

Part II: Identifying your product and target audience

A. Define Your Product

Answer the following questions in your document:

1. What problem does your product website solve or address? My product website will address the challenge of tracking food intake and maintaining a healthy diet. Many people struggle with understanding the nutritional value of their meals and staying consistent with their health goals.
2. What is your product idea? How does your website support this idea and help solve the problem? The product is a smart food tracking app where users log what they eat, and the app breaks down the nutrition (calories, protein, carbs, fats, etc) then offers health tips, personalized meal advice, healthy swaps, and encouragement. The website will act as a brochure that promotes the app and educates the visitors on its benefits.
3. What type of website are you building? (i.e., e-commerce, brochure, portfolio, media, nonprofit, etc.) Brochure website - its purpose is to market the food tracking app, explain how it works, highlight its features, and encourage downloads or sign-ups.
4. What is your mission statement? Summarize what your product does, who it's for, and why it matters. The mission statement is to empower individuals to take control of their health through smart food tracking, personalized nutrition insights, and daily encouragement. The app is designed for anyone who wants to eat better, manage dietary restrictions, or reach a specific fitness or health goal without feeling overwhelmed. By combining smart advice with emotional support then it would make healthy living accessible and motivating.

B. Profile Of Target Audience

Answer the following questions in your document:

1. 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? **18-99**
 - What is the gender distribution? **All genders: maybe a slightly higher female engagement**
 - Which country do your visitors live in? **Primarily USA, with some international users**
 - Do they live in urban or rural areas? **Both urban and rural**
 - Socioeconomic Details
 - What is the average income of visitors? **\$25,000- \$80,000+**
 - What level of education do they have? **High school, college, or graduate education**
 - What is their marital or family status? **Mix of single, married, divorced, or retired**
 - What is their occupation? **Wide range including students, writers, retirees, health workers**
 - How many hours do they work per week? **20-50 hours per week (or retired/flexible)**
 - Web Behavior
 - How often do they use the web? **Daily**
 - What kind of device do they use to access the web? **Mostly smartphones but also laptops and tablets**
2. 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](#).

<u>Name</u>	<u>Sex</u>	<u>Age</u>	<u>Location</u>	<u>Occupation</u>	<u>Income</u>	<u>Web Use</u>
Daphne Blake	F	18	Coolsville, OH	College Freshman	\$10,000	Daily phone
Stefan Salvatore	M	23	Mystic Falls, VA	Investigator	\$72,000	Daily phone + laptop
Clark Kent	M	31	Metropolis, NY	Journalist	\$53,000	Daily tablet + laptop
Carrie Bradshaw	F	42	Chicago, IL	Fashion Blogger	\$40,000	Daily laptop
Betty White	F	76	Tampa, FL	Retired	\$35,000	Daily tablet

3. 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](#).

1) Daphne Blake - College Freshman (18)

- Reason: Wants to improve her eating habits on campus
- Tasks: Browse healthy swaps, plan meals, start food tracking

2) Stefan Salvatore - Investigator (23)

- Reason: Researching digital nutrition tools for work
- Tasks: Read about features, test tracking tools, explore smart advice

3) Clark Kent - Journalist (31)

- Reason: Writing a piece on healthy lifestyle apps
- Tasks: Test app layout, explore smart advice section, read FAQs

4) Carrie Bradshaw - Wellness Blogger (41)

- Reason: Recommending helpful apps to followers
- Tasks: Read recipe tips, test features, explore download page

5) Betty White - Retired (76)

- Reason: Managing sodium intake for health reasons
- Tasks: Log meals, get dietary tips, find low-sodium recipes

