

COMP 266 – INTRODUCTION TO WEB PROGRAMMING

UNIT 1 – SITE DESIGN

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3533153 – SOPHIECI1

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I - INTRODUCTION

MOTIVATION & GOALS

I want to build this website to expand the online presence of my small business. I started SVCrafted on January 1st of 2021 as a custom clothing brand. Since then, I have also extended my product portfolio to include stickers and stationery. All three of these main product types are available in bulk orders, as I feel confident in my experience with bulk orders to make it a widely available option. To this date, majority of my business presence is on Instagram, and my sales are done through Etsy. My main goal in creating this website is to have a central space which encompasses who I am as a business owner as well as my goals, shows my portfolio, and provides an opportunity for people to buy my products.

More detailed goals for my website include the following:

- Introduce myself and my brand.
- Showcase my portfolio and standard products that are available.
- Provide information on bulk orders:
 - Products that can be ordered in bulk.
 - Pricing & Shipping.
 - How to place a bulk order.
- Allow for customers to buy products directly on the website.
- Provide a positive user experience.

TARGET AUDIENCE & VISITOR MOTIVATION

The target audience for this website is quite vast, as really anyone could buy my products. SVCrafted ships internationally, so having the website available in different language and being considerate of cultural norms across the world is important. While the website is not by any means limited to a certain age group, I will be catering my goals and design to people between the ages of 16 and 60. Given the analytics of my current sales, a large majority of the people who buy my products are right at the lower or higher ends of this range; specifically, between 16-25 and 40-50.

I expect visitors to have varying reasons for visiting my site. Some people will be visiting my site after hearing about my business from a friend or family member, or perhaps seeing SVCrafted on Instagram or Etsy. Some people will visit with the intention of buying a product, while some will just be visiting with intention of looking at my portfolio and learning more about my business.

THEMES

Along with the goal of providing a positive user experience, I intend to use colours, fonts, and images that are bright and colourful to instill positive emotions in the user as they go through the website.

II.I - CHRISTOPHER PEARSON

CHRISTOPHER PEARSON (He/Him)



PHONE (442)-132-1223

EMAIL chris.pearson@gmail.com

DATE OF BIRTH May 7, 1990

LOCATION California, USA

LANGUAGE English

GOALS

- To spend minimal time on the website
- To buy a product he knows he wants

FRUSTRATIONS

- Unnecessarily complicated designs
- Too much time spent trying to reach the end goal

MOTIVATIONS

Price



Intuitive Process



Time Required



Connecting



BIO & SCENARIOS

Christopher grew up in a small town outside Waterloo, ON, and graduated from the University of Waterloo with a Bachelors of Computer Engineering with 12 months of co-op experience at Google. He returned to the University of Waterloo to complete his Masters before moving to San Diego, CA, at 25 years old. He now works full-time for Google, and spends most of his time trading stocks and Bitcoin.

Christopher has made a lot of money throughout his years at Google, and isn't exactly cautious with his spending. Although well-researched, he invests a lot of money into his stocks. He often likes to spend his money on things he doesn't necessarily need, like adding to his wardrobe or improving small inconveniences.

Given his University and work experience, as well as his growing interest in technology, Christopher is well-versed in computers and using modern software. He is a quick learner and finds even complicated designs to be intuitive to him. He adapts quickly to change, both tech-related and otherwise. In fact, he is drawn to change as he likes to be challenged consistently and gets bored easily.

Christopher is looking to buy a hoodie with a Bitcoin image he's made. He heard about SVCrafted from a friend he went to school with back in Waterloo. He's on the site for a reason, and he doesn't really care to be spending more time than he needs to.

II.II - JEANNE FIELDS

JEANNE FIELDS (She/Her)



PHONE (905)-872-3927

EMAIL jeanne.fields@gmail.com

DATE OF BIRTH November 13, 1993

LOCATION Paris, France

LANGUAGE French

GOALS

- To find a Taylor Swift product
- To save as much money as possible

FRUSTRATIONS

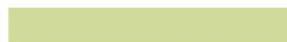
- Overpriced items
- Incompatibility with iOS

MOTIVATIONS

Price



Intuitive Process



Time Required



Connecting



BIO & SCENARIOS

Jeanne grew up with her family in the heart of France, surrounded by tourists and bustling streets. She loves the business of her hometown, but she has an appreciation for moments where she can be still and just appreciate what is around her or in front of her. She likes to spend her free time visiting coffee shops, listening to music, and seeing friends. She has fond memories of listening to Taylor Swift while studying in coffee shops or yelling along to songs with her friends.

Jeanne recently finished studying History in University and has just moved into her own apartment. After paying tuition and her apartment payments, she is tightening her budget. Following Taylor Swift's release of her three albums this year, Jeanne really wants to buy merchandise. However, official merchandise is way out of her budget. She is looking for somewhere to buy Taylor Swift clothing on a budget.

Jeanne discovered SVCrafted from scrolling through the #SmallBusinessOwner hashtag on Instagram. She has seen a Taylor Swift hoodie on the SVCrafted instagram account, but wants to explore what other products might be offered, as well as the different price levels, on the website before making her purchase.

Throughout her life, Jeanne has been a devoted Apple product user. She uses an iPhone, a MacBook Pro, and an iPad. Because of this, she is only able to run softwares on iOS platforms. She has no problems adapting to different programs, but she would appreciate an easy and intuitive process.

II.III - TOM RYAN

TOM RYAN (He/Him)



PHONE (289)-810-8468

EMAIL tom.ryan@outlook.com

DATE OF BIRTH August 12, 1972

LOCATION Vancouver, BC, Canada

LANGUAGE English

GOALS

- To find a bulk t-shirt supplier
- To find a business who wants to support the fundraiser

FRUSTRATIONS

- Overcomplicated processes
- Ingenuine and off-putting environments

MOTIVATIONS

Price



Intuitive Process



Time Required



Connecting



BIO & SCENARIOS

Tom Ryan is a hard working man born and raised in Vancouver, BC. He graduated from the University of British Columbia as a Business Major, and has since made his way up to a high-level management position in one of Vancouver's biggest accounting firms.

Tom is happily married with two children, Abigail (11) and Theresa (14). Theresa is very passionate about mental health advocacy, and has organized a school-wide socially-distanced marathon to raise money for the Canadian Mental Health Association. Tom is looking for someone to supply 100 t-shirts with Theresa's custom design as well as the CMHA logo, to hand out to people during the marathon.

Tom found Sophie Ciardullo through mutual connections on LinkedIn as he was searching for entrepreneurs in the country. When looking at her work experience, he noticed that she had started her own business. He has researched large companies online for supplying his bulk order, but he noticed that SVCrafted has supplied multiple bulk orders. He will be visiting the website to look for pricing, estimated processing time, and shipping availability. He is happy to put the time into his research, and will be happy to place an order if he likes the results.

If possible, Tom would really like to find a company or business that supports the same cause and organization as Theresa's fundraiser. For this reason, he may be looking to learn more about the business owner and their portfolio.

DAMIAN LEE (He/Him)



PHONE (647)-293-1922

EMAIL damian.lee@gmail.com

DATE OF BIRTH April 12, 2004

LOCATION Burlington, ON, Canada

LANGUAGE English

GOALS

- To find a gift that his girlfriend will love
- To get input from the owner on what he should buy

FRUSTRATIONS

- Incompatible mobile sites
- Unreachable support contacts

MOTIVATIONS

Price



Intuitive Process



Time Required



Connecting



"I want to surprise my girlfriend, but I need a lot of advice on what to get her."

BIO & SCENARIOS

Damian is just entering his grade 12 year in Burlington, ON. He spends most of his free time playing volleyball and basketball, and hopes to get a University scholarship for volleyball next year. With so much time spent on the court, Damian doesn't spend much time on his electronic devices. He has an old android cell phone and a slow computer, both which cause him a bit of frustration when he actually has to use them thanks to his low patience levels.

Damian's girlfriend Sarah is turning 17 in two weeks, and he's looking for a gift for her. He knows she is a huge Juice WRLD fan and loves bright colours, but he doesn't know exactly what he wants to get her. He heard about SVCrafted from his friend Madison, who ordered earlier in the year as a local customer. Damian is hoping to look at the online portfolio to see what products exist and to get some inspiration for Sarah's gift. If he comes up short, he's hoping to reach out to the owner of SVCrafted for some advice.

Damian doesn't have much experience with small businesses or online shopping, so he's hoping the process will be easy and intuitive. Ideally, he's looking for different designs, colour options, and prices to come up with ideas to propose to the business owner for a custom order.

II.V - NAOMI PHILLIPS

NAOMI PHILLIPS (She/Her)



PHONE (289)-384-2939

EMAIL naomi.phillips@hotmail.ca

DATE OF BIRTH December 14, 1985

LOCATION Miami, FL, USA

LANGUAGE English

GOALS

- To learn about the goals and interests behind SVCrafted
- To see if there is any potential for social media partnership

FRUSTRATIONS

- Unreachable contacts
- Complicated websites

MOTIVATIONS



"I want to learn more about SVCrafted and its owner to see if there's any potential for a partnership."

BIO & SCENARIOS

Naomi Phillips is a content and brand manager based out of Miami, FL. She looks for small businesses and entrepreneurs who are based online, and explores their brand to see how she could help them thrive. If she sees potential in the brand, she reaches out to offer a partnership which includes social media management and brand guidance. Naomi works with two other people, and together they manage 30 small businesses.

Naomi was introduced to the world of phones, computers, and social media early on into her life. She was always hopping on the new trends and the new devices as they were released. She finds herself easily frustrated with applications and websites that are unnecessarily complicated, not because she cannot navigate them, but because her brain is consistently thinking of how she could improve them.

Naomi is looking for a simple process; to log on, learn about the brand, and learn about the owner. She doesn't have time to waste; if the information is not there for her and the contact info cannot be easily located, she will simply move along to the next small business she finds. Although, spending time reading through useful and genuine information could be time well-spent in her eyes.

II.VI - ANNIE WALKER

ANNIE WALKER (She/Her)



PHONE (905)-342-3353

EMAIL annie.walker@gmail.com

DATE OF BIRTH June 9, 2000

LOCATION London, England

LANGUAGE English

GOALS

- To get in contact with SVCrafted owner
- To spend time exploring the website

FRUSTRATIONS

- Unreachable support contacts
- Impersonal product-only portfolio sites

MOTIVATIONS

Price

Intuitive Process

Time Required

Connecting

BIO & SCENARIOS

Annie grew up in a small town in London, England. As soon as she was able, she started working at the coffee shop near her house. She loved meeting new people through her job and she loved sales, but she wasn't satisfied with her job. She has felt for a while now that she could benefit more from starting her own business, so she has decided to put in the effort to research how to start.

