Team AVMM -- CSS Project

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ASSIGNMENT QUESTIONS

Determining the objectives and intended audience of the site:

1. What is the type of the Web site (portal, new, informational, business/marketing,

educational, entertainment, social network, blog, wiki, or personal Web site)

An informational website for John Abbott's Health and Nutrition Services.

2. What is the purpose of the site?

To provide information about the hot topic of vegetarianism.

3. What are the objectives of the site? To advertise a company or organization, provide

information to customers; provide a service, or process orders?

To assist John Abbott's Health and Wellness services answer the demand of information about vegetarianism.

4. What do you want the Web site to accomplish? What results do you want to see?

The website will:

* allow visitors to quickly find and access information they are looking for.
* Present pertinent and up-to-date information about vegetarianism.

We expect:

* Traffic to the site to increase
* Time spent on the site to increase
* The website to become the de facto source of information for this community

5. What information do you need?

* Recipes
* Scientific information about vegetarianism
* Social information about vegetarianism

6. What opportunity, problem, or issue is your site addressing?

A majority of appointment requests with the John Abbott nutritionists involve vegetarianism: it's a hot topic. The site addresses information requests linked to vegetarianism.

7. Who is the intended audience? Will the audience consist of potential customers, current

customers, or employees of a particular company or industry?

Members of the John Abbott College community interested in vegetarianism

Members of the John Abbott College community already practicing a form of vegetarianism or another.

When we speak of the John Abbott community, we refer mostly to students but also to staff and employees. The majority of the audience is in their late-teens/early adulthood.

8. List the working title of each page on your Web site.

1- Home

2- Recipes

3- About

4- Testimonials

5- Contact Us

6- Christy Morgan Testimonial

7- Dan Hanly Testimonial

8- Rebecca Testimonial

9- Thank you

9. List where you will obtain the content (facts, text, graphics, sounds, and video) for the

Web pages you listed above.

From internet searches

From existing information resources available on campus

From Ms. Magda Fahmy, nutritionist and teacher at John Abbott College.