Part III: Design and 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

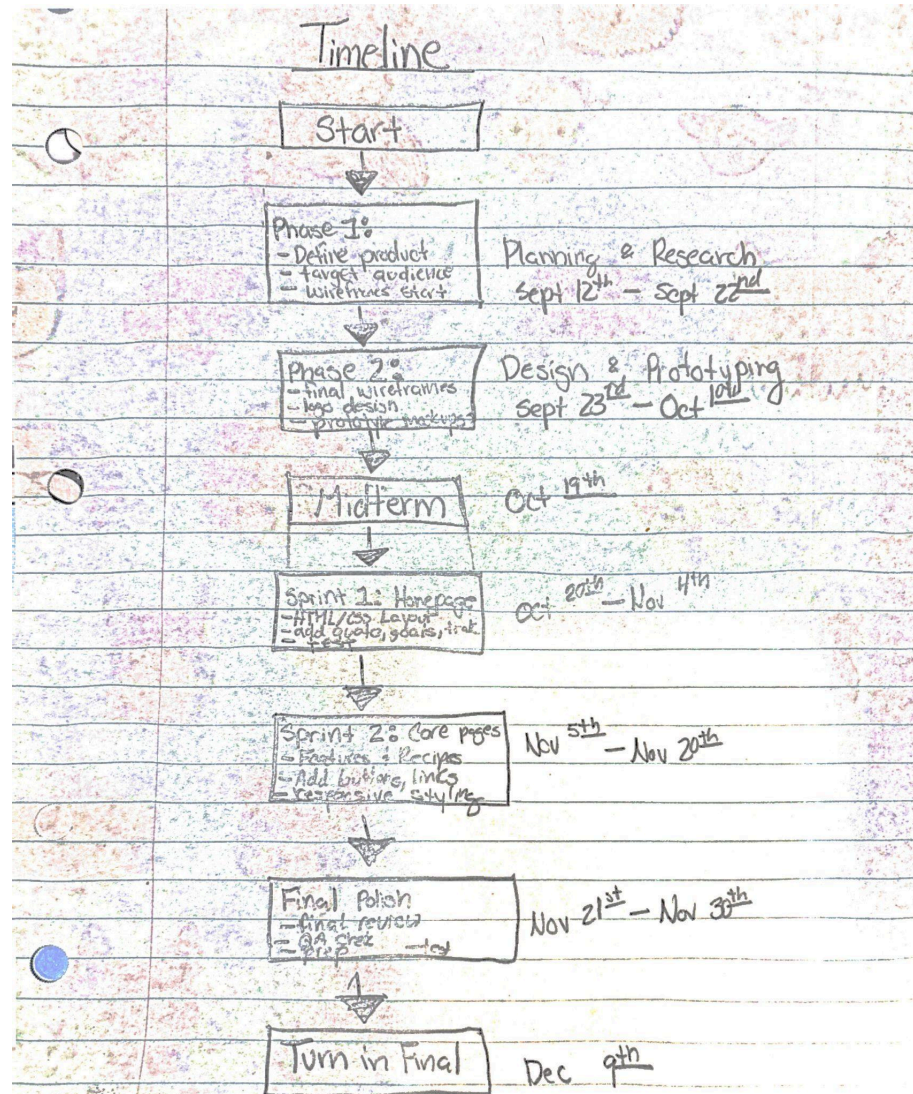
development strategy through diagrams, sketches, and visuals that guide your build process.

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
- A clear timeline of phases and milestones. **The goals will be in September, I will focus on planning, research, and wireframes. By mid-October, I'll have completed my design (hopefully) and submit the midterm. From late October to mid-November, I'll develop the homepage and core pages. The last two weeks of November are for testing and fixes. Early December, I will polish and prepare everything for the final submission on December 9th.**

- 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](#)).

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. **UpliftBite is the name of my product**
- An image, icon, or design that represents your product.
- 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.



