

# Canterbury Institute of Management (CIM)

## ISBS302 Web Technology



### Assessment 2 (20%)-- SI 2025

**Submission date: Week 7, Friday 12 am.**

#### **Topic: Designing a website for a Stationary Store-- Writefully Yours.**

In this assignment, you are required to prepare a "Design document" in the format of a report that should cover the website objectives, user specifications, structure charts and storyboard of a business called **Writefully Yours** which is a **Stationary Store**, selling all sorts of stationaries located in Sydney. You can take examples of many **Stationary Companies'** websites for reference.

Here is the description of a **Stationary Company, like: Writefully Yours:**

**Writefully Yours** is a Sydney based **Stationary** company established in 2019. It has built a strong reputation as the best **Stationary Company** for anyone. This company has various outlet nationwide and also sells stationary via online. They sell all sorts of stationaries like: pens, pencils, papers, notebooks, staplers, scales, rubbers etc. They provide many options like: Back to school, workplace supplies, click and collect etc.

The company's current website is still in use, but it has become outdated. The company's CEO wants a new attractive, customer-oriented (target audience), responsive website. The new website will enhance its reach to potential audiences and support the company's business expansion across the nation.

The new website is expected to be the main hub to provide all the relevant information and a key ingredient in making a critical first impression, giving credibility, and helping directly or indirectly generated new prospects.

The CEO contacted you for help in improving the site design and development. Being a talent prodigy in and desired for Web Design and Development, you could not let this rare opportunity get passed but accepted the challenge from him. You agreed to help the CEO to use your knowledge and skills to improve the site design and a complete, well-designed commercial website for his business and services essential to conveying trust in his brand and products.

But before proceeding towards the website development, you need to prepare the report by addressing the website objectives, target audience, user specifications, storyboarding, and wireframing of each web page that you think is very important. A home page mock-up should be created for the client to show the prototype of their new website.

Please follow the following format to prepare your report.

#### **Design Document Structure**

**Description:**

Identify a short "blurb" that adds value to Writefully Yours 's website. Writefully Yours 'S name should be included within this. Identify relevant content that will fit on the website need to be focused on.

**Highlights:** Include distinctive and with exciting features (such as social media integration, CSS3 animations and transitions, sticky navigation/header/footer, JavaScript and responsive design). These features sum up the value to Writefully Yours .

**Target Audience:** Think about **one core demographic** that will want to use Writefully Yours . Now discuss the details of this type of user and their demographics. Age and Gender must be discussed here in terms of the target audience.

Your discussion should consider other demographics: Education Level, Interests, Background, Culture, Language, Employment Status, and Location.

**Site Map:** Create a hierarchical site map of Writefully Yours that you have identified (there might be ten pages minimum). The home page should be at the top of the hierarchy. All webpages should be identified by their page name and an appropriate html file name, showing the relationship between the pages.

**Navigation Scheme:** After the sitemap creation, describe how users will navigate the website from each page. Provide the details of global primary and secondary, local, utility and in-text types of navigation that you will use. Describe it visually and how it will function.

**Wireframes:**

Every web page on your website must include a digitally created wireframe.

Your wireframes should consist of all the following:

- **Navigation:** look, font type, font size, colour
- **Content:** label, type (video/sound/text/animation), size
- **Text:** font type, size, colour
- **Headings:** font type, size, colour
- **Footer:** font type, size, colour
- **Background:** colour(s)/image(s)
- **Colours:** all colours in your wireframes must be defined as a hexadecimal value (#999999)
- **Fonts:** all fonts in your wireframes must be mentioned by name (Helvetica, Verdana, etc.) and size.

**Colour Scheme:** Describe the colour scheme you will use and how these colours will express Writefully Yours 's mood and personality. Include the justification for this colour scheme and how it addresses the target audience.

**Typography:** Provide a detailed description of the typography that you will use. Detail the fonts and the sizes, for each use of text on your website. Provide a justification for choosing these fonts and sizes.

**References:** List any references you have used for this document in APA Style format. References should be used to help justify your target audience demographics and design choices.

