

Dong_design

Part II:

- **Define Your Product**

1. What problem does your product website solve or address?

My product website can solve lose track of calories taking per day, and generate meals for users based on the goal

2. What is your product idea? How does your website support this idea and help solve the problem?

The product idea is to keep track of calories intake, suggestions on food to eat, and to set up the user's own goal.

3. What type of website are you building? (i.e., e-commerce, brochure, portfolio, media, nonprofit, etc.)

The website would be a Portal that can serve the user based on their needs.

4. What is your mission statement? Summarize what your product does, who it's for, and why it matters.

My mission statement is to help individuals build healthier eating habits by making calorie tracking and meal planning simple, personalized, and stress-free. The website will be designed for anyone who wants to meet nutrition goals

- **Profile Of Target Audience**

- Who is the primary audience that your product is trying to reach? Include the following details about your target audience:

- **Demographics**

- What is the age range of your target audience?

16 above

- What is the gender distribution?

All gender

- Which country do your visitors live in?

All around the world

- Do they live in urban or rural areas?

I think more in urban areas, but rural areas can be using it too.

- Socioeconomic Details

- What is the average income of visitors?

They income won't be matter to this

- What level of education do they have?

Any education can use the web

- What is their marital or family status?

Any status

- What is their occupation?

Any occupation

- How many hours do they work per week?

Any working hours, even if they don't have a job can be using this.

- Web Behavior

- How often do they use the web?

The web should be using it daily.

- What kind of device do they use to access the web?

More on mobile devices, which is easier to access, but also can go through computers.

- Create a chart with at least three fictional visitors from your target audience. This chart should include at least their name, sex, age, location, occupation, income and web use. You can create this chart manually or with AI tools like ChatGPT.

1st visitor

- David Chen

- Male

- 28

- Austin, Texas

- Software Engineer

- \$85,000/yr

- High. Very tech-savvy. Uses multiple monitors, lives in browsers and productivity apps. Prefers desktop web but uses mobile on the go. Trust data and clean UI.

- He is on our site to: Find a precise, easy-to-use tool that integrates data seamlessly into his life. He wants to see a clear dashboard, understand

the app's accuracy, and how it will help him create a sustainable calorie deficit without giving up his social life.

2nd visitor

- Maria Rodriguez
- Female
- 42
- Chicago, Illinois
- Elementary School Teacher
- \$63,000/yr
- Medium-High. Primarily uses her smartphone for everything from shopping to social media (Instagram, Pinterest). Uses her laptop for lesson planning but prefers mobile-first experiences. I often research health topics on Google.
- She is on our site to: Find something better than what she's tried. She needs to be convinced that NutriSync's database is more accurate, its barcode scanner is faster, or its insights are more insightful. She's looking for specific differentiators and success stories from people like her.

3rd visitor

- Zoe Turner
 - Female
 - 24
 - Denver, Colorado
 - Fitness Instructor & Yoga Teacher
 - \$52,000/year (variable)
 - Very High. A digital native who lives on her phone. Heavily influenced by wellness content on TikTok, Instagram, and health blogs. Values a beautiful, intuitive app experience. Already uses a fitness tracker (Whoop/Oura).
 - Zoe isn't trying to lose weight. Her goals are performance and optimization: ensuring she gets enough protein for muscle recovery, balancing her macros for energy throughout her teaching days, and understanding her nutritional habits on a deeper level.
- Create a list of reasons why people would be coming to your site and assign the list of tasks to the fictional visitors you created. You can complete this step manually or with AI tools like ChatGPT.
 - Reasons for Visiting
 - To Find a Solution: They know they have a problem (weight gain, low energy, poor eating habits) and are searching for a tool to help.
 - To Research Options: They know they need a calorie-tracking app but are

comparing features, prices, and reviews before deciding.

- To Start Tracking Immediately: They are motivated *now* and want to begin their journey by logging their first meal.
- To Manage Their Existing Journey: They are already users and need to access their food log, check progress, or update their goals.
- To Seek Guidance and Learn: They are looking for reliable information, recipes, or tips to support their health goals.

- Tasks Assigned to Fictional Visitors

Persona: David Chen (The Determined New Starter)

- Reason for Visit: To Find a Solution, To Start Tracking Immediately
- Primary Goal: Find a simple, trustworthy, and data-driven tool to help him understand his calorie intake.
- Tasks on the Site:
 1. Understand the product quickly: Scan the homepage to answer "What is this and how can it help me?"
 2. Assess credibility: Look for signs of trust (testimonials, security badges, professional design).
 3. See the tool in action: Watch a short video or interact with a demo to visualize using it.
 4. Start with minimal effort: Find the "Sign Up" button and create an account using a simple form (e.g., "Continue with Google").
 5. Perform a first action: Log his first meal or snack after signing up.