Annie spends a lot of her free time making homemade jewelry, which is a great niche to bring to an online business. She is currently in her second year of the Literature program at Oxford University, and she's looking to start something which could be continued long after she graduates. In everything she does, especially her writing, she values the opinions and feedback of other people to help her grow and succeed as best she can.

She is well-versed in enough technology to navigate a website, but if a terminal window comes up on her screen she will instantly panic thinking her computer is broken. An intuitive website would be best for Annie, just to make the process more enjoyable since this is a hobby she is pursuing.

Annie is hoping that by getting in contact with the owner of SVCrafted, she can get some advice about how to start and maintain an online business, as well as get to know the brand goals of SVCrafted and any business-specific tips since she is not personally business-oriented at all.

II.XII - WILMA LEWIS

WILMA LEWIS (She/Her)



PHONE (647)-802-3949

EMAIL wilma.lewis@hotmail.ca

DATE OF BIRTH January 23, 1981

LOCATION Dublin, Ireland

LANGUAGE English

GOALS

- To find something within her price range
- To look through a vast portfolio

FRUSTRATIONS

- Overcomplicated processes
- Being overwhelmed by overpriced products

MOTIVATIONS

Price



Intuitive Process



Time Required



Connecting



BIO

Wilma is a Mom of three children living in Dublin, Ireland. Her daughter, Alisa, is turning 13 in one month and she wants to purchase a gift from a small business for her daughter. However, she has no idea what kids are into, and she's on a bit of a tight budget. After having her third daughter, her family has moved to a larger home with more utility expenses and another human to feed! She's trying to stick to less expensive products, but she doesn't yet know all the products SVCrafted offers or the pricing of them. She's hoping to look through a vast portfolio of products with varying prices, so as to choose what would be most suitable for her price range as well as the age of her daughter.

For her career, Wilma works as a therapist for a local organization which focuses on youth and adolescent care. She is patient and forgiving, both with people and with general inconveniences in life. If something doesn't work the first time, or she has to think a little bit to figure something out, she doesn't get frustrated or give up, but rather remains patient and keeps the end goal in mind. For this reason, while an intuitive website would make the process easier for her, it's not a must for a pleasant experience.

Wilma is also wondering if she will even be able to receive the products from SVCrafted, since she lives in a different country. Not all small businesses will cover international shipping, so that is something she is looking for when she visits the website. She also wants to get to know a bit about the business she is supporting when she buys the product, and wants it to feel like a more personable experience than buying from a large corporation.

III.I – SITE MAP LEGEND

NOTE

There are two versions of the site map:

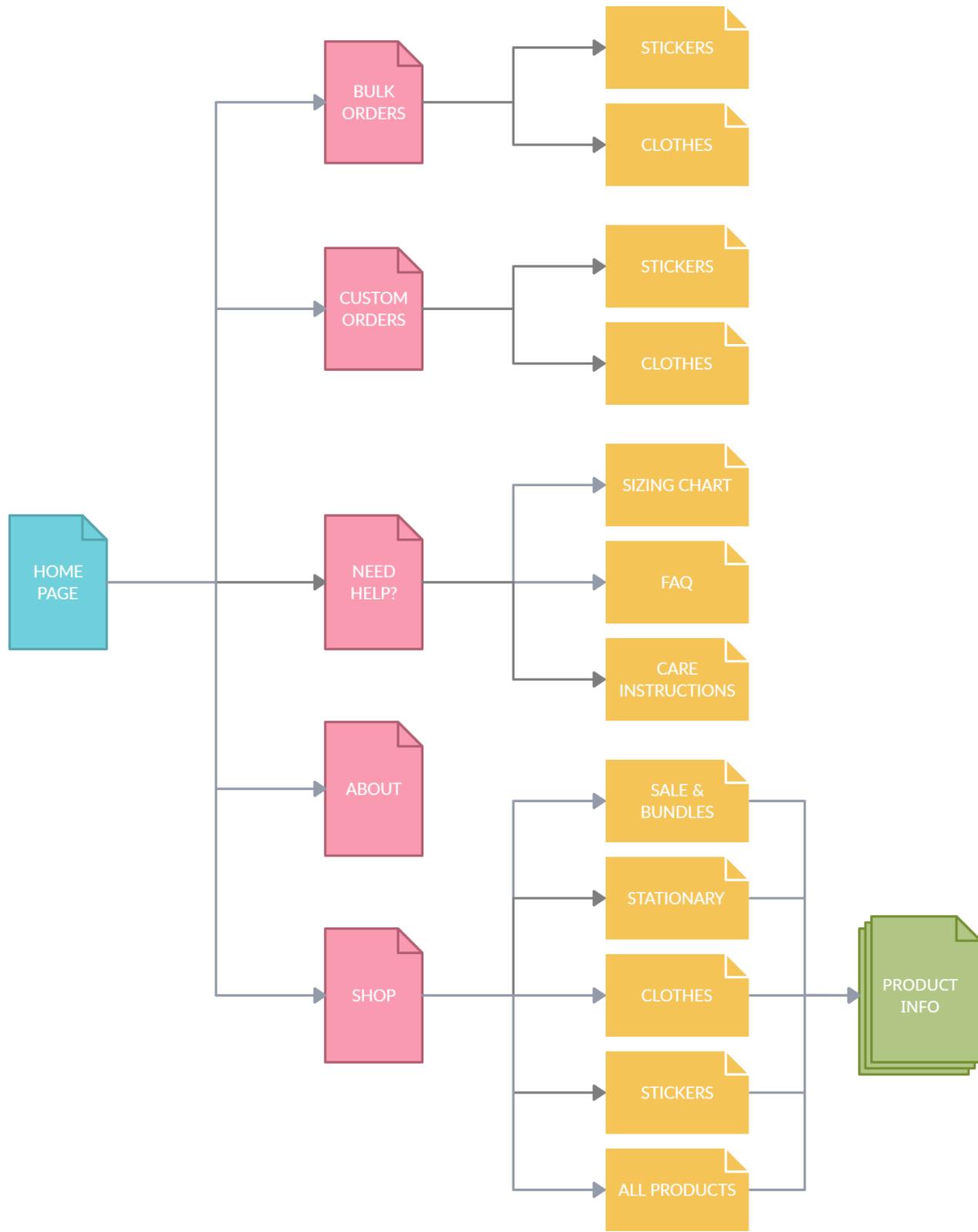
- Simplified Site Map: the secondary page connectors are removed to show the direct flow between pages, without the indirect connection via the menu tab.
- Complete Site Map: the secondary page connectors are included to show the direct flow between pages, as well as the indirect connection via the menu tab.



III.II – SIMPLIFIED SITE MAP

NOTE: All level 2 & 3 pages are accessible via the menu at the top of each page.

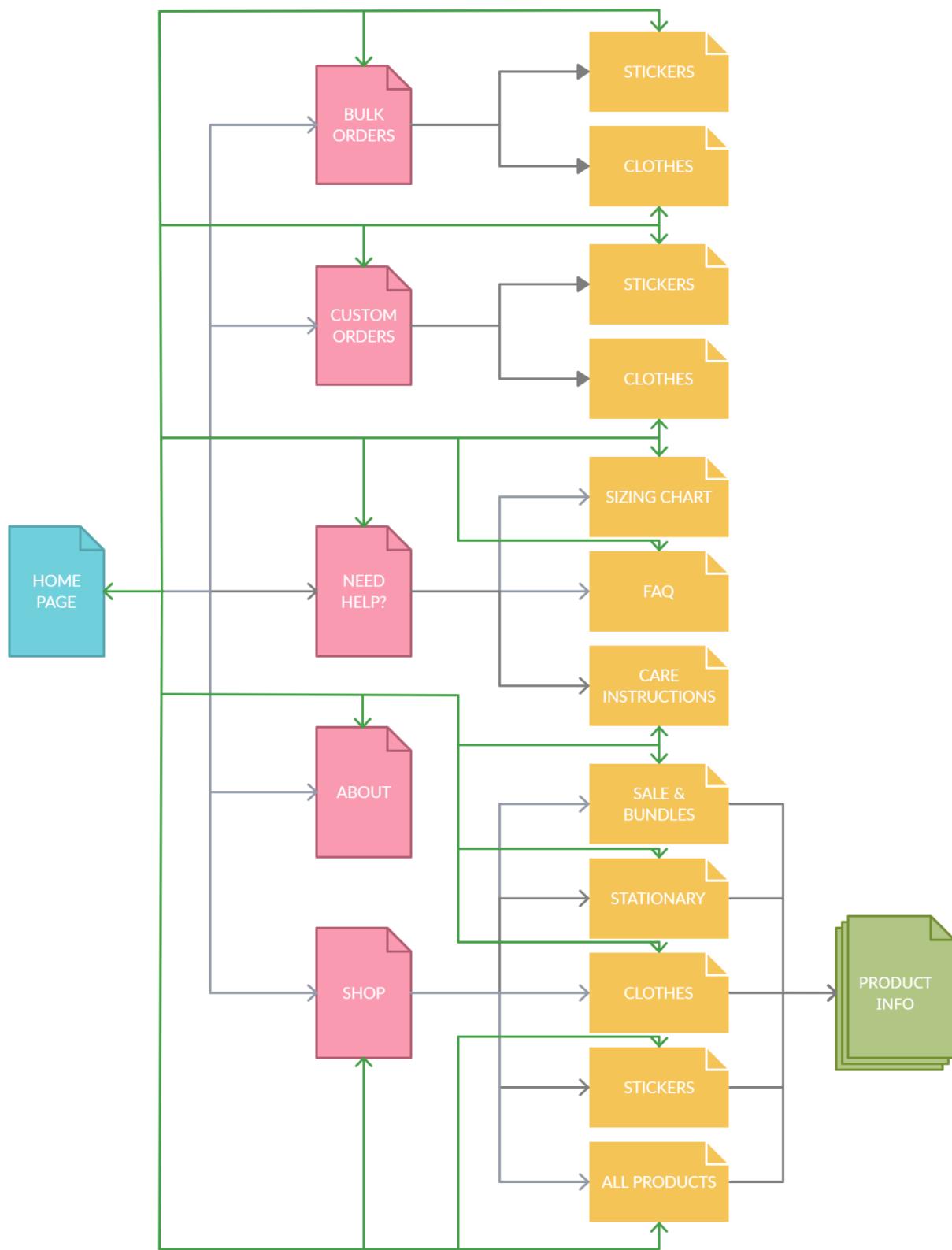
NOTE: The home page is accessible via the menu at the top of each page.



