

## **A. Define Your Product**

Answer the following questions in your document:

1. What problem does your product website solve or address?

**Students often waste time creating study materials like flashcards instead of focusing on learning. This leads to inefficient studying and extra stress, especially during exams.**

2. What is your product idea? How does your website support this idea and help solve the problem?

**My idea is a Flashcard Generator Website. Users type in a topic, and the site instantly generates a deck of 10 flashcards with key terms and definitions. The website promotes and demonstrates this tool by providing an easy-to-use interface, showcasing examples, and explaining its benefits for efficient studying.**

3. What type of website are you building? (i.e., e-commerce, brochure, portfolio, media, nonprofit, etc.)

**This will be a service/product website that functions as a web-based app. It will include a landing page, product demo page, and support/about sections.**

4. What is your mission statement? Summarize what your product does, who it's for, and why it matters.

**"Our mission is to simplify studying by giving students an effortless way to generate flashcards instantly. We help learners save time, reduce stress, and focus on what really matters—mastering knowledge."**

## **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?

**16–28 years old really anyone in school**

- What is the gender distribution?

**Balanced**

- Which country do your visitors live in?

**U.S. but can be used anywhere**

- Do they live in urban or rural areas?

- Socioeconomic Details

- What is the average income of visitors?

**Low income**

- What level of education do they have?

**Highschool**

- What is their marital or family status?

**Single**

- What is their occupation?

**Students, part-time workers, or early-career professionals**

- How many hours do they work per week?

- Web Behavior

- How often do they use the web?

**daily internet users, often multiple hours per day.**

- What kind of device do they use to access the web?

**Primarily smartphones and laptops for studying; tablets secondary.**

1. 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

| Name         | Sex        | Age | Location        | Occupation                         | Income        | Web Use  |
|--------------|------------|-----|-----------------|------------------------------------|---------------|--|
| Alex Johnson | Male       | 19  | Boston, MA      | College Student                    | \$15,000/year | Uses the web daily for classes, social media, and study tools    |
| Maria Chen   | Female     | 22  | Los Angeles, CA | Graduate Student / Part-time Tutor | \$25,000/year | Heavy web use for research, online teaching, and streaming       |
| Jordan Smith | Non-binary | 26  | Chicago, IL     | Early-career Software Engineer     | \$55,000/year | Constant web use for work, coding resources, and online learning |

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.

### **Reasons People Would Visit the Flashcard Generator Website**

- To save time making study materials.

- To prepare for exams or quizzes more efficiently.
  - To explore examples of ready-made flashcards.
  - To find a simple, free, and user-friendly study tool.
  - To reduce stress and stay consistent with studying.
  - To discover a new tool to share with classmates or friends.
- 

## **Assigned Tasks for Fictional Visitors**

### **Alex Johnson (19, College Student, Boston, MA)**

- Task: Generate flashcards for an upcoming history midterm.
- Task: Use example decks to quickly review terms before class.
- Task: Share the tool with roommates as a group study resource.

### **Maria Chen (22, Graduate Student / Part-time Tutor, Los Angeles, CA)**

- Task: Create flashcards for a research methods exam.
- Task: Use the generator to prep study materials for tutoring high school students.
- Task: Test the site on both laptop and mobile to see how flexible it is.

### **Jordan Smith (26, Software Engineer, Chicago, IL)**

- Task: Explore the site to learn a new topic outside work (e.g., learning Spanish vocab).
- Task: Evaluate usability and design since they're tech-savvy.
- Task: Bookmark and recommend the tool to younger family members still in school.

## A. Website Requirements

By addressing the questions below, you'll gain valuable insights into how to design a website that meets your goals and expectations.

### 1. Purpose & Goals

Answer the following questions in your document:

- What is the primary goal of your website (i.e., promote a service, sell a product, educate users, raise awareness, etc.)?

**My primary goal for this website is to help support students in their education.**

- What is the most important action you want users to take on your site (i.e., sign up, purchase, read articles, submit a form, etc.)?

**Use the flashcard generator tool**

### 2. Content & Features

Answer the following questions in your document:

- What content and features are essential to help users achieve their goals? List critical pages and features (i.e., About, Contact Form, Product Gallery, FAQs, Reviews, etc.).

Critical Pages

**Home/Landing Page** – introduces the product, tagline, and main call-to-action.

**Flashcard Generator Page** – the core feature where users type a topic and generate cards.

**About/Mission Page** – explains the purpose, audience, and benefits of the product.

Critical Features

- **Input box + “Generate” button** – creates instant flashcards from a topic.
- **Flashcard display area** – shows the generated cards in an easy-to-read format.
- **Clear navigation bar** – allows users to quickly move between Home, Generator, Examples, About, and Contact.

- What will your homepage highlight? Think about the first impression and what visitors need to see right away.

My homepage

### 3. Look & Feel

Answer the following questions in your document:

- Do you have examples of websites that inspire your design? List 1–2 examples and what you like about them (i.e., layout, colors, interactivity, etc.).

