

# Client Website Project Planning Document

**Site Name:** Technet9090's Transit Visual Blog

**Client Name:** Gab Adam-Baudouin

**Web Developer:** Nazmus Shakib Khandaker

## Goals and Audience

### Short Goal

Build a website to showcase multiple visual blogs, each documenting individual mass transit projects using high-resolution photography.

### Detailed Goal

The primary purpose of the website is to provide a platform for my client to visually document various transit infrastructure construction projects using high-resolution photography. The initial plan for the website includes two such blogs.

One blog documents the construction of the Champlain Bridge in Montreal—one of the largest bridges in North America—that completed construction in 2019. The second blog documents the ongoing construction of Montreal's new, highly advanced, and fully automated, metro system called the "REM". We will be referring to the webpages visually documenting each of these transit projects as "visual blogs", as the primary way of documenting the projects is high-resolution photography.

While this initial project only involves two such blogs, the site is designed with expandability in mind. Additional visual blogs can be added in the future using the same template that is used to create the two blogs in this project. Should my client begin documenting a future major transit

construction project, that project may be added in the navigation bar of the site, which will link to the new webpage documenting that project.

## **Audience Definition**

The audience for my client's website can be divided into two distinct categories: transit enthusiasts and future employers and/or contractors.

### **Transit Enthusiasts**

This first category is currently the main focus of my client. These are individuals whose hobbies typically involves things relating to mass transit, vehicles, aircraft, trains, etc. As a transit enthusiast himself, my client often will capture video footage of various mass transit systems, trains, busses, and the like and upload them to his YouTube channel. He has a small but dedicated following on YouTube that regularly watch his content.

My client plans to promote the website on YouTube, both in the videos he posts as well as in the video descriptions. Because his viewers watch his content to keep up to date on transit-related projects in Montreal as well as to simply enjoy uninterrupted, long, transit videos, the visual blog website is a natural extension to what my client is already doing for an existing audience base.

Based on YouTube analytics, the audience in this category is mostly male and aged between the early 20s to mid-40s. YouTube analytics also show that most of my client's viewers consume his content on a mobile device. Therefore, it is reasonable to infer that this group of the audience will also view my client's site mostly on mobile devices. The website will be designed with a layout that flows well both on desktops as well as mobile to accommodate this. The website will also be designed with accessibility in mind to accommodate viewers with a wide range of accessibility needs.

### **Future Employers and/or Contractors**

Photography is one of my client's main talent, and it is a potential career path that my client is open to in the future. As such, my client hopes to use the visual blog as part of his bigger portfolio of photography. My client plans to refer to this website when speaking with future

employers or contractors directly as well as potentially including a link to the website in his resume in the future. Additionally, my client might give a live demonstration of the website in front of one or more clients.

For future contractors and/or employers, these pages are the most important:

- The individual visual blog pages are the exhibit. They will contain the high-resolution photographs my client intends to use as part of his portfolio.
- The About page is also important, as it will present all the ways my client can be reached, both through email and social media. This is particularly useful if a potential contractor or employer happens to stumble upon the web page (perhaps through one of my client's YouTube videos) and is interested in getting in touch.

The audience in this category is expected to most likely view the web pages in a desktop browser (PC/Mac desktop/laptops). They are expected to view each of the blogs for several minutes. They are likely to open a high-resolution version of the photographs to examine them more carefully. The website will be designed with general accessibility in mind to best accommodate a wide variety of accessibility needs.

## **Content and Technical Requirements**

### **Usage Discussion**

As described under the audience definitions above, the majority of the visitors are expected to land on the site by clicking on links in descriptions and/or information cards of my client's various transit YouTube videos. Additionally, my client also plans to occasionally share his website in various transit fan pages, groups, and chat rooms on various social media platforms (such as Facebook and discord). Therefore, visitors are expected to land on one of the visual blog pages by clicking on a direct link on one of these platforms. Visitors are also expected to land on the site by clicking on links on my client's resumes (PDF versions) or, to a lesser degree, manually typing the site address provided therein.

While on the site, visitors will scroll vertically to view the various photographs of one of the two transit projects. If visitors were not directly linked to one of the visual blogs, they can click on the respective links on the website's navigation menu. The website is designed to give the most focus to the photographs; as such, the visitors will large photographs with a little bit of text that describes the photo. These text descriptions may be on the side of the image or, depending on the screen size, below the image.

Visitors will visit the About page to view all the ways my client can be reached, laid out in a clear to read format.

