Introduction to Web development
Task 1

Part 1 – Project Idea and Target Audience

1. *Explain what the website is about and what its purpose is.*

My websites offer a service. It is an adventure trips to various destinations, which includes activities such as hiking, kayaking, rock climbing, camping and wildlife view. Each trip is designed for unforgettable experience. Participants will unplug from electronics and spend their thoughts in nature, The name of the website is called OFFLINE. The purpose of the website OFFLINE is an outdoor experience by disconnecting from technology and connect with nature. It will offer adventure trips and community building opportunities to work in a team and to explore personal growth.

2. *Develop 3 User Personas that represent the target audience of your website. Make sure to include all the relevant information.*

FIRST PERSONA

EMMA MAGRI

BIO

Name: Emma
Age: 25
Occupation: yoga teacher
Salary: 35, ooo

Background
Emma is an adventure seeker who loves outdoor adventure, and she is always looking for new destinations, she enjoys camping hiking in her free time.
Needs/Goals
She always looks for new adventures that will challenge her physically and mentally.
Frustrations
Emma finds it difficult to find new adventures.

MARK SPITERI

BIO
Name: Mark
Age: 30
Occupation: Marketing Manager
Salary: 40, 000

Background
Mark has always been passionate about outdoors activities like rock climbing and wildlife photography and exploring different places,

Needs/Goals
Mark wants to take a break from his screen job and spend his quality time in nature. He is looking for an adventure trip that will allow him to disconnect from his mobile and laptop and explore himself in the wilderness.

Frustrations
He finds it difficult to find adventure with his specific interest.

NOEL FIT

BIO
Name: Noel
Age: 24
Occupation: Community Police
Salary: 30, 000

Background
Noel enjoys outdoor activity with family and friends and he always looking for new adventures with others for a shared experience. He likes to go hiking and camping on his free time.

Needs/Goals
Noel goal is to organise a group adventure trip for a team experience that will challenge the group and help them communicate and grow between them.
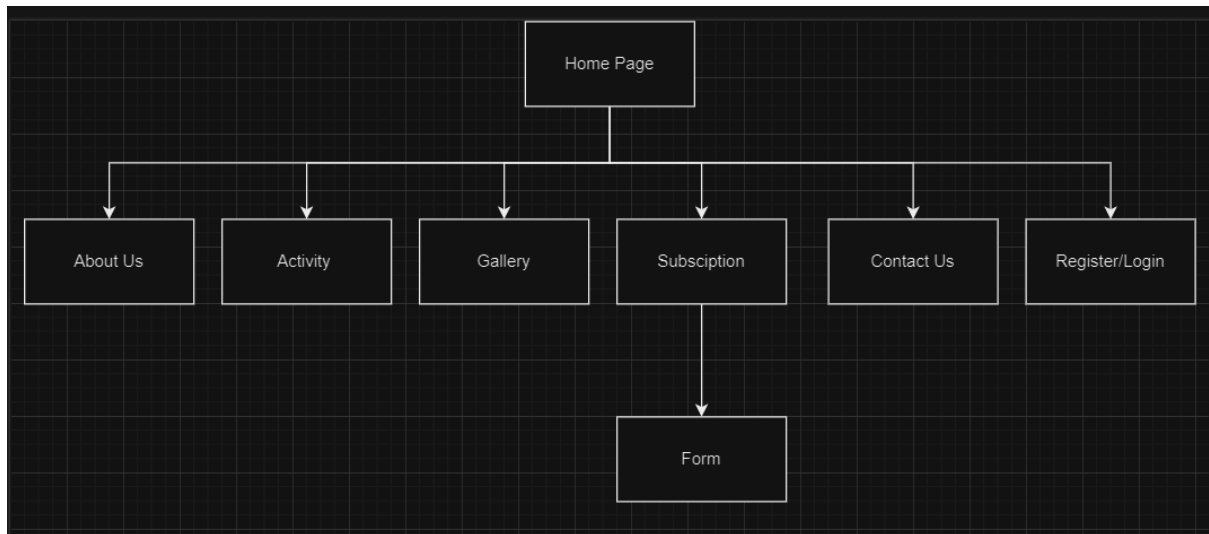
Frustrations
Noel struggle to find adventure trips of different skills and interest.

Part 2 – Design Planning

Based on the User Personas developed for Part 1,:

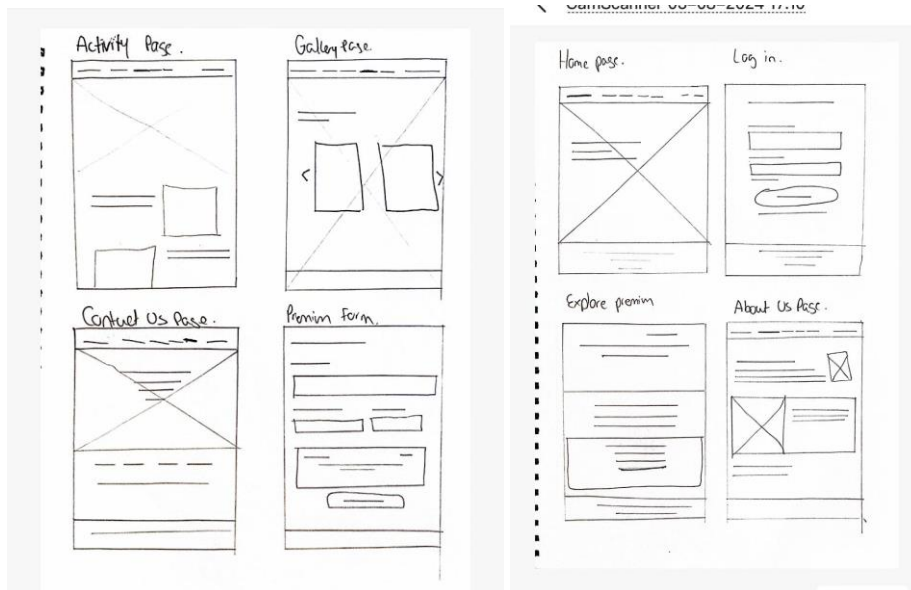1. *Produce a Sitemap, which will show the website's Navigational Structure.*