You can take examples of many footwear Companies' websites for reference.

Example:

1. <https://thestationerystore.com.au/>
2. [www.officeworks.com.au](http://www.officeworks.com.au)

**Word limit: 1500 words**

### Marking Rubrics of AT2 Written Report

	Fail	Pass	Credit	Distinction	High Distinction
<b>Depth and credibility of research</b>	You have not demonstrated that you have conducted enough research (eg insufficient references to credible research or peer-reviewed academic literature), and/or you have relied on doubtful sources	You have demonstrated that you have conducted enough research (eg based on the number of references to credible research and/or peer-reviewed academic literature), and you have relied on credible sources	The depth and credibility of your research is <b>above average</b> (based on the number and quality of your sources)	The depth and credibility of your research is <b>very good</b> (based on the number and quality of your sources)	The depth and credibility of your research is <b>exceptional</b> (based on the number and quality of your sources)

<b>Description of the issue/problem in terms of theories and concepts studied in this course</b>	Your description of the issue/problem is inaccurate and/or demonstrates a lack of understanding of the theories and concepts studied (eg because of incorrect use of terminology)	Your description is accurate and demonstrates a satisfactory understanding of the theories and concepts studied	Your description is accurate and demonstrates an <b>above average</b> understanding of the theories and concepts studied	Your description is accurate and demonstrates a <b>very good</b> understanding of the theories and concepts studied	Your description is accurate and demonstrates an <b>exceptional</b> understanding of the theories and concepts studied
<b>Coherence of analysis</b>	Your analysis is illogical and/or poorly reasoned (eg because it relies on unfounded assumptions or misunderstands the theories and concepts applied)	Your analysis is mostly logical and well-reasoned	Your analysis is logical and well-reasoned to an <b>above average</b> standard	Your analysis is logical and well-reasoned to a <b>very good</b> standard	Your analysis is logical and well-reasoned to an <b>exceptional</b> standard
<b>Support for findings and analysis</b>	Your findings or analysis are insufficiently supported by theory and	Your findings and analysis are supported by theory and	Your findings and analysis are supported by theory and	Your findings and analysis are supported by theory and	Your findings and analysis are supported by theory and/or evidence to

	d/or evidence	nd/or evidence	nd/or evidence to an <b>above average</b> standard	nd/or evidence to a <b>very good</b> standard	an <b>exceptional</b> standard
<b>Creativity</b>	Your report lacks creativity	Your report is appropriately creative, whether in substance or format	Your report is appropriately creative to an <b>above average</b> standard	Your report is appropriately creative to a <b>very good</b> standard	Your report is appropriately creative to an <b>exceptional</b> standard
<b>Use of a commercially appropriate document structure (eg 'executive summary,' 'circumstances,' 'findings and analysis,' 'conclusion/recommendations')</b>	Your document is not structured in a commercially appropriate manner (eg lacking relevant headings)	Your document is well structured a commercially appropriate manner (eg using relevant headings)	Your document is well structured a commercially appropriate manner to an <b>above average</b> standard	Your document is well structured a commercially appropriate manner to a <b>very high</b> standard	Your document is well structured a commercially appropriate manner to an <b>exceptional</b> standard
<b>Use of academically appropriate document style, writing style and referencing system</b>	You have not used an academically appropriate writing style and/or referencing system (eg you have used colloquialisms or	You have used an academically appropriate writing style and referencing system	You have used an academically appropriate writing style and referencing system to an <b>above average</b> standard	You have used an academically appropriate writing style and referencing system to a <b>very high</b> standard	You have used an academically appropriate writing style and referencing system to an <b>exceptionally high</b> standard

	<p>overly formal language or failed to use a recognised referencing system eg APA or Harvard)</p>				
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<b>Effectiveness of communication</b>	Your written communication is poor	Your written communication is easy to follow	Your written communication is clear and succinct to an <b>above average</b> standard	Your written communication is clear and succinct to a <b>very high</b> standard	Your written communication is clear and succinct to an <b>exceptionally high</b> standard
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