Persona: Maria Rodriguez (The Frustrated Seasoned Dieter)

- Reason for Visit: To Research Options, To Find a Solution
- Primary Goal: Convince herself that NutriSync is better than her previous apps and worth trying again.
- Tasks on the Site:
 1. Compare features: Navigate to the "Features" page and look for a comparison chart vs. other apps (e.g., "Why Choose NutriSync?").
 2. Validate with social proof: Read detailed user testimonials and success stories, specifically from people who also hit plateaus.
 3. Investigate the database: Search for a specific "healthy" food she eats often (e.g., "chia seed pudding") to test the database's accuracy and detail.
 4. Evaluate cost vs. value: Scrutinize the "Pricing" page to see what a Premium subscription offers and if the cost is justified.
 5. Find a risk-free way to try: Locate and understand the terms of the free plan or a free trial offer.

Persona: Zoe Turner (The Health-Conscious Optimizer)

- Reason for Visit: To Research Options, To Seek Guidance and Learn
- Primary Goal: Determine if the app offers advanced features that meet her performance-based needs.
- Tasks on the Site:
 1. Find advanced features: Dive deep into the "Features" page to find information on macronutrient (macro) and micronutrient tracking.
 2. Check for integrations: Look for a list of supported integrations with other apps (e.g., Apple Health, Google Fit, Strava).
 3. Assess content quality: Browse the "Blog" or "Resources" section to see if the recipes and articles align with her wellness philosophy.
 4. Evaluate user experience (UX): Judge the aesthetic and usability of the website itself as a proxy for the app's quality.
 5. See if it's "for her": Look for branding and messaging that speaks to optimization and performance, not just weight loss.

Part III: Planning & Designing Your Product Website

A. Website Requirements

By addressing the questions below, you'll gain valuable insights into how to design a website that meets your goals and expectations.

1. Purpose & Goals

Answer the following questions in your document:

- What is the primary goal of your website (i.e., promote a service, sell a product, educate users, raise awareness, etc.)?

The primary goal of the website is to promote a software service and acquire users.

- What is the most important action you want users to take on your site (i.e., sign up, purchase, read articles, submit a form, etc.)?

The most important action is for a new visitor to sign up for a free account. Also For existing users, the most important action is to log in and interact with their food diary and dashboard regularly.

2. Content & Features

Answer the following questions in your document:

- What content and features are essential to help users achieve their goals? List critical pages and features (i.e., About, Contact Form, Product Gallery, FAQs, Reviews, etc.).

Homepage/ introduction page, feature page, unlock premier page, login page, and about page
Sign Up and Log In buttons on every page.

Interactive Demo that user can play with

Robust Search Functionality

Options for email, Google, and Apple sign-up.

- What will your homepage highlight? Think about the first impression and what visitors need to see right away.

A bold headline, a supporting sub-headline, and a stunning, clear mockup of the app interface on a device. Two primary buttons, sign up and learn more.

3. Look & Feel

Answer the following questions in your document:

- Do you have examples of websites that inspire your design? List 1–2 examples and what you like about them (i.e., layout, colors, interactivity, etc.).

The website “myfitnesspal” is also a calorie tracking website. I really like the layout of this website. It’s clean and focused on showcasing the app’s utility without excessive flair. It effectively used blue and a clean white background, making the website more visualizing.

- How would you describe the overall style of your site (i.e., modern, bold, minimalist, playful, professional, etc.)?

My site will be modern, clean, trustworthy.

- Do you have preferences for color, fonts, or imagery? If not, what mood or personality do you want the site to convey?

I prefer using green and white as my main color style. Might be using league spartan for the font, with either black or dark brown color.

B. Design & Prototyping

In this final section, you’ll bring together your ideas and planning to shape the visual direction of your product website. You’ll document your design choices and development strategy through diagrams, sketches, and visuals that guide your build process.

1. SDLC Approach & Timeline

In your answer document, outline how you plan to build your website using the SDLC. Your plan should include:

- The SDLC model you’ve chosen (Waterfall, Agile, Scrum, etc.).

Agile will be use

- A clear timeline of phases and milestones.

Week 1 – Planning & Requirements

- Define user personas
- Finalize feature scope

Week 2 – Design Phase

- Create site maps, wireframes, and logos.
- Peer review for feedback.

Week 3-4 – Development Sprint 1

- Build homepage, navigation, and static pages
- Add calorie tracking prototype with dummy data.

Week 5-7 – Development Sprint 2

- Add interactive features: meal planner, grocery list.
- Connect localStorage for temporary data persistence.

Week 8-9 – Testing & Accessibility Audit

- device testing.
- Run accessibility audits

Week 10-11 – Final Review & Deployment

- Polish UI, finalize content.
- Launch site

- A visual representation of your timeline (e.g., Gantt chart, flowchart, or detailed bullet list).

You may create this manually or with AI tools ([ChatGPT](#), [Gantt Chart AI](#)).

