

Spice-World Website Documentation

1 Analysis

1.1 Specification

The scope of this project is to recreate a website for the Spice-World company. The reason for this is the current old-fashioned layout it proposes to its stakeholders.

Spice-World has received substantial damage to its reputation due to negative comments, such as their current website being "too old-fashioned." Some users have explicitly stated that the Spice-World website "does not create a good impression of the company."

To fix this issue within the company, this project will have the following inherent goals:

- A more visually appealing design for users
- A simple, modern look

With these goals, the aim is to create an interactive, professional-looking website that will make it easier for customers to explore the products that Spice-World has to offer.

1.2 Research

My reference website will be <https://www.dropbox.com/>

1.2.1 Why <https://www.dropbox.com/>?

Dropbox's website stood out to me because of its modern, simple, and interactive layout. The website preemptively introduces what you can achieve with Dropbox in a welcoming and flawless manner. The plethora of soothing animations thoroughly enhances user experience.

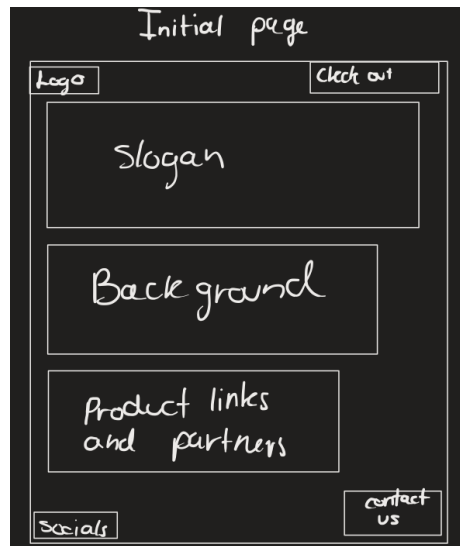
1.2.2 What parts of <https://www.dropbox.com/> do I not like?

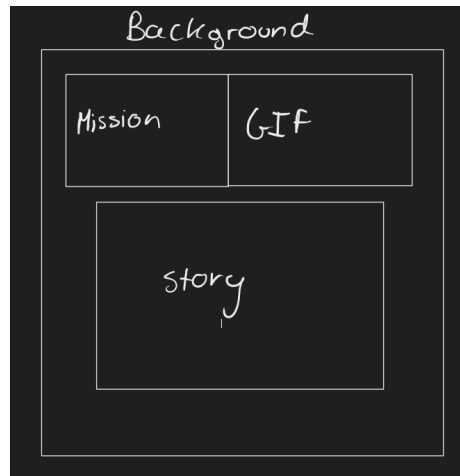
The website's colour scheme is fairly dull and repetitive. It diminishes the appeal of the website.

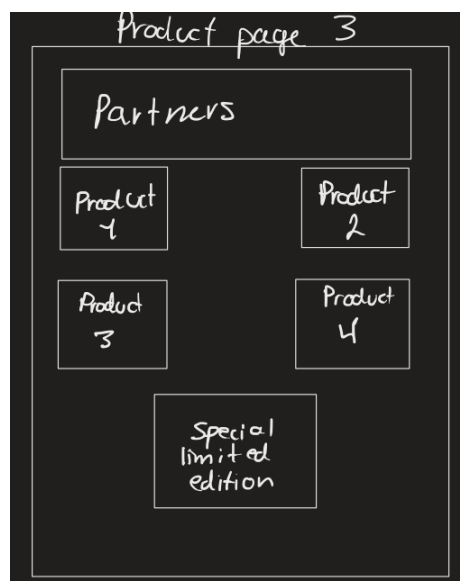
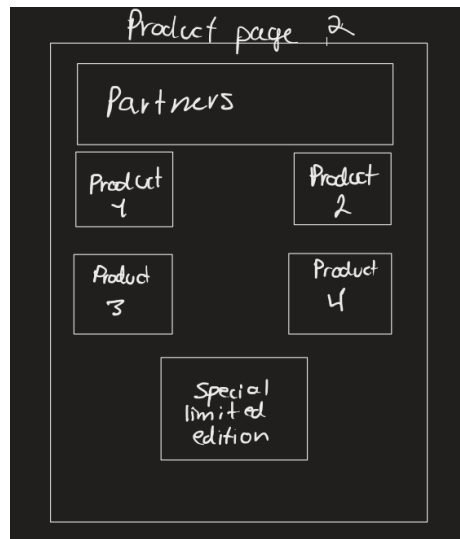
1.3 Stakeholders

- Spice-World company management
- Spice-World employees
- Marketing and Sales team at Spice-World
- Spice-World's IT team
- External partners

1.4 Design







Checkout basket

Products
to be
purchased

Check
out

Feedback page

Prompt

First name

Second
name

Phone number

Email

Feedback box