## Content Requirements

Item	Task	Format	Existing Content	Assigned To	Required By
<b>Home Page</b>	Create webpage	Webpage	No	NSK	12/3/2020
<b>REM VB</b>	Create webpage	Webpage	No	NSK	12/3/2020
<b>Champlain Bridge VB</b>	Create webpage	Webpage	No	NSK	12/3/2020
<b>Photographs</b>	Provide required photographs	Images	Yes	Client	10/1/2020
<b>Photo captions/webpage content</b>	Write captions for all images used on blog	Text	No	Client (provide content) NSK (editing & adding to site)	

## Technical Requirements

The website will be built using HTML5 and CSS. There are no plans to use PHP or any other server-side scripting at this point. Because the website will present, beautiful, high-res, photographs, we will need to ensure we have ample disk space. For the initial website, 0.5 GB of disk space should be sufficient; however, we should ensure the hosting provides at least 1GB (preferably 2GB) of disk space to enable my client to add additional photographs to the existing visual blogs as well as create brand new visual blogs with a multitude of photographs.

No user data will be collected or stored on the server. Therefore, there is currently no need for a MySQL database.

## Visual Requirements

The website will use the color scheme provided by the client. The primary theming will involve a shade of cyan, white, and dark grey. My client's brand logo will appear on the top left corner of the site, beside the site name. Below this, there will be a cyan navigation bar, below which will be the main content of the website. Below the main content will be a simple footer containing the copyright and navigation links. The footer will be cyan.

Because the purpose of the website is to show off my client's photography, the web pages will include a wide container to hold the content. The typical size of the images is 1920 by 1080 in pixel resolution. Captions will be added on either the right or the left side of the images, providing a short description of the photograph in question.

To accommodate mobile users, the media query feature will be used such that the image description will be placed below the images—rather than on the side—when the screen size goes below a pre-defined threshold. Additionally, after much consideration, it has been decided that the users **will not** be taken to a full-resolution version of the image simply by clicking on the individual images on the visual blogs. This is to avoid accidental taps as the user uses touch to scroll down the blog. Instead, there will be an option to view the image at full resolution on dedicated links provided in the captions.

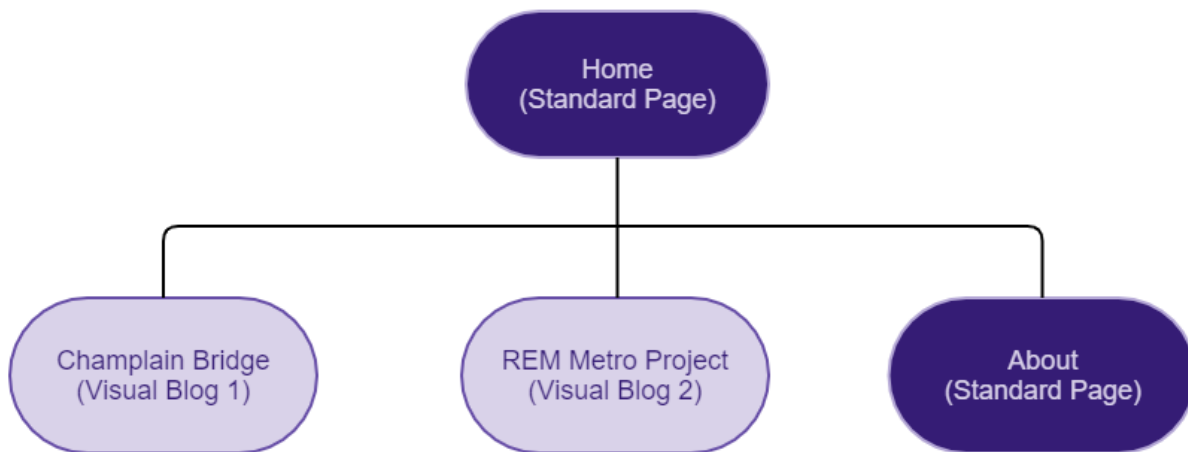
## Delivery Requirements

This initial project plan covers the following as part of the agreement on the deliverables:

1. Have a fully functioning website built using HTML and CSS that is **live and viewable publicly**
2. The website will include two distinct pages designed to showcase photographs documenting two different mass transit construction projects. These pages are referred to as "visual blogs".