Week 1: [■■■■] Planning & Requirements

Week 2: [■■■■] Design Phase (Wireframes, Logo, Site Map)

Week 3-4: [■■■■] Dev Sprint 1 (Homepage + Navigation)

Week 5-7: [■■■■] Dev Sprint 2 (Meal Planner + Storage)

Week 8-9: [■■■■] Testing & Accessibility

Week 10-11: [■■■■] Final Review & Deployment

2. Original Logo

Design a logo for your product website that visually captures your brand identity. Your logo must include:

- The name of your product.
NUT AI
- An image, icon, or design that represents your product.
A plate with utensils forming a checkmark
- A transparent background (export as PNG).



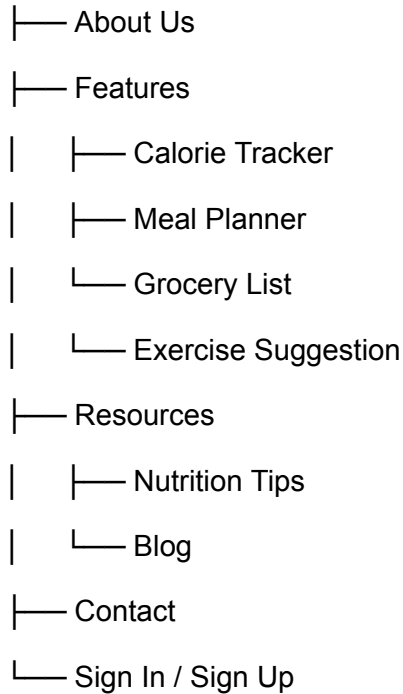
Use free tools like [Pixlr X](#) to create your logo. You can check out a [video tutorial](#) or [written tutorial](#) on how to create a logo in Pixlr X.

3. Site Map

Create a site map that shows how your site will be structured and how users will navigate between pages. Your site map should:

- Illustrate the structure and grouping of your web pages.
- Clearly shows how users will navigate between the pages.
- Reflect any feedback you received from your peers during the lab.

Home



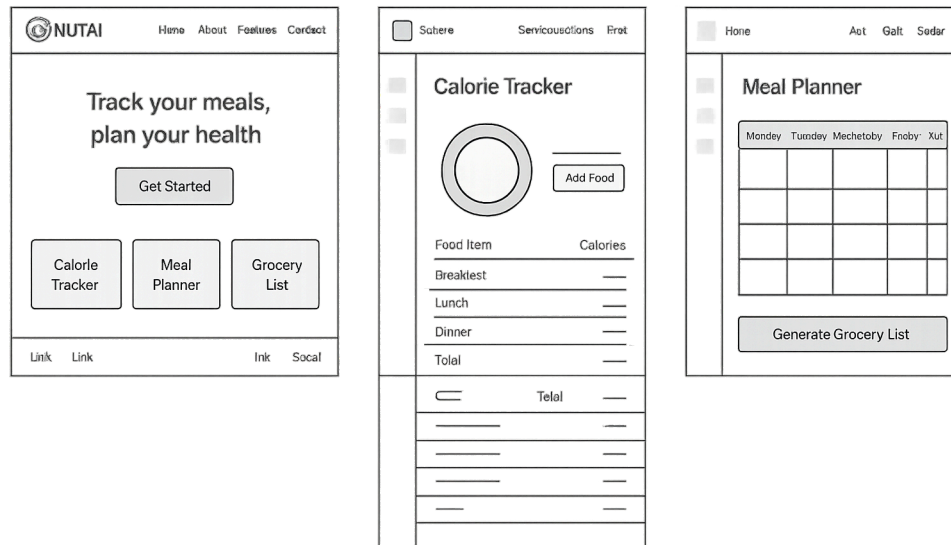
You can create your site map manually on paper, using draw.io or with AI tools ([Slickplan](https://Slickplan.com), Octopus.do).

4. Wireframes

Design wireframes for your homepage and at least two other core pages. Your wireframes should:

- Clearly sketch where key information and interactive elements will be located. This must include placement of navigation bar and logo, and a layout of content across web pages.
- Focus on the homepage and at least two other pages.
- Reflect any feedback you received from your peers during the lab.

You can create your wireframes manually on paper, using draw.io or with AI tools ([Uizard](#), [Figma with AI plugins](#)).



5. Accessibility

In your answer document, explain how your product website will be made accessible from the start. Your plan should include:

- Specific features you will implement to support users with visual, hearing, motor and cognitive impairments.
- Tools you will use to audit your site for accessibility.

Features to Implement:

- **Visual impairments** → High contrast color scheme, alt text for all images/icons, resizable text.
- **Hearing impairments** → No critical audio-only elements; captions for any video.
- **Motor impairments** → Full keyboard navigation (tab order, skip-to-content link), large buttons.
- **Cognitive impairments** → Simple, consistent layout; icons paired with labels; plain language.

Accessibility Tools:

- **WAVE** → For structure/alt-text checks.
- **Google Lighthouse** → For automated accessibility scoring.
- **Manual testing** → Keyboard-only navigation & screen reader test (NVDA/VoiceOver)

You may create this manually or with AI tools ([ChatGPT](#), [WAVE](#), [Google Lighthouse](#)).