III.III – DETAILED SITE MAP

NOTE: All level 2 & 3 pages are accessible via the menu at the top of each page.

NOTE: The home page is accessible via the menu at the top of each page.



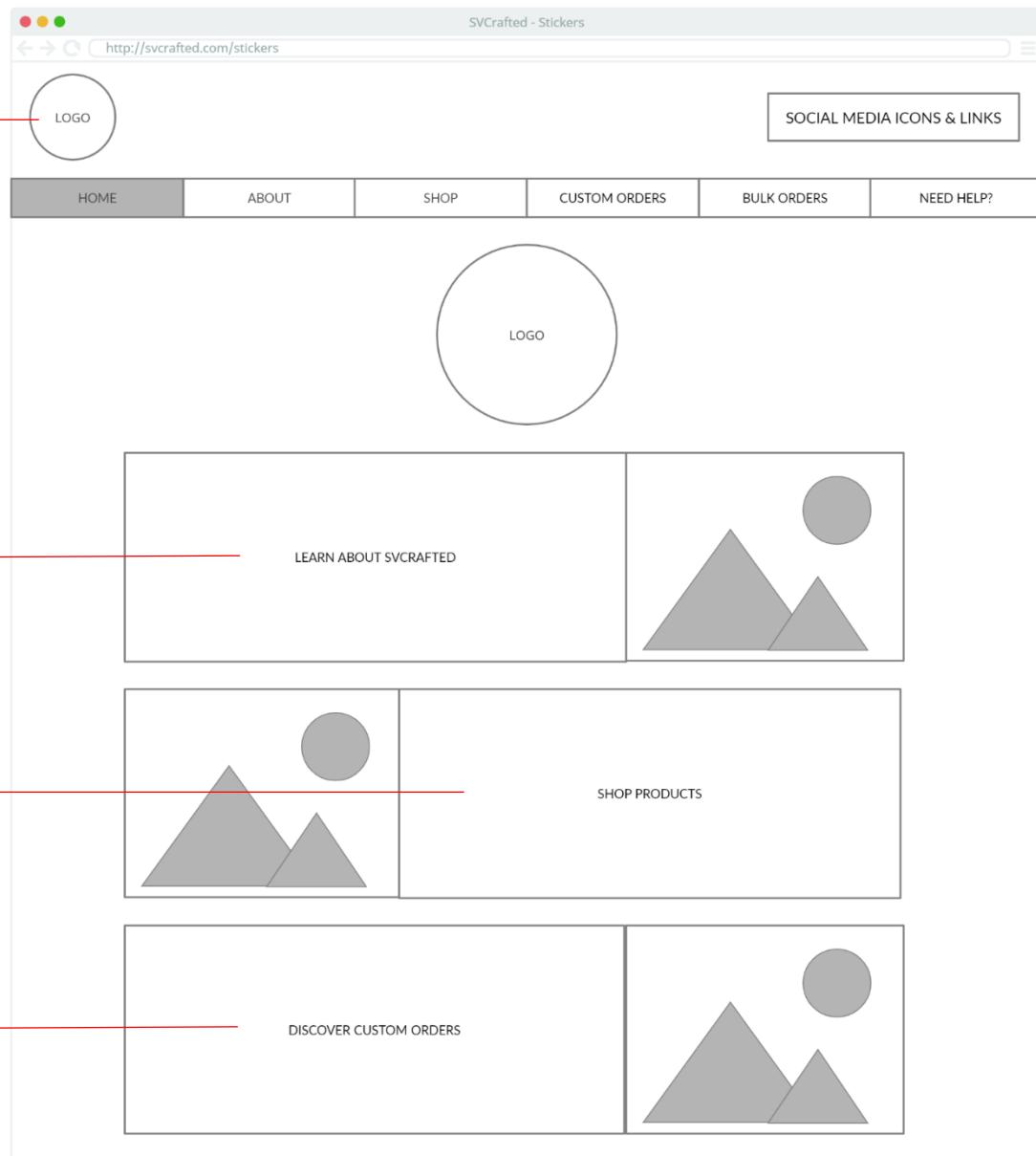
IV.I – HOME PAGE

Click to be redirected
to Home page at any
time

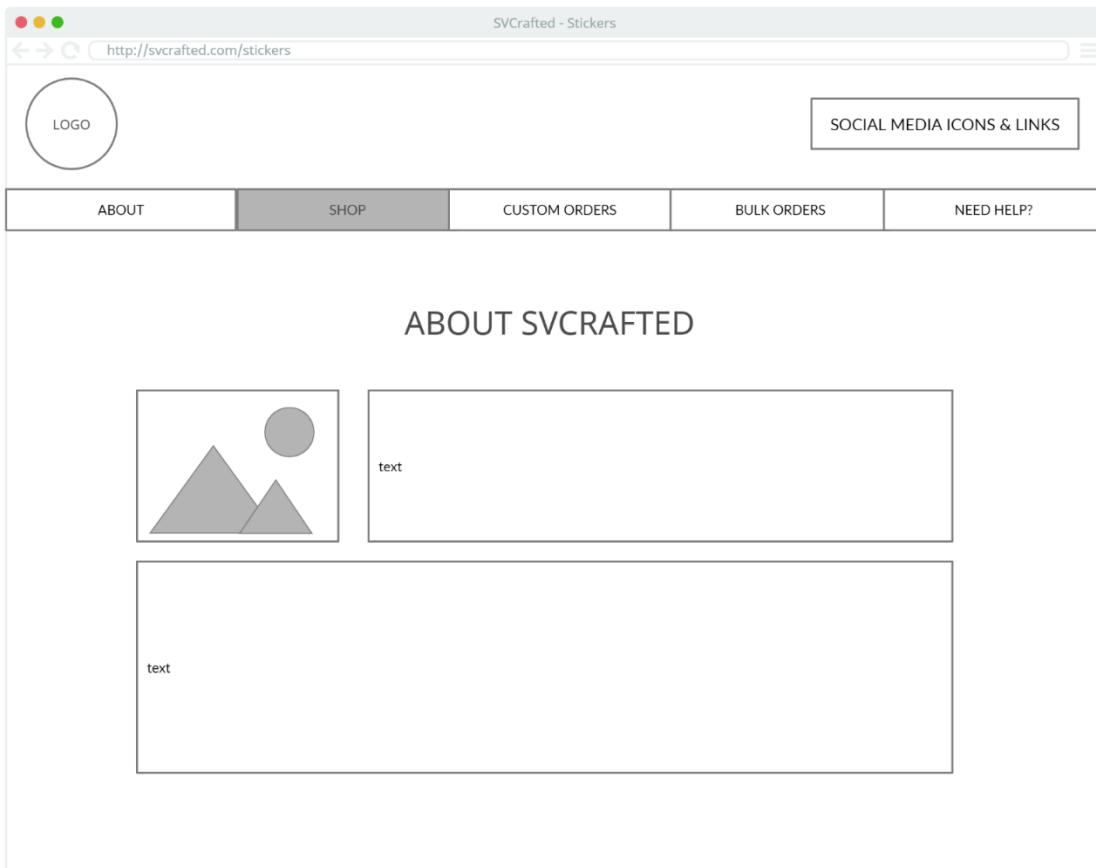
Click to be redirected
to About page

Click to be redirected
to All Products page

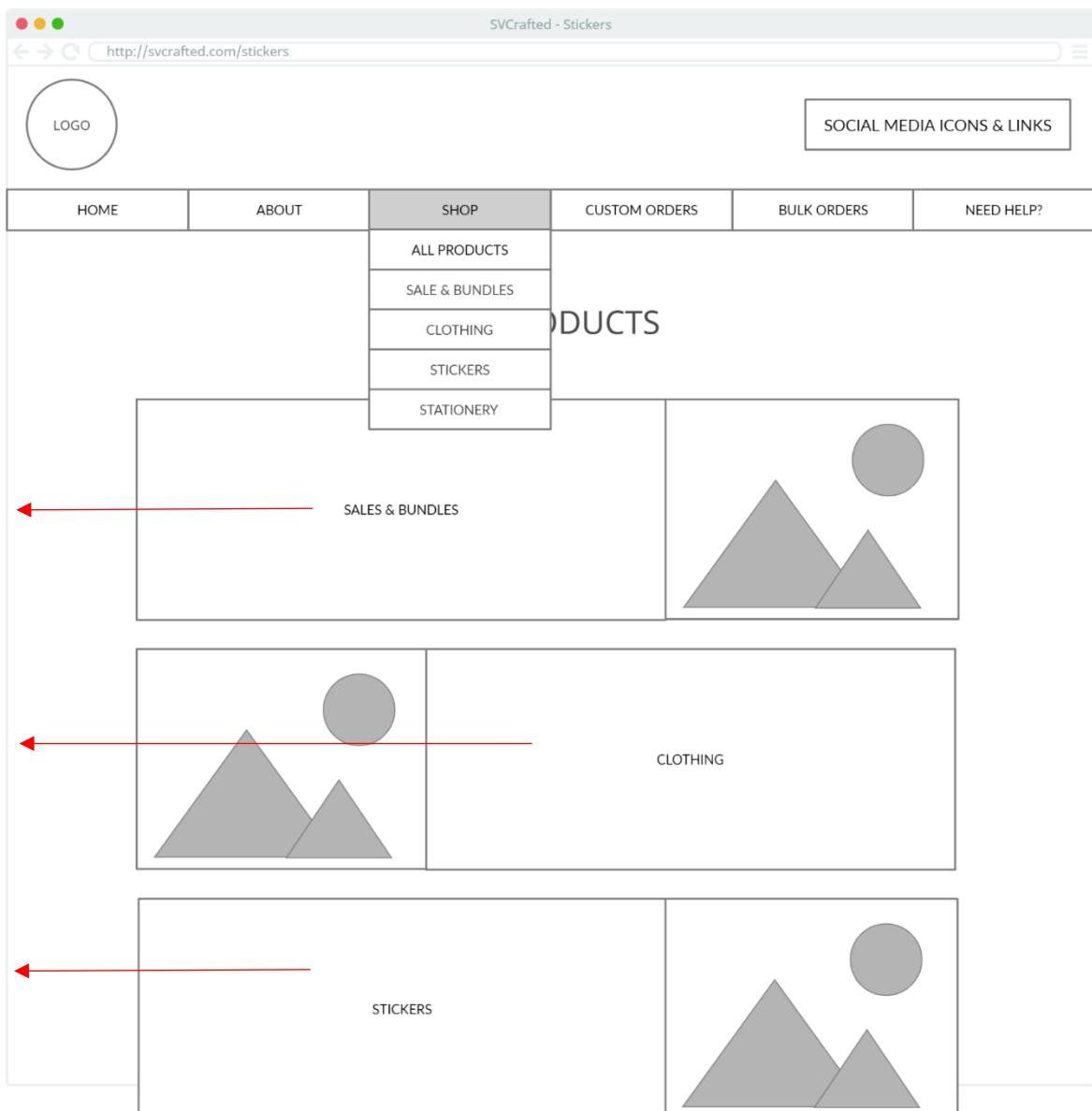
Click to be redirected
to Custom Orders page



