pages, reviews system
Week 6-7	Sprint 3: Polish	More filters, mobile-friendly design, top 10 lists
Week 8	Release	Launch website, collect feedback

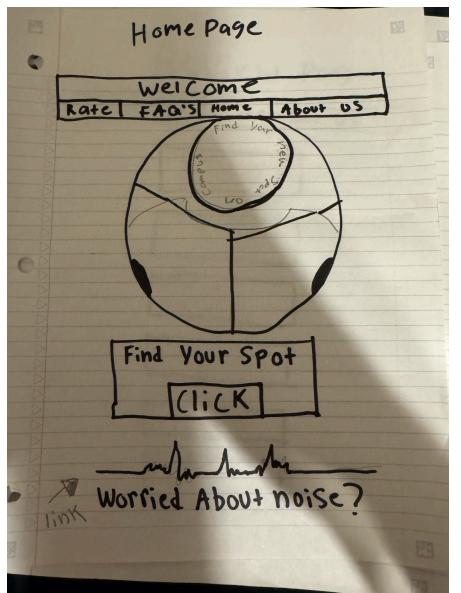
2. Original Logo



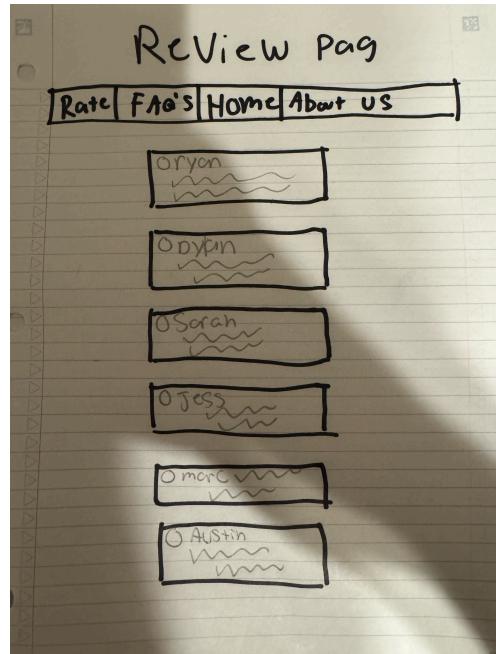
3. Site Map



4. Wireframes



Rate Page			
Rate	FAQ's	Home	About Us
Library Rate: ★ ★ ★ ★ noise: —————	CBIS Rate: ★ ★ ★ ★ noise: —————	East hall Rate: ★ ★ ★ ★ noise: —————	Hillside Lounge Rate: ★ ★ ★ ★ noise: —————
Bliss hall Rate: ★ ★ ★ ★ noise: —————	EDwards Lounge Rate: ★ ★ ★ ★ noise: —————		



5. Accessibility Ideas

- **Visual impairments:**
 - Alt text for images
 - High-contrast mode
 - Resizable text
 - Full keyboard navigation
- **Hearing impairments:**
 - Captions and transcripts for videos
 - Visual alerts instead of only sound
- **Motor impairments:**
 - Keyboard shortcuts
 - Large, easy-to-click buttons
 - Works with voice commands
- **Cognitive impairments:**
 - Simple, consistent layout
 - Plain language instructions
 - Helpful error messages on forms
- **Accessibility audit tools:**
 - WAVE
 - axe tool
 - Lighthouse
 - Screen reader testing (NVDA, VoiceOver)