3. Each of the "visual blogs" will contain high-resolution photographs relating to the construction project the blog is covering. Visitors to the site will view the photographs by scrolling vertically down the page. Each of the photographs will contain a short caption describing it. The photographs are to be provided by the client.
4. The website will have a simple homepage sporting the client's brand. The home page will also showcase 2 to 3 of the client's Transit related YouTube videos of his choosing. The home page will also have a section called "About".
5. The "About" section of the home page will contain the necessary information for visitors to get in touch with my client both through email and social media. In this initial project, the About page will be part of the home page. Future projects expanding the site may require this page to be its own separate page, as more content is added to the homepage.

## Website Diagram



# Staffing and Budget

## Timeline

Task	Assigned To	Estimated Hours	Needed By
Create project plan (this document)	NSK/Client	10	10/1/2020
Select and provide photographs	Client	N/A	10/15/2020
Create wireframe	NSK	5	10/20/2020
Design prototype	NSK	8	10/20/2020
Build alpha site	NSK	10	10/23/2020
Write image captions	NSK and Client	3	12/3/2020
Launch website	NSK	10	12/3/2020

## Staffing

**Web developer:** Nazmus Shakib Khandaker

**Web Designer (CSS):** Nazmus Shakib Khandaker

**Content Provider (photographs):** Gab Adam-Beaudoin (client)

**Client:** Gab Adam-Beaudoin

## Budget

The web developer has agreed to build the website to the specifications outlined in this project planning document for no monetary cost. In addition, the website, for the time being, will be hosted on the student server. In the long term, there is a plan to move the site to a shared hosting plan. The client and the web developer has agreed to go with Blue Host, as it was found to be a good valued option for this specific project. These hosting plans are tentative and are not covered by this project plan. Hence, a final agreement for moving the site to a shared hosting plan, and covering the costs associated with it must be made at a later time in a separate project plan. Furthermore, the purchasing of a domain name is not covered in this project plan. This is planned

to be discussed as part of the aforementioned project plan to move the site to a shared hosting provider.