IV.II – ABOUT



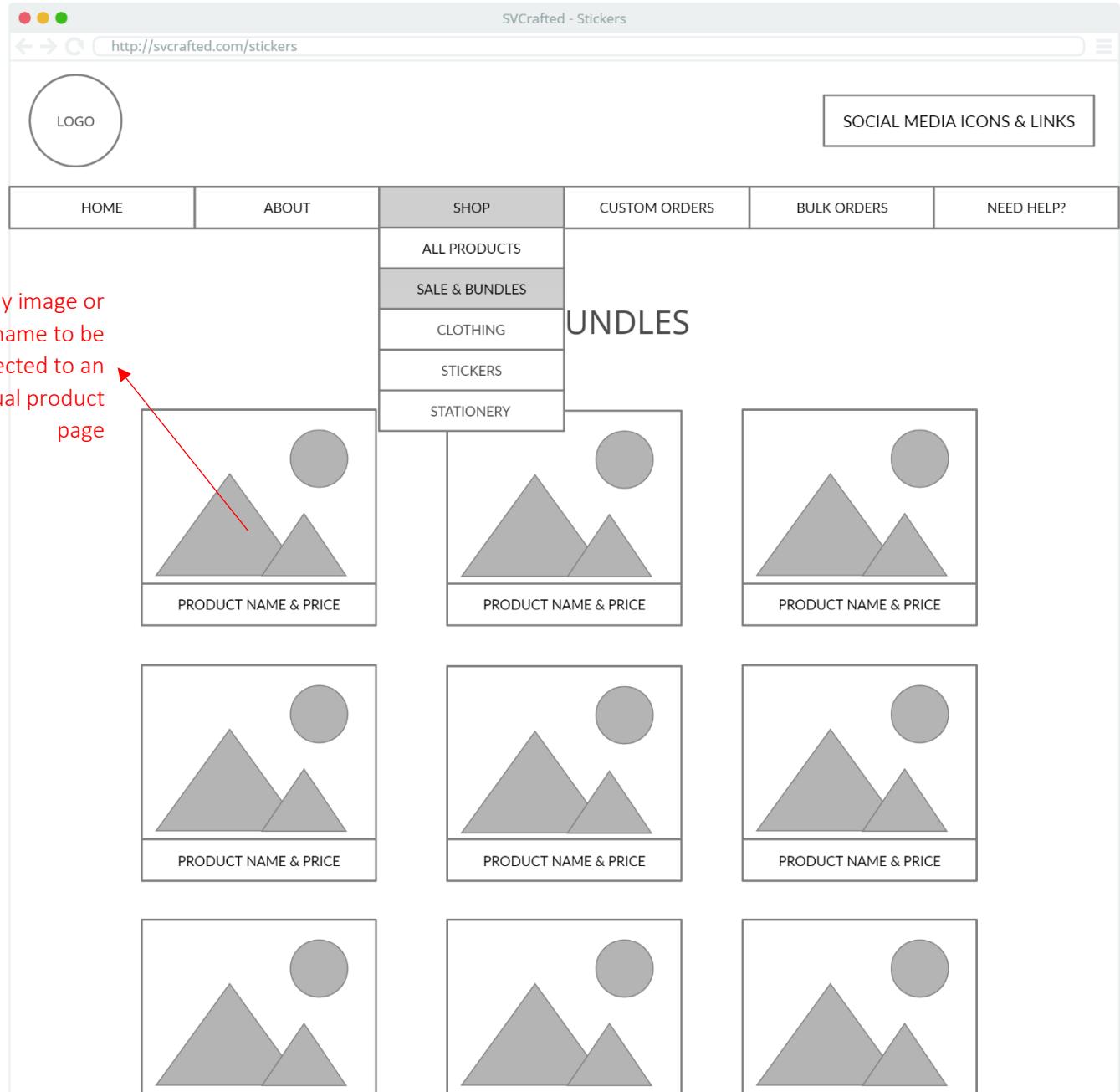
IV.III – SHOP



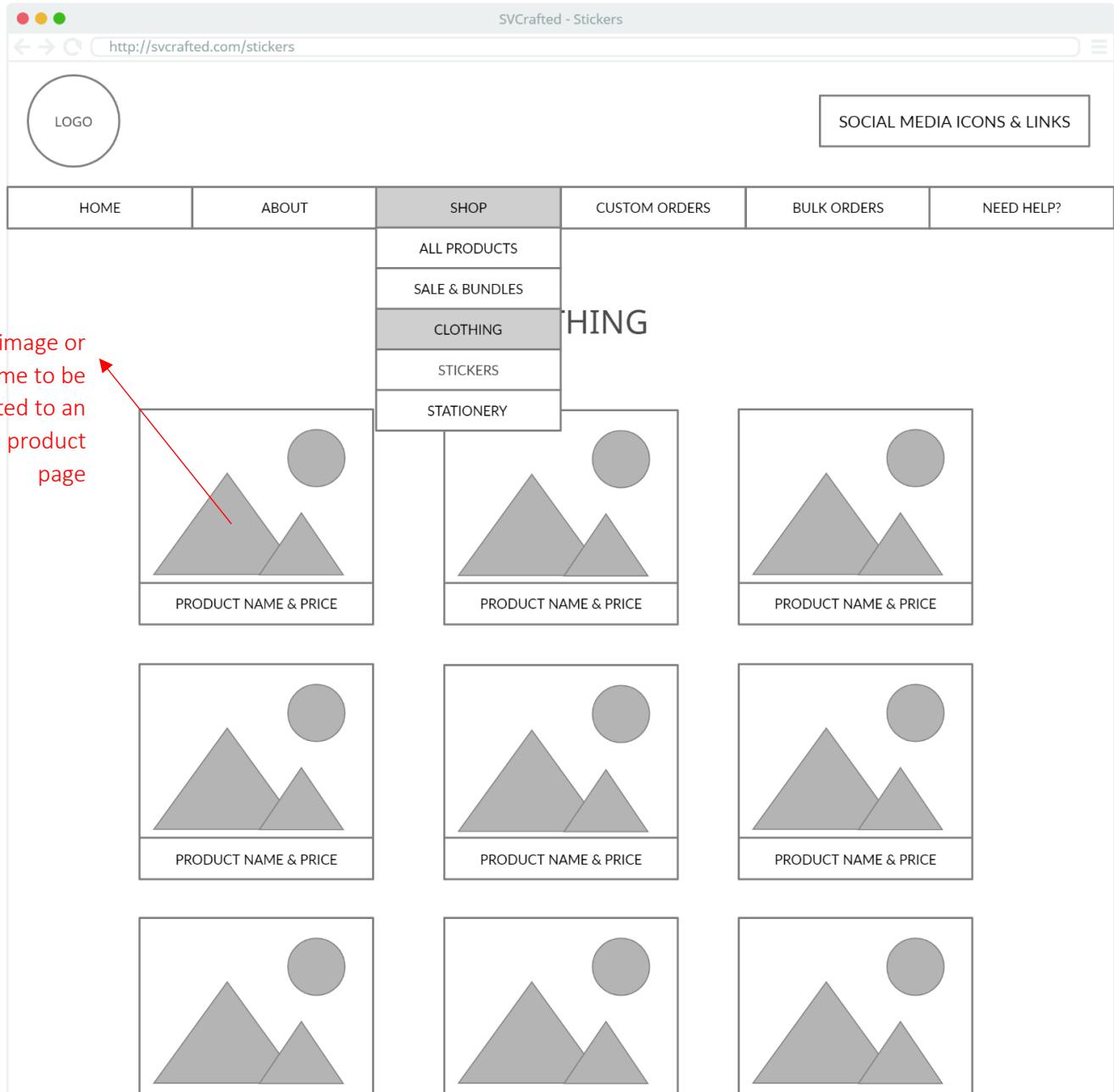
IV.IV – SHOP; ALL PRODUCTS



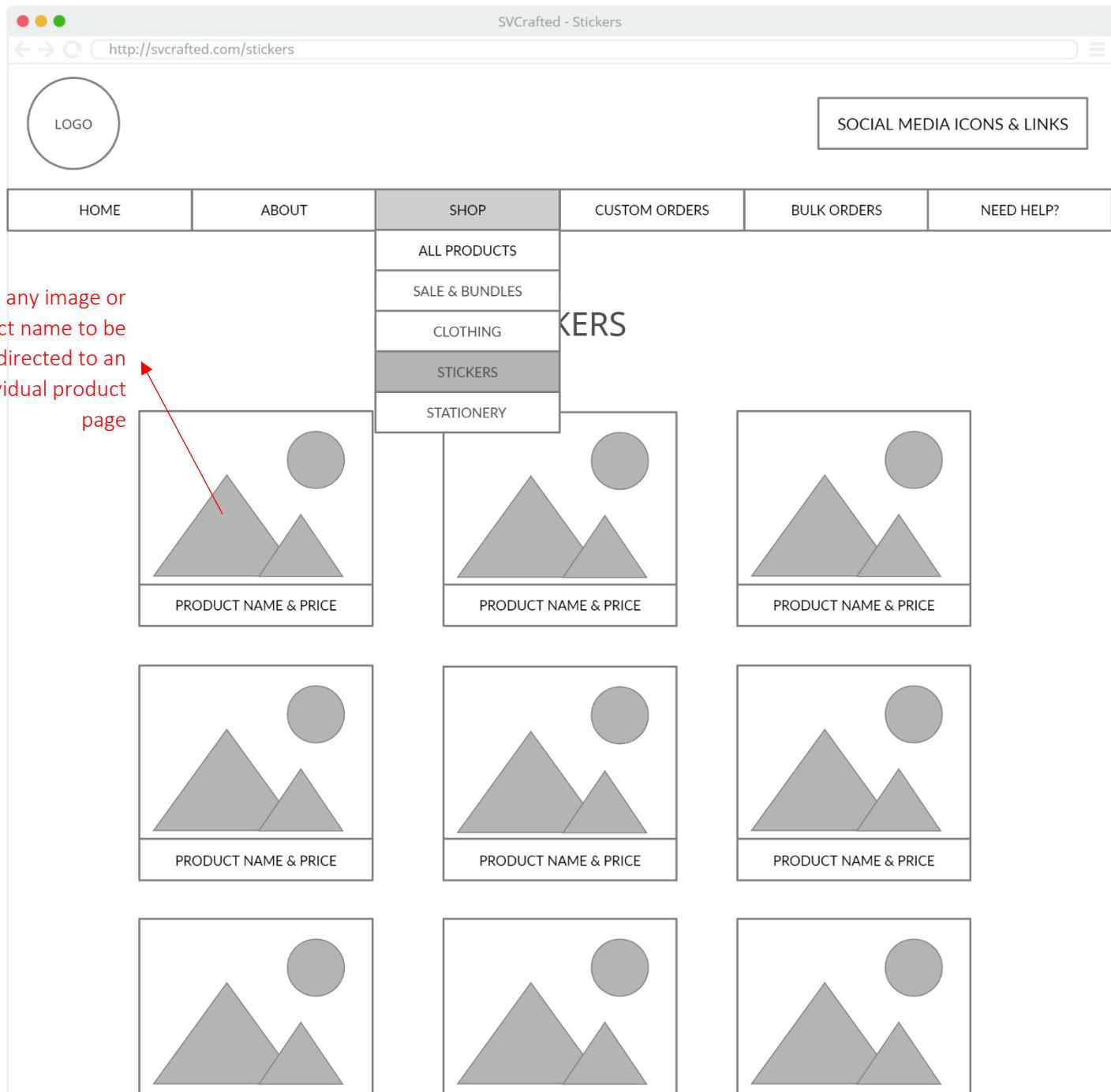
IV.V – SHOP; SALES & BUNDLES



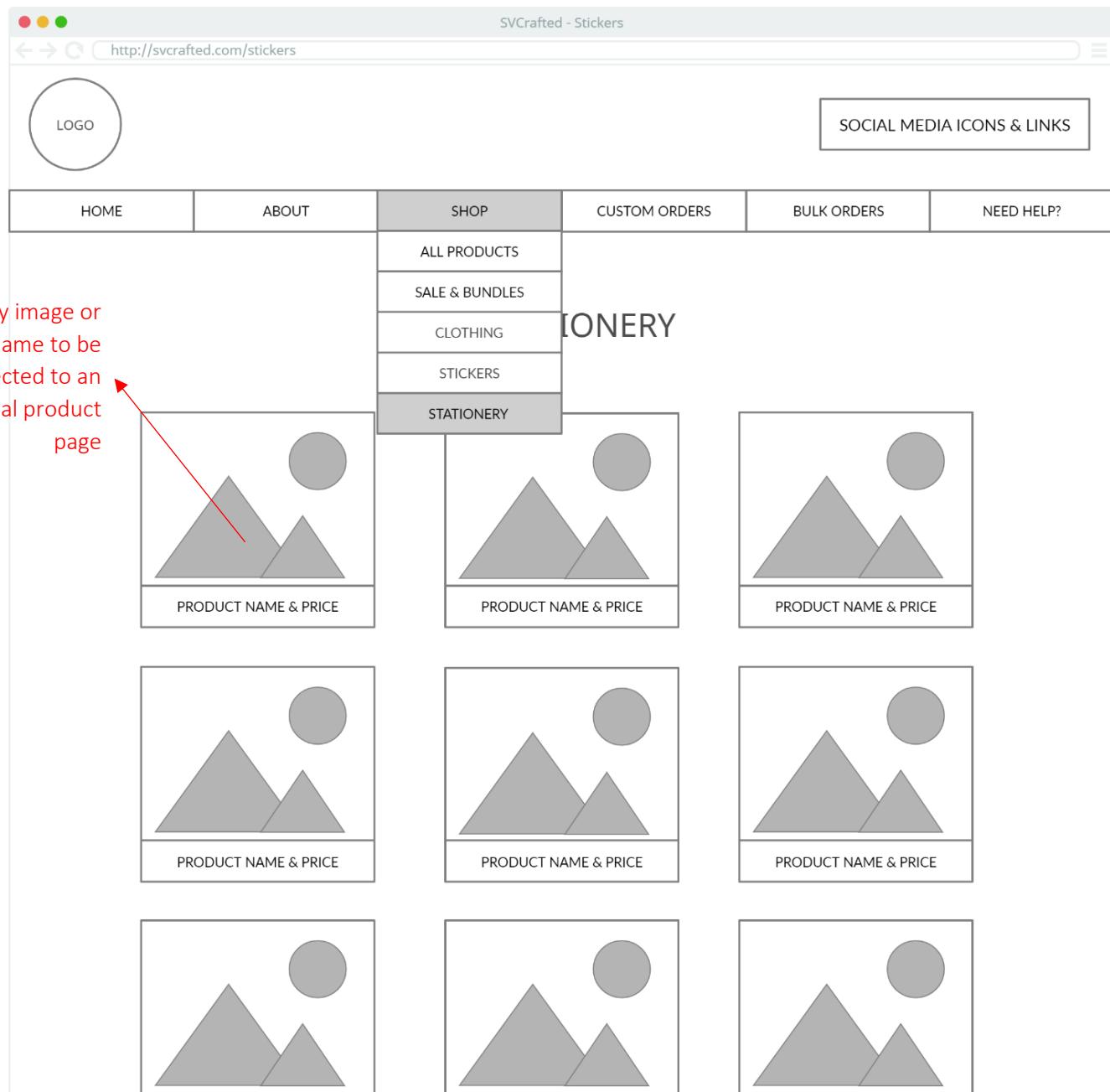
IV.VI – SHOP; CLOTHING



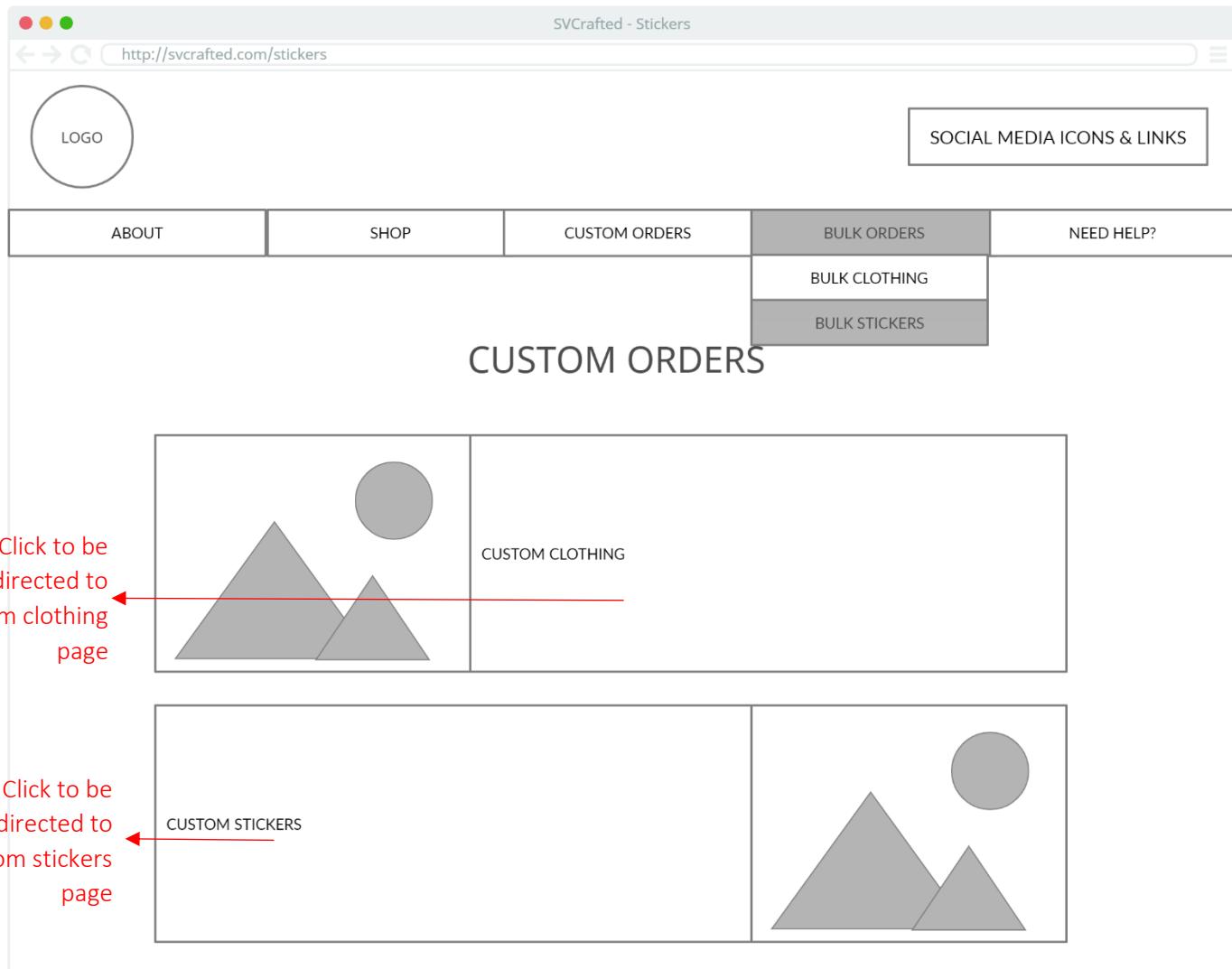
IV.VII – SHOP; STICKERS



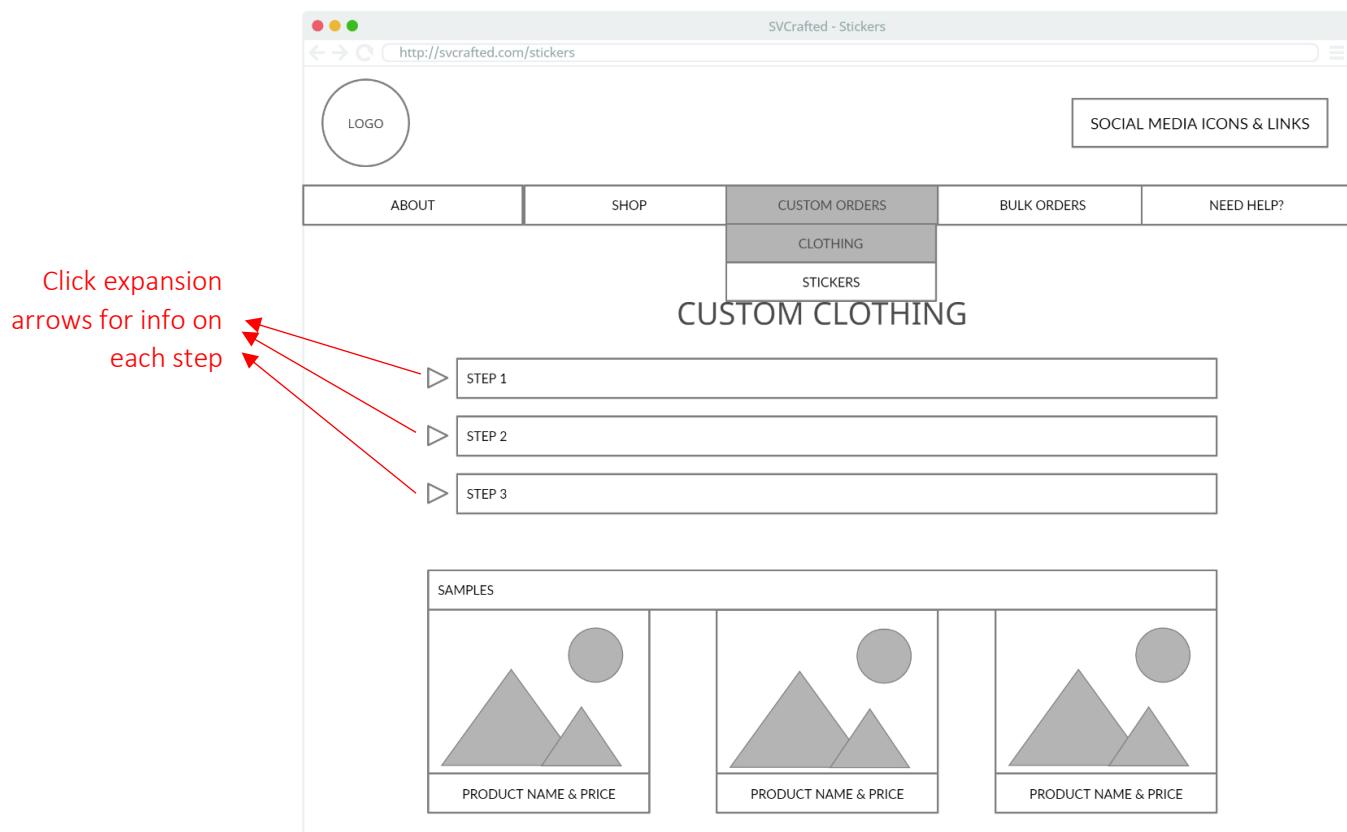
IV.VIII – SHOP; STATIONERY



IV.IX – CUSTOM ORDERS



IV.X – CUSTOM ORDERS; CLOTHING (I)



IV.X – CUSTOM ORDERS; CLOTHING (II)

The screenshot shows a web browser window for 'SVCrafted - Stickers' at the URL <http://svcrafted.com/stickers>. The page features a logo in the top-left corner and social media icons in the top-right corner. A navigation bar at the top includes links for 'ABOUT', 'SHOP', 'CUSTOM ORDERS' (which is highlighted), 'BULK ORDERS', and 'NEED HELP?'