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MCON-104
Website #1

White Paper

1. what is your business? **Specstoflex.com**
2. what is the business ethos? **To protect eyes from UV light and look good while doing it**
3. what do you produce/make/offer/sell? **Sunglasses**
4. who is your target audience? **People who need sunglasses**
5. what are the key motivations of why you expect people to visit your website and how will you attract and motivate people therein? **Social media marketing will help to reach out to a bigger audience**
6. do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)? **Something specific**
7. are they already familiar with the service or product that you offer, or do they need to be introduced to it? **They're familiar**
8. are they looking for time sensitive information, such as the latest news or updates on a particular topic? **No**
9. do they want to discover information about a specific product or service to help them decide whether to buy it or not? **Possibly**
10. do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details? **If they would like to, they can reach me via email or telephone**
11. will visitors be familiar with your subject area / brand, or do you need to introduce yourself? **They're familiar**
12. will they be familiar with the product / service / information you are covering, or do they need background information on it? **They're familiar**
13. what are the most important features of what you are offering? **The quality and styles**

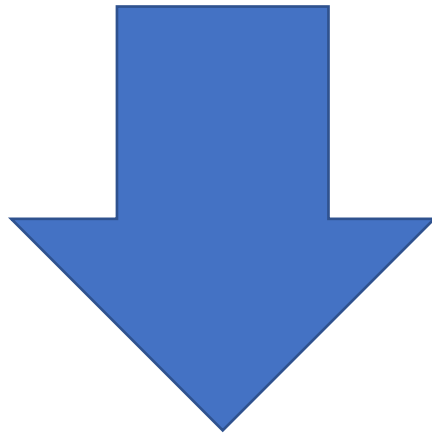
14. what is special about what you offer that differentiates you from other sites that offer something similar? **Great quality and fresh styles**
15. once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area? **Yes, questions about the product and price**

My website incorporates visual hierarchy as it starts off introducing the company and its services and slowly brings out the products and their prices. Grouping is also relevant in my website since it groups similar contexts together.

1. what is your business? **Craighill.co**
2. what is the business ethos? **To invent cool fidgets and collectibles and decoration or a toy**
3. what do you produce/make/offer/sell? **Deskcape, knives, bags....**
4. who is your target audience? **People who like spending money on "cool" things**
5. do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)? **Something specific**
6. are they already familiar with the service or product that you offer, or do they need to be introduced to it? **Not familiar at all**
7. are they looking for time sensitive information, such as the latest news or updates on a particular topic? **No**
8. do they want to discover information about a specific product or service to help them decide whether to buy it or not? **Yes**
9. do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details? **If they would like to, they can reach me via email or telephone**
10. will visitors be familiar with your subject area / brand, or do you need to introduce yourself? **Nope**
11. will they be familiar with the product / service / information you are covering, or do they need background information on it? **No**

12. what are the most important features of what you are offering? **Their uniqueness**
13. what is special about what you offer that differentiates you from other sites that offer something similar? **Uniqueness**
14. once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area? **Yes, questions about the products**

(Gray Paper)



Gray Paper

1. Sticky nav bar with hover effect: titles such as 'navbar a: hover' and '.navbar a.active' have been implemented to create hover effect
2. Sticky header with various colors at top: elements like position: fixed and display: flex used
3. Background image: titles such as 'navbar a: hover' and '.navbar a.active' have been implemented to create hover effect
4. Div class focused on what the company offers with button: multiple div class titles included such as main, inner, and original
5. Div class focused on what the company's services: multiple div class titles included such as main, inner, and original
6. Div class focused on what the company offers with button: multiple div class titles included such as main, inner, and original
7. Box shadow on 4 service boxes: box-shadow element implemented
8. Multiple images in gallery: multiple div class titles included such as main, inner, and original
9. Price boxes and descriptions: multiple div class titles included such as main, inner, and original
10. Contact information as footer: multiple div class titles included such as main, inner, and original