*Please see next page for wireframes and prototype designs.*

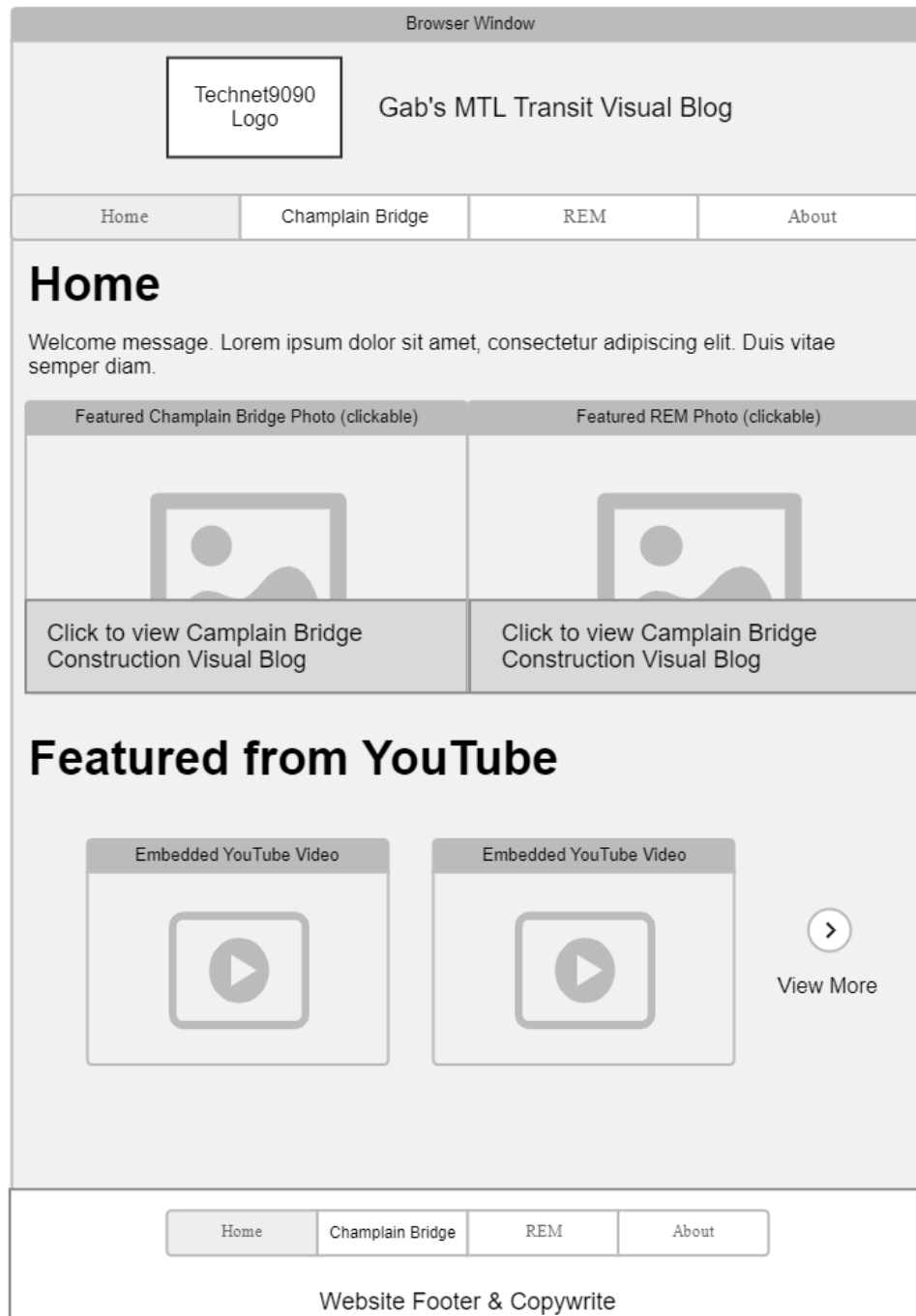
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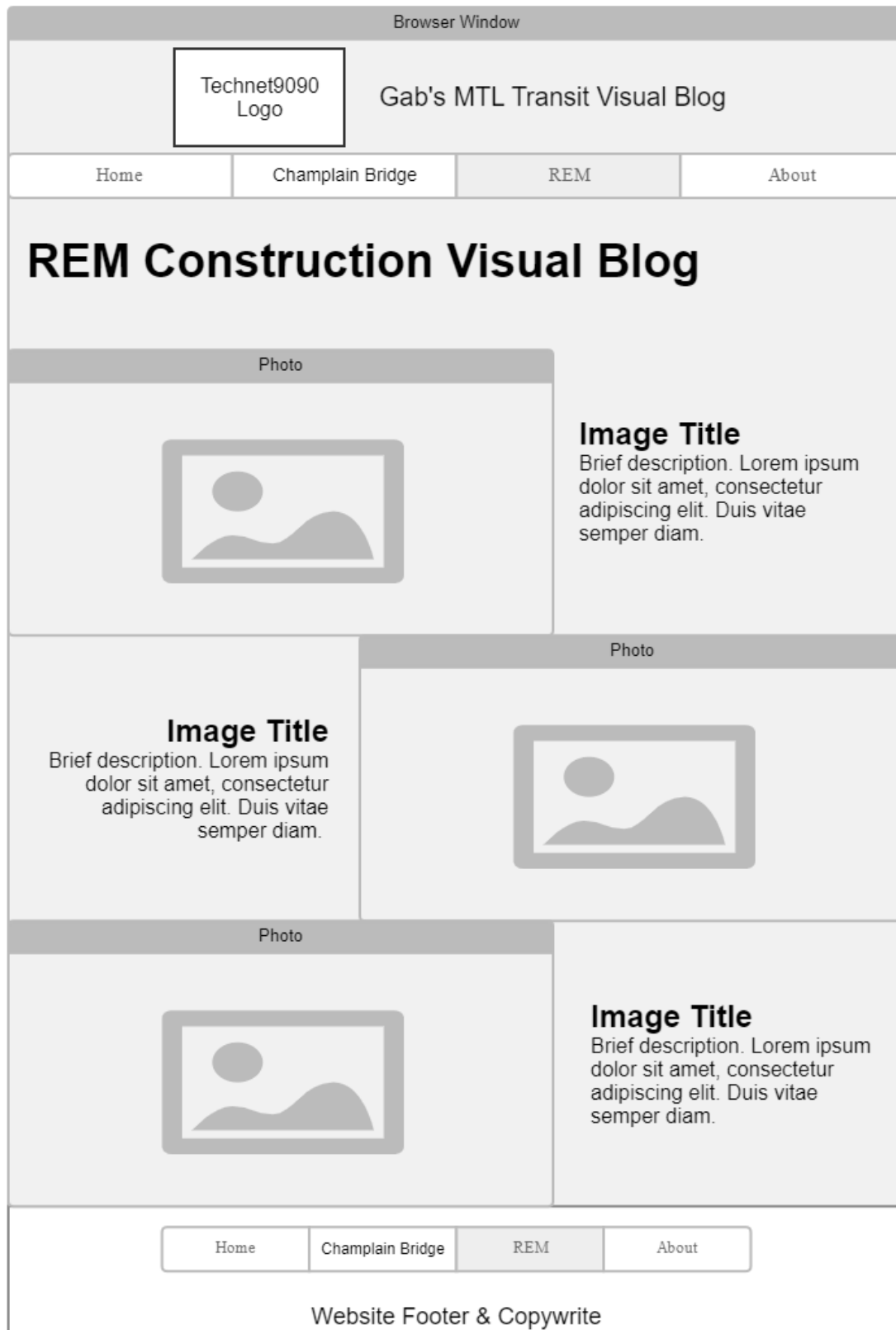
# Prototype Designs

