1. What is your business?

We are going to open a florist as our business.

2. What is the business ethos?

We will offer lots of flowers for customers to choose and the price of flowers will be cheap. At the same time provide the best after-sales service.

3. What do you produce/make/offer/sell?

We will sell fresh, dried flowers and flower arrangement.

4. Who is your target audience?

Young teenagers and old people who loves flowers.

5. What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein?

I hope people can get enough information such as the price of flower, the supply of flowers and different styles of flower by visiting our website. We will put some pictures of beautiful flowers in our website to attract customers. At the same time, we will also offer some promotions. For example, people will get a free rose if customer purchases over 80 dollars.

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)?

People want to focus on some specific information on some products.

7. Are they already familiar with the service or product that you offer or do they need to be introduced to it?

For those people who are the first time to visit our website, we need to use easy words to introduce our products in our website.

8. Are they looking for time-sensitive information, such as the latest news or updates on a particular topic?

Yes, they are always looking for special time. For example, on Valentine's Day and Mother's Day, we will have special orders from couples and children.

9. Do they want to discover information about a specific product or service to help them decide whether to buy it or not?

They want to discover information about a specific product or service to help them because customers want to know more information about specific products.

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

Yes, they may need to contact us to know whether they can visit in person or not. And we can provide opening hours and map to help them visit our shop. We also provide our email and telephone to make customers contact us.

11. Will visitors be familiar with your subject area / brand or do you need to introduce yourself?

Some visitors may be not familiar with our subject area, we need to introduce ourselves.

12. Will they be familiar with the product / service / information you are covering or do they need background information on it?

They will not be familiar with the product so we need to introduce some background information.

13. What are the most important features of what you are offering?

The most important features are to sell fresh flowers.

14. What is special about what you offer that differentiates you from other sites that offer something similar?

We accept special customization for some customers who have special requirements.

15. Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area?

Yes, people may ask how do pay for their products and whether the product can be delivered or not.

2. Explain how you implemented concepts in visual hierarchy, grouping, and similarity in your design.

Visual hierarchy is the principle of arranging elements to show their order of importance. In our design, we highlight the important elements.

According to grouping, objects that move or appear to move in a common direction have a 'common fate' and people perceive them as a group. We group related content together.

The principle of similarity simply states that when items share some visual characteristic, they are assumed to be related in some way. In our design, we will share similar content.

3. Take another website (that already exists on the web) and analyze it based on the above, creating a wireframe for it as well.

<https://flowersfast.com/>Diagram

Description automatically generated with low confidence