. Below the navigation, a dropdown menu under 'CUSTOM ORDERS' shows 'CLOTHING' and 'STICKERS'. The main content area is titled 'CUSTOM CLOTHING'. It contains three expandable sections labeled 'STEP 1', 'STEP 2', and 'STEP 3'. Red annotations with arrows point to the expansion arrows for each step. A large button labeled 'COMPLETE STEP 3' is located below 'STEP 3'. At the bottom, there's a section titled 'SAMPLES' with three product cards, each showing a stylized mountain graphic and a placeholder for 'PRODUCT NAME & PRICE'.

Click expansion arrows for info on each step

STEP 1

STEP 2

STEP 3

COMPLETE STEP 3

SOCIAL MEDIA ICONS & LINKS

ABOUT

SHOP

CUSTOM ORDERS

CLOTHING

STICKERS

NEED HELP?

CUSTOM CLOTHING

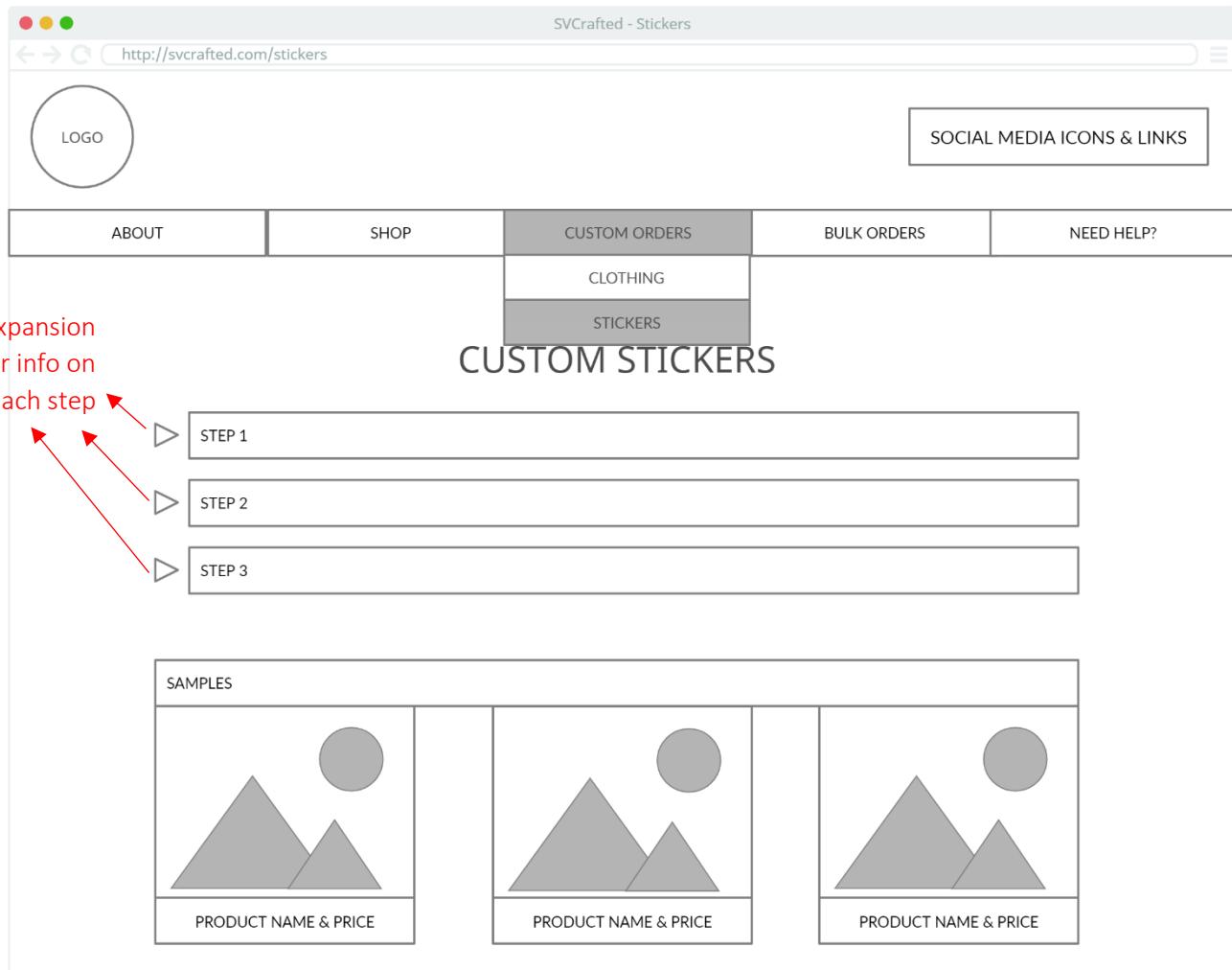
SAMPLES

PRODUCT NAME & PRICE

PRODUCT NAME & PRICE

PRODUCT NAME & PRICE

IV.XI – CUSTOM ORDERS; STICKERS (I)



IV.XI – CUSTOM ORDERS; STICKERS (II)

The screenshot shows a web browser window for 'SVCrafted - Stickers' at the URL <http://svcrafted.com/stickers>. The page features a logo in the top-left corner and social media icons in the top-right corner. A navigation bar at the top includes links for 'ABOUT', 'SHOP', 'CUSTOM ORDERS' (which is currently selected), 'BULK ORDERS', and 'NEED HELP?'. Below the navigation, there are two sub-links: 'CLOTHING' and 'STICKERS'. The main content area is titled 'CUSTOM STICKERS'. On the left, there's a callout with red arrows pointing to three expandable steps: 'STEP 1', 'STEP 2', and 'STEP 3'. The 'STEP 3' section has a large, empty rectangular area labeled 'COMPLETE STEP 3' below it. To the right of the steps, there's a 'SAMPLES' section containing three small images of mountain-like shapes with a circle above them, each with a 'PRODUCT NAME & PRICE' label below it. Red annotations with arrows explain how to interact with the steps: one arrow points to the expansion arrows with the text 'Click expansion arrows for info on each step', and another arrow points to the collapse arrow with the text 'Click expansion arrow to collapse info for given step'.

LOGO

SOCIAL MEDIA ICONS & LINKS

ABOUT SHOP CUSTOM ORDERS BULK ORDERS NEED HELP?