## Wireframes

### Homepage

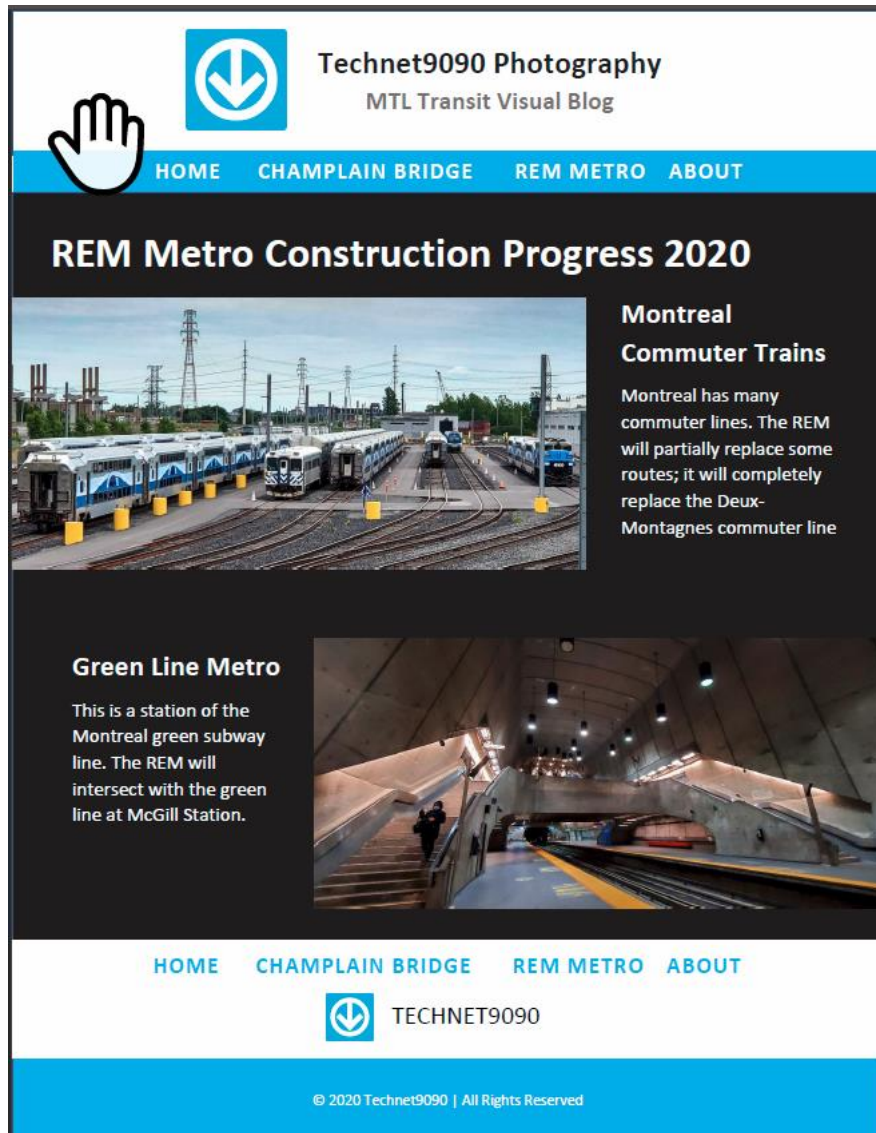


## Visual Blog Page



## Screen Prototype

The original, full resolution, version of the screen prototype is linked to on the “Projects” webpage of my student site. The file has been exported in PDF format. Below is a screenshot of that file.



## Alpha Site

The alpha site is available on the student server and linked to in the “Projects” webpage of my student site. Below is a screenshot of the alpha site.