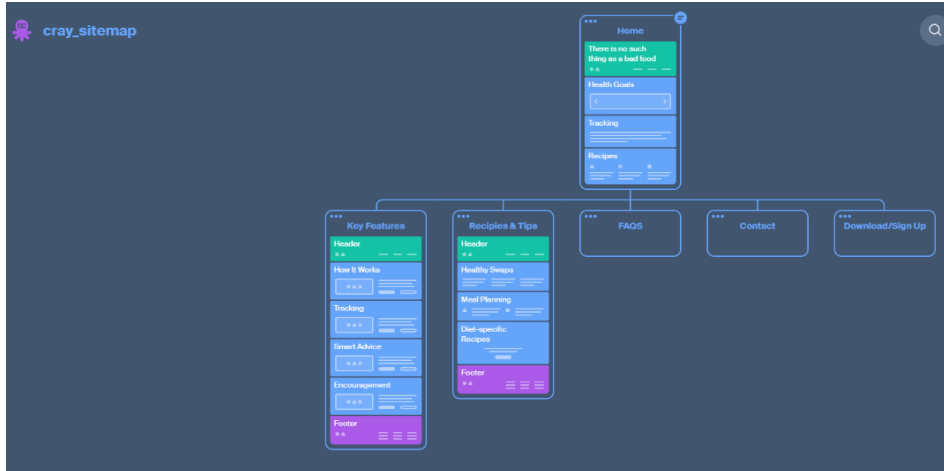
3. Site Map

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.

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

<https://octopus.do/hxrqzm8x9jf>

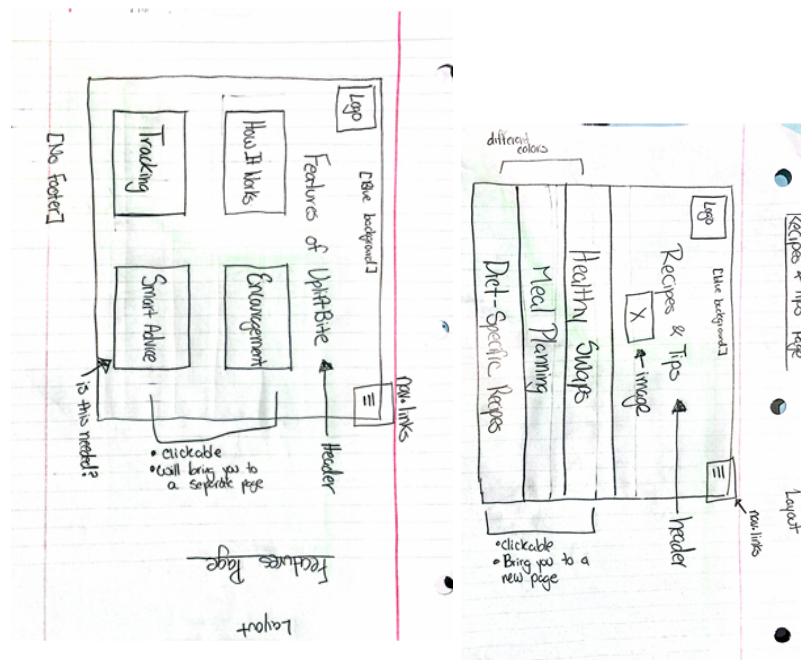
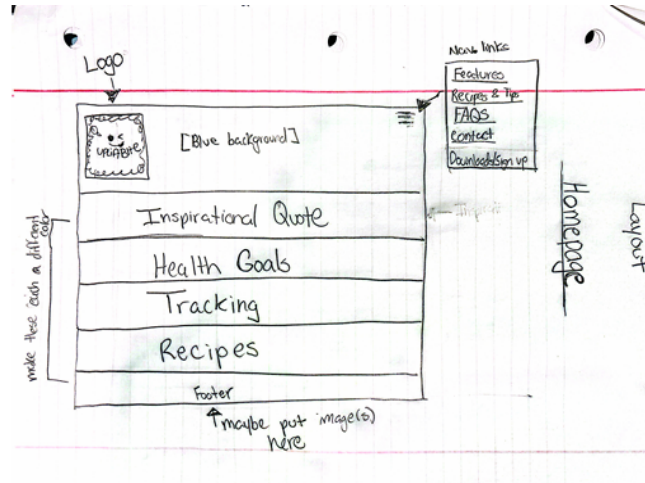


4. Wireframes

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.

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

- Visual Impairments such as using high-contrast colors for text and backgrounds to improve readability
- All images will have alt text
- Clear fonts
- If video is included then make sure it has captions
- Buttons and clickable elements will be large enough to easily tap or click
- Simple language and a clear layout
- Use headings to break up long sections