CLOTHING STICKERS

CUSTOM STICKERS

STEP 1

STEP 2

STEP 3

COMPLETE STEP 3

SAMPLES

PRODUCT NAME & PRICE

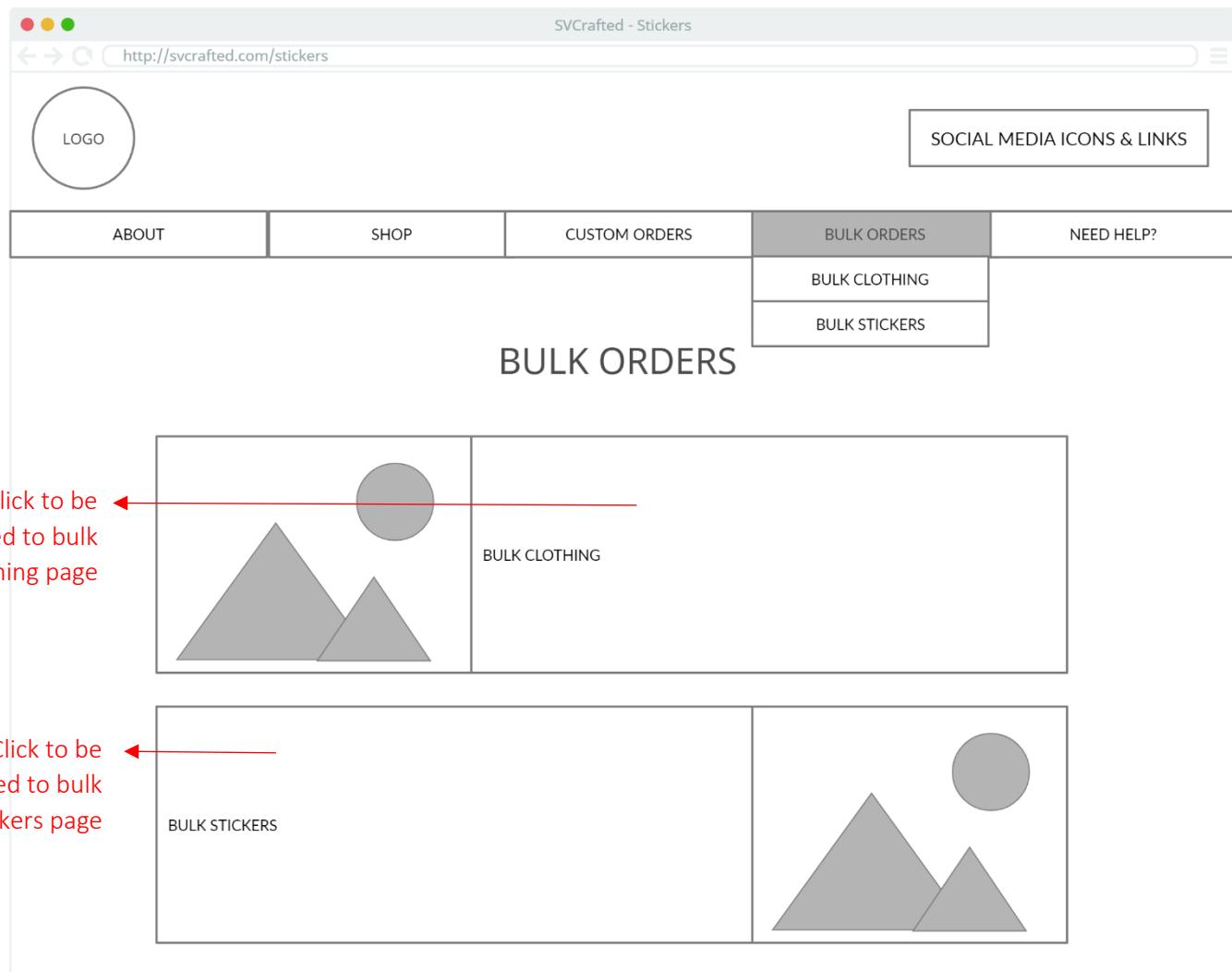
PRODUCT NAME & PRICE

PRODUCT NAME & PRICE

Click expansion arrows for info on each step

Click expansion arrow to collapse info for given step

IV.XII – BULK ORDERS



IV.XIII – BULK ORDERS; CLOTHING (I)

The wireframe shows a web browser window with the following layout:

- Header:** "LOGO" in a circular icon, "SOCIAL MEDIA ICONS & LINKS" in a box.
- Navigation Bar:** "ABOUT", "SHOP", "CUSTOM ORDERS", "BULK ORDERS" (which is highlighted), and "NEED HELP?".
- Main Content:** "BULK CLOTHING" centered above three horizontal boxes labeled "STEP 1", "STEP 2", and "STEP 3". To the left of these steps, red arrows point from the text "Click expansion arrows for info on each step" towards the right side of the first step box.
- Samples Section:** "SAMPLES" at the top, followed by three boxes, each containing a graphic of two gray triangles and one gray circle, with "PRODUCT NAME & PRICE" text below them.

Text Labels:

- "Click expansion arrows for info on each step" (in red)
- "BULK CLOTHING"
- "SAMPLES"
- "PRODUCT NAME & PRICE"
- "LOGO"
- "SOCIAL MEDIA ICONS & LINKS"
- "ABOUT", "SHOP", "CUSTOM ORDERS", "NEED HELP?"
- "BULK ORDERS", "CLOTHING", "STICKERS"
- "STEP 1", "STEP 2", "STEP 3"

IV.XIII – BULK ORDERS; CLOTHING (II)

The wireframe illustrates a website layout for 'SVCrafted - Stickers' at <http://svcrafted.com/stickers>. The header features a logo, social media links, and a navigation bar with links for About, Shop, Custom Orders, Bulk Orders (selected), Clothing (under Bulk Orders), and Need Help?.

The main content area is titled 'BULK CLOTHING'. It displays three steps: 'STEP 1', 'STEP 2', and 'STEP 3'. A large callout box labeled 'COMPLETE STEP 3' is positioned below 'STEP 3'. Red annotations with arrows point to the expansion arrows for each step, indicating they can be clicked to expand or collapse information.

Below the main content is a section titled 'SAMPLES' containing three product cards, each showing a stylized mountain graphic and a circle, with the text 'PRODUCT NAME & PRICE' at the bottom.

Annotations:

- Click expansion arrows for info on each step
- Click expansion arrow to collapse info for given step

IV.XIV – BULK ORDERS; STICKERS (I)

The wireframe shows a web browser window for 'SVCrafted - Stickers' at the URL <http://svcrafted.com/stickers>. The page layout includes:

- Header:** A logo icon labeled "LOGO" and a "SOCIAL MEDIA ICONS & LINKS" box.
- Navigation Bar:** Links for "ABOUT", "SHOP", "CUSTOM ORDERS", "BULK ORDERS" (which is highlighted), and "NEED HELP?".
- Sub-navigation:** Under "BULK ORDERS", links for "CLOTHING" and "STICKERS" (which is highlighted).
- Main Content:** A section titled "BULK STICKERS" with three steps: "STEP 1", "STEP 2", and "STEP 3". Red arrows point from the text "Click expansion arrows for info on each step" to the first three arrows on the left side of the steps.
- Samples:** A "SAMPLES" section showing three product cards, each featuring a stylized mountain and sun graphic and a "PRODUCT NAME & PRICE" label.

Text overlay: "Click expansion arrows for info on each step" is displayed in red text above the steps.

IV.XIV – BULK ORDERS; STICKERS (II)

The screenshot shows a web browser window for 'SVCrafted - Stickers' at the URL <http://svcrafted.com/stickers>. The page features a logo in the top-left corner and social media icons in the top-right corner. A navigation bar includes links for ABOUT, SHOP, CUSTOM ORDERS, BULK ORDERS (which is highlighted), NEED HELP?, CLOTHING, and STICKERS. The main content area is titled 'BULK STICKERS'. Below this, there are three expandable steps: 'STEP 1', 'STEP 2', and 'STEP 3'. A red callout with arrows points to the expansion arrows for each step. Another red callout with an arrow points to the collapse arrow for 'STEP 3'. To the right of 'STEP 3', a large box contains the text 'COMPLETE STEP 3'. At the bottom, there is a section titled 'SAMPLES' containing three product cards, each showing a grey mountain-like shape and a grey circle, with the text 'PRODUCT NAME & PRICE' below them.

Click expansion arrows for info on each step

STEP 1

STEP 2

STEP 3

COMPLETE STEP 3

SOCIAL MEDIA ICONS & LINKS

BULK ORDERS

CLOTHING

STICKERS

BULK STICKERS

ABOUT

SHOP

CUSTOM ORDERS

NEED HELP?

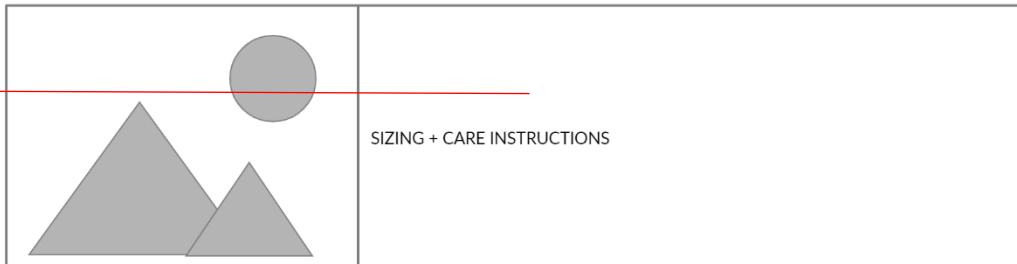
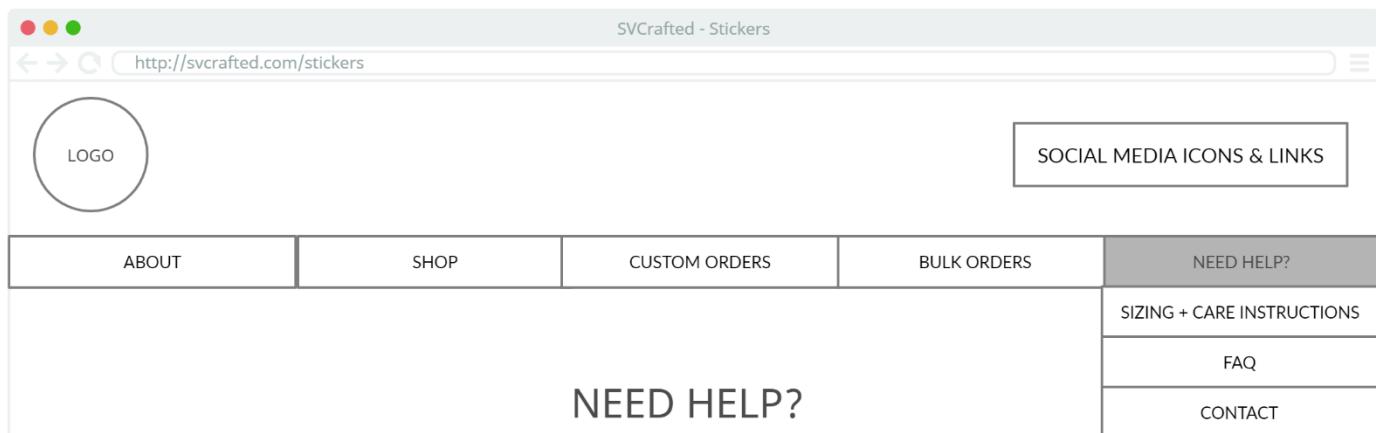
SAMPLES

