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*Discovery...*

Initial Client Analysis

*“We want to create a site that’s aesthetically pleasing, but our highest priority should be to meet the needs of our client”*. The first and most important step of the design process is to get to know the client and their business.

First, before meeting the client, *research* the client and other businesses like the client. Explore their existing presence - a website if they have one, Facebook page, and other social media. Explore the websites of competing businesses or organization. Get a good idea of what is out there. Then meet with the client - in person. Go through the following questions with the client. Remember to really *listen* to what the client is saying.

**About the Client Business or Organization**

1. What does your company/organization do?

Meal delivery service.

1. How is your company different than your competitors or other organizations?

Has vegetarian and vegan options, customizable meal plans

1. Does your company/organization have a mission statement and/or vision statement?

Deliver fresh and fun meals

1. Does your company currently have branding materials? Logo, corporate color etc.

Bright colors? Possibly green. Clean and simple design/ image oriented

1. Who are your customers/target market? *Try to get as much information about this as possible. Ask if a document of demographics exist. If not, ask about age range, income range, sex, purchasing habits, etc.*

Anybody trying to eat healthy, busy schedules or change diets. Younger people and students. Fitness people. Lower-middle class.

1. ///Discuss timeline and budget.

**Questions that help define the project**

1. What is the primary goal or purpose of this website?

Help those who don’t want/know how to cook, help with diets and lifestyles. Show off meals

1. If the client currently has a website, review the client website with them. Ask what they like about their current website and what they would like to change.

NA

1. Ask the client to provide some URL’s to websites that they do really like and why.

NA

1. What information will visitors want to see first? What else will your visitors want to see?

What kind of meals do they offer, push for healthier meals. Pictures of the food, 50% discount and prices for subscriptions.

1. What will make this site a success? Hits? Publicity? Revenue?

Revenue. Most commerce for the business will come from the website

**Questions that help implement the project**

1. What type of content will be on the site? Does this content already exist?

Pictures of food. Pop up call to actions. Prices and meal plans.

Content exists form other similar businesses

1. Will you want to update the site yourself? If so, how many different people will be updating the site? *This will help determine the method of construction. If the client will be making updates themselves, then consider* CMS framework such as WordPress. Otherwise, frameworks such as Bootstrap or even basic html/css will work fine and you can bill for the updates or include updates in your fee.

Up to the client. If the client wishes to update themselves we’d recommend word press but if theyre not comfortable with that we’d lean towards us doing it on html/css

1. Will this information likely be accessed by mobile devices? Yes - of course!

Yes, site will need to be responsive

1. Will you need to implement e-commerce in this site? If so what/how? Will the e-commerce component be a membership or sign-up or product? *E-commerce adds the cost of the site implementation. The client will need to obtain a payment gateway such as PayPal or Stripe, and possibly also purchase payment processors.*

E-Commerce will definitely be required (let client know the possible fees that come from paypal and other services)

Exploration...

Information Architecture

The next stage of the design process is to take the information you’ve learned from the client back to your laboratory for analysis, dissection, and experimentation. You want to develop a firm grasp on all the information, products, and services they have to offer, and play around with how these could be arranged. Put yourself in the shoes of the website visitors and ask yourself what these people are looking for. If you’re thinking about buying a product, what do you need to know before you buy? If you’re signing up for a service, where would you learn about the different offerings and which level of service you need? What is the clearest title possible for page x, and how many steps does it take to reach page y?

Using paper and a pencil, or a pad of sticky notes. Make a list of all the bits and pieces of the website and start arranging them into groups and subgroups. These are likely to move around quite a bit, and that’s where the sticky notes come in handy. If you make a note for every section, subsection, and page of the site, you can arrange them on a wall in the order they’ll appear in your site’s navigation. You’ll want to avoid overwhelming the visitors with too many options, but you also don’t want to bury information too deeply within the site; that is, too many clicks away from the home page. There are no hard-and-fast rules for this activity; just make the information as obvious and as easy to reach as possible.

List the Pages

Make a list of the main pages, and possible sub-pages of this site. Identify (briefly) what will be on those pages. Obviously all sites will have a home page and should also have a contact page.

(each page has recent views and interest, social media links, search bars)

1. Home

Pictures and pop ups. try to real in with advantages/gen info

1. Contact
2. About

Our team

1. Menu

Vegetarian

Vegan

Meal plans

Each meal has own page

Reviews

1. Membership
2. Login page
3. Checkout
4. Shopping cart