

Getting Started

Website Design Questionnaire

Thank you for supporting Students at Oxford Brookes University to build your website.

To get started, we would like to learn about your business and gather some information to best determine the approach that will be best for your web strategy. Furthermore it will provide us with the necessary information we need in order to build your proposal as accurately as possible.

Please feel free to skip questions if you feel that theses might be not be relevant to you or your project, or indeed if you do not yet know what you need in a particular area. We can always discuss theses later. If you have any additional assets or specification documents that will help us out, please include those too.

Many thanks for taking the time to complete this form.

Client Website Requirements Form

General Information	
Business/organisation name	Fired bowl world ceramics
Please describe the nature of your business.	Import of pottery from Morocco which is then sold on, mainly at charity fairs
Do you have an existing website already? If so, why are you looking to redevelop?	No
Please give website URLs where relevant.	NA
Please list at least two competitive websites and relevant URLs, and comment on what you like/dislike about them?	https://www.maroque.co.uk/collections/moroccan-pottery https://www.trulymoroccan.com/Moroccan-Ceramics I think trulymoroccan is quite laborious but I like the polish pottery shops one as its quick to see the different items and you get a close view.
How crucial will your website be to your overall business model? For example, will it be your primary source of income or more of information portal to sell product elsewhere?	It isn't my primary source but people after seeing me at fairs and purchasing other goods, they ask me about my website. I guess when I have a website, I will make it my primary source.
Your Target Audience	
Please indicate whom your primary audience is expected to be – the kind of users who will most likely use your site on a regular basis? For example	My age of audience ranges from approximately 40 to 80. Anyone who cooks. The younger ones will be better at using the website, but I need it to be easy for older customers.

Technical Features & Anticipated Scope	
How many pages of content do you expect the site to require? An estimated figure is sufficient.	At the moment I have 22 items and would think that would stay roughly the same but open to suggestions,
Will you require different template layouts between pages, or will the layout remain largely the same throughout the site?	Similar layout for pages.
What specific features (other than core content display) will the site require? For example: discussion forum, newsletter subscription, online shop (ecommerce), user registration & accounts, blog, gallery, etc.	<p>I will need an online shop at some point but I need a newsletter subscription and user be able to send me a query via the website.</p> <p>I would like to be able to add a video on how ceramics are created.</p> <p>I want to link to Facebook and Instagram.</p>
Is the content for the website already available? If not, when do you anticipate it will be ready for deployment?	Yes
<p>Search Engine Optimisation Services</p> <p>Would you like your website to be search engine optimised? To get better placed on Google etc.</p>	Yes
Branding & Design	
What kind of website will this be? For example: personal, corporate, web2.0, clean, etc.	A friendly and easy to use eCommerce site
<p>How would you describe the style of the site? Use as many keywords as you feel is necessary.</p> <p>For example: modern, grungy, bright, colourful, dark, retro, minimalist, neutral, corporate, paper-made.</p>	Ethnic, rustic, clean lines, big images maybe?
Please list at least 2 URLs (web addresses) of any websites that	https://www.susiewatsondesigns.co.uk/pottery.html

you like and take note of specific elements on the site that you find appealing about the respective designs; please consider layout, colors, navigation, graphics, and typography.	https://www.libbyballard.co.uk/ https://bartoncroft.com/ https://www.justslate.co.uk/
Do you have a preference of colours for your website? Are there any colours that you prefer not to be used for your website?	Yellow, Olive Green, or Brown. Black and Red.
Do you already have design assets available for the project? This can include visual identity, Logos, layout wireframes, design mock-ups, or full PSD designs.	Just Logo
Additional Information Please provide any additional information that you feel is relevant to the project.	I want the site to be able to work on different devices.

Items List

Moroccan Magic Ceramics	Our extensive selection of beautifully handmade hand-painted Moroccan ceramics includes: ceramic bowls with silver or copper edge of different sizes, fruit bowls, ceramic eggcups, safi plates and ceramic jewellery boxes. Our safi ceramics are truly stunning pieces of interior decoration that will look amazing for serving food with style and as a centre piece on your table.
Products	Our sumptuous collection of tableware in metallic colours and rich textures, inspired by traditional Moroccan designs and prints. Safi tones are used throughout the collection, incorporating luxurious velvet and marble with exquisite gold embellishments. Choose from four exclusively designed fragrances to set the scene of a warm Moroccan summer's day.
Products Details	
Modern Red	<p>Large plate in a contemporary Moroccan pattern</p> <p>Hand crafted in Safi on Morocco's Atlantic coast these large plates and bowls are as useful as they are beautiful.</p> <p>The perfect size for a centre fruit bowl, great for serving a large salad or rice. Each one unique and bringing a true taste of Moroccan culture to your home.</p> <p>They make an ideal gift £30 per item</p>
Blue Bowl	<p>Traditional Moroccan large bowl in blue and white</p> <p>These bowls are hand crafted in Safi on the Atlantic coast of Moroccan and individually decorated so each one is unique.</p> <p>£25.00</p>
Large blue plate	<p>Large plate in a traditional Moroccan blue and white pattern</p> <p>Hand crafted in Safi on Morocco's Atlantic coast these large plates are as useful as they are beautiful.</p> <p>The perfect size for a centre fruit bowl, great for</p>