PRODUCT NAME & PRICE

PRODUCT NAME & PRICE

PRODUCT NAME & PRICE

IV.XV – HELP PAGE



IV.XVI – HELP PAGE; SIZING + CARE INSTRUCTIONS

SVCrafted - Stickers
http://svcrafted.com/stickers

LOGO

SOCIAL MEDIA ICONS & LINKS

ABOUT SHOP CUSTOM ORDERS BULK ORDERS NEED HELP?

SIZING + CARE INSTRUCTIONS

FAQ

CONTACT

SIZING

PRODUCT 1

PRODUCT 2

PRODUCT 3

CARE INSTRUCTIONS

CARE INSTRUCTIONS

Click expansion arrows for each product's sizing

Click expansion arrow to collapse sizing for given product

IV.XVII – HELP PAGE; FAQ (I)

The screenshot shows a web browser window with the title "SVCrafted - Stickers" and the URL "http://svcrafted.com/stickers". In the top left corner is a circular "LOGO". To the right is a "SOCIAL MEDIA ICONS & LINKS" box. Below the logo is a navigation bar with five tabs: "ABOUT", "SHOP", "CUSTOM ORDERS", "BULK ORDERS", and "NEED HELP?". The "NEED HELP?" tab is currently active, showing three sub-options: "SIZING + CARE INSTRUCTIONS", "FAQ", and "CONTACT". A red callout box with the text "Click expansion arrows for info on each step" points to the first question in the FAQ section. The main content area is titled "FREQUENTLY ASKED QUESTIONS" and contains three questions:

- ▷ QUESTION 1
- ▷ QUESTION 2
- ▷ QUESTION 3

IV.XVII – HELP PAGE; FAQ (II)

The screenshot shows a web browser window for 'SVCrafted - Stickers' at the URL <http://svcrafted.com/stickers>. The page features a logo in the top-left corner and a navigation bar with links for 'ABOUT', 'SHOP', 'CUSTOM ORDERS', 'BULK ORDERS', and 'NEED HELP?'. The 'NEED HELP?' menu is open, displaying options: 'SIZING + CARE INSTRUCTIONS', 'FAQ', and 'CONTACT'. Below the navigation is a large section titled 'FREQUENTLY ASKED QUESTIONS'. This section contains three expandable items, each represented by a triangle icon followed by a question box and an answer box. Red arrows and text annotations point to these items, indicating they are expandable.

Click expansion arrow to collapse info for given step

QUESTION 1

ANSWER 1

QUESTION 2

QUESTION 3

SOCIAL MEDIA ICONS & LINKS

NEED HELP?

SIZING + CARE INSTRUCTIONS

FAQ

CONTACT

FREQUENTLY ASKED QUESTIONS

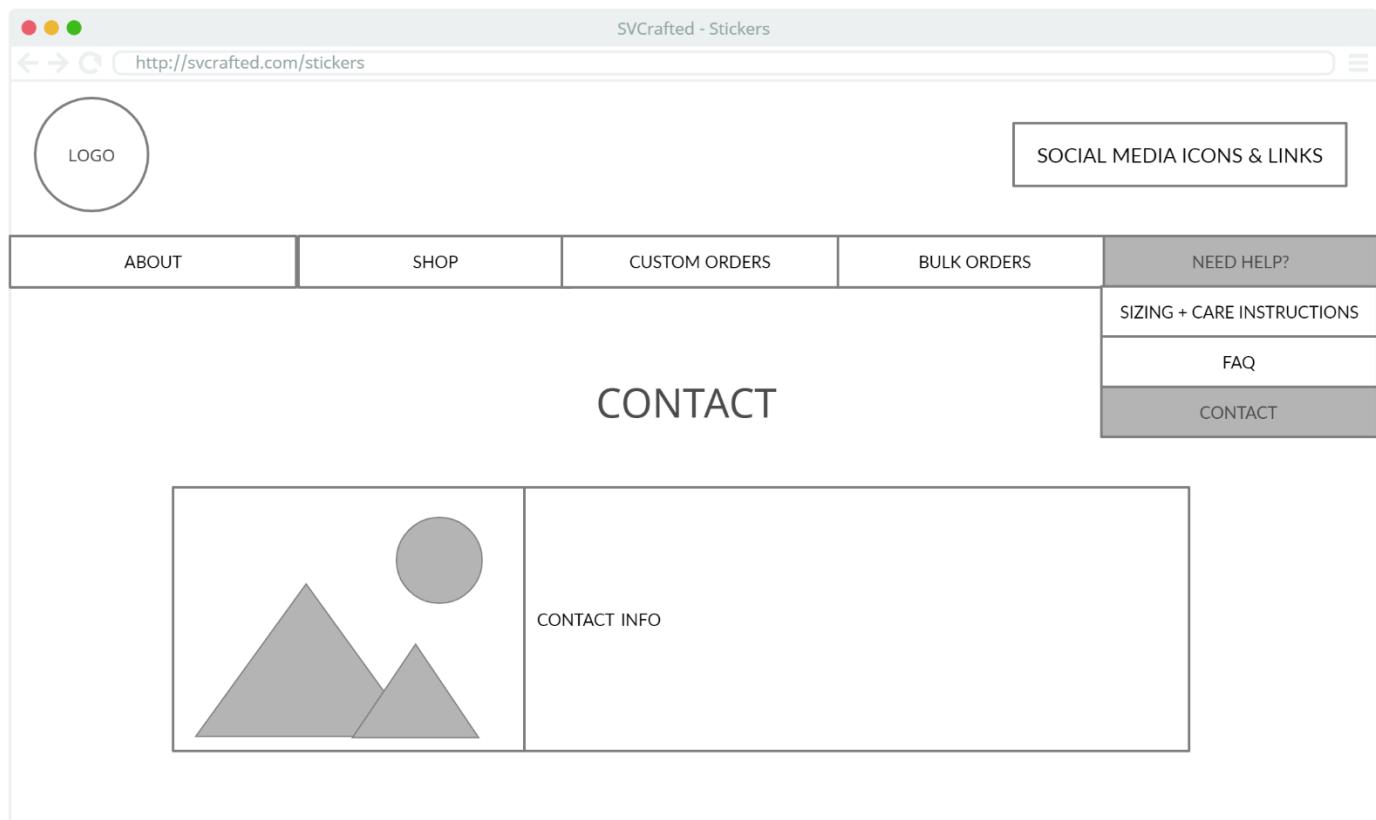
QUESTION 1

ANSWER 1

QUESTION 2

QUESTION 3

IV.XVIII – HELP PAGE; CONTACT



V – COLOUR PALLETTE

STANDARD COLOURS



PRIMARY COLOURS



SECONDARY COLOURS



VI – LEARNING OUTCOME MAPPING

[1] Apply a structured approach to identifying needs, interests, and functionality of a website.

Grade I believe would be appropriate: A

Justification:

- Sections I, III, and IV include a description of the website's purpose and goals, as well as a site map and page layouts. These three sections clearly identify the needs, interests, and functionality of this website.
- The needs, interests, and functionality of the website are also tailored towards varying personas and scenarios, outlined in Section II.

[2] Design dynamic websites that meet specified needs and interests.

Grade I believe would be appropriate: A

Justification:

- Section IV includes page layouts for each page, showing the interactivity with different elements on the page as well as the dynamic elements of each page.

VI – REFERENCES

IMAGES

- [1] <https://randomuser.me/>
- [2] <https://d1bvpoagx8hqbg.cloudfront.net/259/0124c64ee40ad8daa8e8c4d468a1c21f.jpg>
- [3] <https://thumbs.dreamstime.com/b/hipster-cheerful-bearded-face-holding-laptop-laptop-computer-repairman-tech-worker-notebook-work-entertainment-guy-154642192.jpg>
- [4] https://media.istockphoto.com/photos/woman-in-front-of-pine-trees-in-city-market-picture-id1083481574?k=6&m=1083481574&s=612x612&w=0&h=yLPmD8T8FIW4W_pFnpQPnPPiJ7Hp2OPhQYWAT9gWI0o=
- [5] <https://specials-images.forbesimg.com/imageserve/5ed96ce9b0128d00064fbedc/960x0.jpg?fit=scale>
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PERSONAS + SCENARIOS

- [1] <https://sites.google.com/site/superuserfriendly/templates/persona-template>
- [2] https://www.google.com/search?q=persona+example+web+development&rlz=1C1CHBF_enCA902CA902&sxsrf=ALeKk03j0h20QWxY6j1bfXNuUaQ79lBVtw:1623268349973&source=lnms&tbo=isch&sa=X&ved=2ahUKEwjV1f_qqYvxAhU5KFkFHfbFC6IQ_AUoAXoECAEQAw&biw=767&bih=712#imgrc=j9hktteFeBxF9M

SITE MAP + PAGE LAYOUTS

- [1] https://creately.com/?gclid=Cj0KCQjwzYGGBhCTARIsAHdMTQyRleWOjhRzLhZXZHJnOXe9g69RrXZBEIJ2N3JDU7bEhFL0i6mf1yQaAurzEALw_wcB
- [2] <https://boxesandarrows.com/site-diagrams-mapping-an-information-space/>