2. *Compile a Style Guide covering all the visual specifications of your work.*
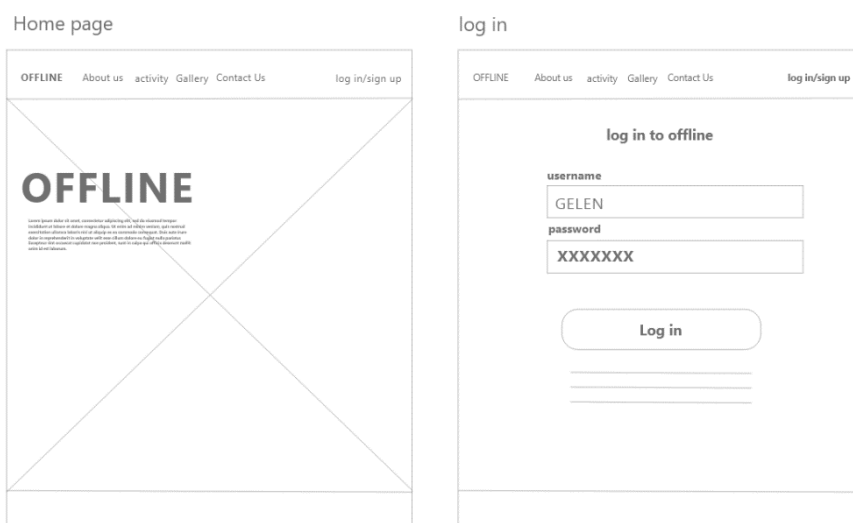
3. *Plan out your web pages by constructing:*

a. *One low-fidelity wireframe for each unique page in your website.*

b. *One medium-fidelity wireframe for each of the low-fidelity wireframes you have created.*

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About Us page

About Us

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Activity page

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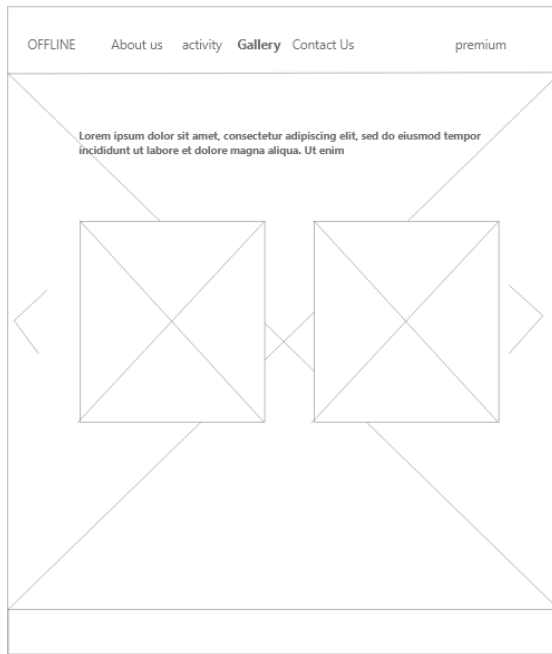
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Gallery page

Contact Us page
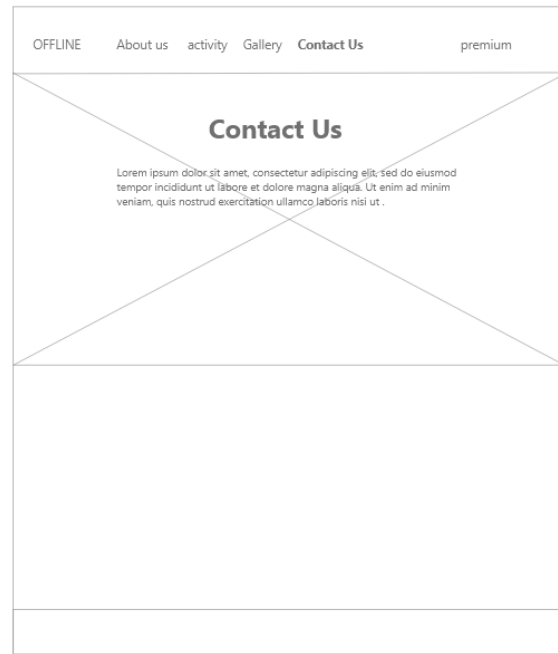
Part 3 – Test Plan You are to plan your testing for when your website is complete.

1. Construct an IPO chart which will illustrate the list of functionalities for your web site and serve as your testing strategy

Input	Process	Output	P/F
Login	website logs in	website show the home page	
Sign up	website loads on the sign-up page	website shows sign up page	
User click on about us page in navigation bar	website loads about us page	website shows about us page	
Users click on activity page in navigation bar	Website loads on activity page	website shows about us page	
User click on gallery page in navigation bar	Website loads on gallery page	website shows gallery page	
Click on subscription button	Website load to subscription page	Subscription page shows	
User click on the contact us page in navigation bar	Website loads to contact us page	Website shows contact us page	
User click on the complete button	Website load to payment form page	Form page shows	

Explore home page button in navigation bar	Website load to home page	Website shows home page	
Click on the left arrow button on the gallery page	Website load for the image to move	The image moves and shows another image	
Click on the right arrow button on the gallery page	Website load for the image to move	The image moves and shows another image	
Input data in Payment form	Details are inserted	Payment is done	