	<p>serving a large salad or rice. Each one unique and bringing a true taste of Moroccan culture to your home.</p> <p>They make an ideal gift</p> <p>£35.00</p>
Green Platter	<p>Large hand painted Moroccan platter in a traditional design, 40cm wide</p> <p>Hand made in Fez in Morocco, 'these lovely large platters are as useful as they are beautiful.</p> <p>The ideal size for a the centre of the table, great for serving a fruit, large salads or rice. Each one is hand painted and unique and bringing a true taste of Moroccan culture to your home.</p> <p>They make the perfect gift</p> <p>£45.00</p>
Yellow bowl and plate	<p>Traditional Moroccan medium bowl and plate in yellow</p> <p>Size - 20cm wide</p> <p>These bowls are hand crafted in Safi on the Atlantic coast of Moroccan and individually decorated so each one is unique.</p> <p>They make stunning gifts, bring a touch of Moroccan culture and individuality to your home.</p> <p>£ 35.00 per item</p>
Orange bowls	<p>Traditional Moroccan olive bowl in orange and white</p> <p>These bowls are hand crafted in Safi on the Atlantic coast of Moroccan and individually decorated so each one is unique.</p> <p>Ideal as great for soup, dips and crisps</p> <p>£20.00</p>
Tagine	<p>Large traditional Moroccan terracotta tagine.</p> <p>Can be used on the hob with care, suitable for the oven but not the dishwasher. Perfect with a brazier</p> <p>Requires a heat diffuser, for using on the hob. See bottom of the page.</p> <p>Recreate classic Moroccan tagines with the</p>

	large tagine
Flower platter	<p>Large hand painted Moroccan platter in a traditional design.</p> <p>Hand made in Fez in Morocco, 'these lovely large platters are as useful as they are beautiful.</p> <p>The ideal size for the centre of the table, great for serving a fruit, large salads or rice. Each one is hand painted and unique and bringing a true taste of Moroccan culture to your home.</p> <p>They make the perfect gift £40.00</p>
Tea glasses and tea tray	<p>Set of six tea glasses with a different colour pattern. Large silver coloured engraved tea tray.</p> <p>Perfect for serving mint tea Not dishwasher safe.</p> <p>£40.00</p>
Terracotta bowl	<p>Large hand painted Moroccan terracotta rim bowl in a traditional design,</p> <p>Hand made in Fez in Morocco, 'these lovely large platters are as useful as they are beautiful.</p> <p>The ideal size for a the centre of the table, great for serving a fruit, large salads or rice. Each one is hand painted and unique and bringing a true taste of Moroccan culture to your home.</p> <p>They make the perfect gift £10.00</p>
Flower bowl	<p>Traditional Moroccan medium bowl in blue and white</p> <p>These bowls are hand crafted in Safi on the Atlantic coast of Moroccan and individually decorated so each one is unique. They make the perfect gift £10.00</p>
Skyblue bowl	<p>Traditional Moroccan medium bowl in shades of blue.</p> <p>These bowls are hand crafted in Safi on the Atlantic coast of Moroccan and individually decorated so each one is unique.</p>

	<p>They make the perfect gift £20.00</p>
Olive bowls 1 and 2	<p>Traditional Moroccan olive bowl in different colours</p> <p>These bowls are hand crafted in Safi on the Atlantic coast of Moroccan and individually decorated so each one is unique.</p> <p>Ideal as great for soup, dips and crisps £20.00</p>
Pink bowl	<p>Traditional Moroccan medium bowl in pink</p> <p>These bowls are hand crafted in Safi on the Atlantic coast of Moroccan and individually decorated so each one is unique.</p> <p>Ideal as great for soup, dips and crisps £20.00</p>
Jugs	<p>Hand painted Moroccan terracotta jugs in a traditional design,</p> <p>Hand made in Fez in Morocco, 'these lovely large platters are as useful as they are beautiful.</p> <p>The ideal size for the centre of the table, great for serving a juice. Each one is hand painted and unique and bringing a true taste of Moroccan culture to your home.</p> <p>They make the perfect gift £10.00 each</p>