## Fired Bowl world ceramics

## Formal Plan

This website is designed for a ceramics creator to help him sell his products. This client is asking for "a friendly and easy to use e-commerce site". Moreover, he asks "clean lines and big images". This website was created considering all wishes from the given specifications. This formal plan is constructed in two main parts, website specifications followed by the testing, evaluation and changes.

#### Website Specifications

###### Goals & Objectives

The aim of this website is to create a good e-commerce alternative to the in-store selling of Fired Bowl World Ceramics. The company want this website to become its primary source of income. The created website has to be well designed to give the client a good feeling, encourage him to stay on the website and buy ceramics. Moreover it has to be attractive to make the client come back. Those feelings can be acquired using some basics principle as a responsive and fast design or a system of rewards.

###### Targeted audience

As stated by the owner of Fired Bowl, the “age of audience ranges from approximately 40 to 80”. In a more general way this website has to be design for “anyone who cooks”. As the website is designed for a large range of customer age, it has to be completely accessible, “the younger ones will be better at using

the website, but [we] need it to be easy for older customers”. The targeted audience may also have some attraction for traditional designs which implies the need for the reflection of this feeling throughout the website colors.

###### Pages & Content

This website is composed of five pages : home, products, about, contact and shopping-cart. Each page have different purposes and contents but are based on the same overall layout to give a fluent navigation to the customer.

- Home : attract the customer (big images, redirection and animations)

- Product : list and shopping cart

- About : video and information about the creator

- Contact : contact information and map

- Shopping cart : interactive

- footer and social media interaction

###### Navigation

The navigation has to be completely fluent to give the customer a pleasant experience. To serve this purpose, the navigation bar at the top of the screen is really friendly and interactive. Moreover, the footer at the bottom of all pages allow a quick overview of useful information wherever the user is in the website. Finally, animations, scroll and transitions where created to guide the user and help him understand what is happening at the moment (click, hovering, etc.).

###### Color scheme

###### Fonts

###### Images

###### Accessibility, ethical, social and cultural issues

#### **Testing, Validation & Changes**

###### Methods used

###### Validation

###### Issues

###### Changes