**The two sites I want to inspire my design to be like its quizlet and duolingo. I like for quizlit how minimalist the website is and the main features are in the center of the website. Duolingo because I like how playful and professional it feels with bold colors and interactive elements.**

- How would you describe the overall style of your site (i.e., modern, bold, minimalist, playful, professional, etc.)?

**I want my website to be modern and minimalist with a clear focus on usability. It should be very easy to navigate and direct to use.**

- Do you have preferences for color, fonts, or imagery? If not, what mood or personality do you want the site to convey?

The site should convey simplicity, focus, and support making students feel less stressed and more confident about studying.

## B. Design & 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.).

I will use the **Agile** approach. Agile fits best because my project will evolve throughout the semester. I can start with a working minimum version and add improvements in short, iterative sprints.

- A clear timeline of phases and milestones.

## Timeline of Phases and Milestones

### Phase 1: Planning (Week 1)

- Define project scope and goals.
- Finalize product idea (Flashcard Generator Website).
- Create initial wireframes and site map.

### Phase 2: Design (Week 2–3)

- Choose color palette, typography, and style guide.
- Build homepage and generator page wireframes.
- Mock up layouts in a simple design tool.

### Phase 3: Development – Sprint 1 (Week 4–5)

- Build core structure in HTML, CSS, JavaScript.
- Implement input box + generator button.
- Display flashcards in a clean layout.

### Phase 4: Development – Sprint 2 (Week 6–7)

- Add styling and responsive design for mobile.
- Create additional pages (Examples, About, Contact).
- Test usability and navigation.

### Phase 5: Testing (Week 8)

- Debug core features (generator, navigation, mobile view).
- Collect peer feedback on design and usability.
- Make small refinements.

### Phase 6: Deployment & Presentation (Week 9–10)

- Finalize website content and polish visuals.
- Upload final version for grading.
- Prepare class presentation/demo.



- A visual representation of your timeline (e.g., Gantt chart, flowchart, or detailed bullet list).



- **Week 1:** Planning (scope, goals, wireframes, site map)
- **Week 2–3:** Design (colors, fonts, mockups)
- **Week 4–5:** Development Sprint 1 (basic site + generator feature)
- **Week 6–7:** Development Sprint 2 (styling, extra pages, responsiveness)
- **Week 8:** Testing (debug, peer feedback, refinements)
- **Week 9–10:** Deployment & Presentation (final polish, submit, present)

## 1. Original Logo

Design a logo for your product website that visually captures your brand identity. Your logo must include:

- The name of your product.
- An image, icon, or design that represents your product.
- A transparent background (export as PNG).



# QuickCards

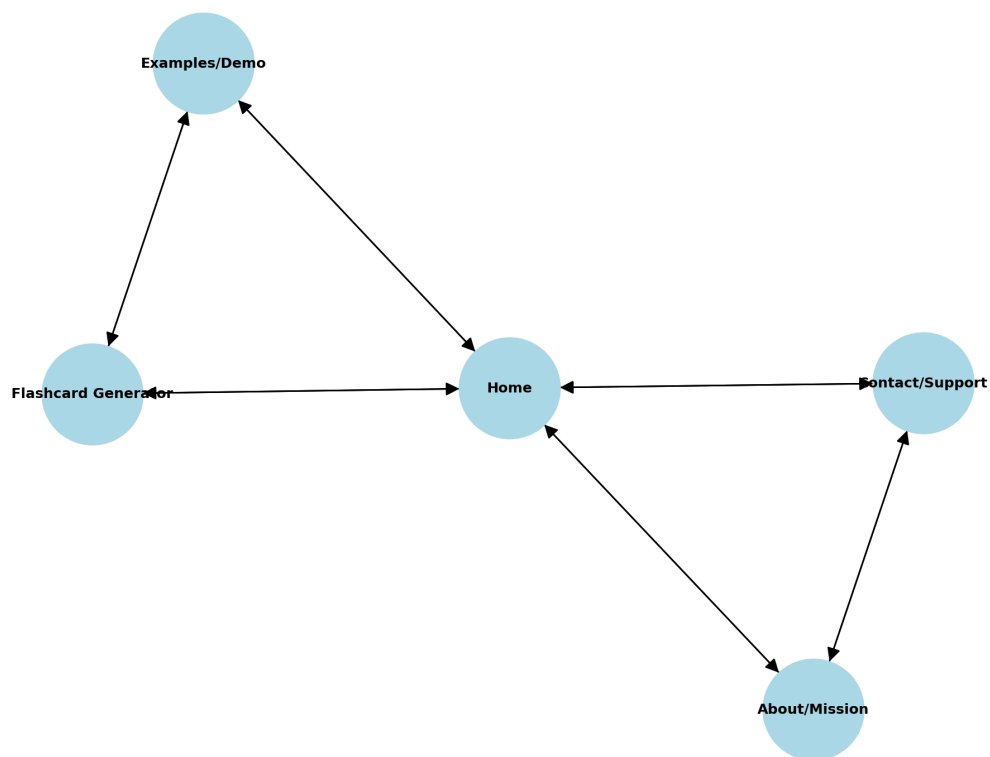
## 1. Site Map

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](https://draw.io) or with AI tools ([Slickplan](https://Slickplan), [Octopus.do](https://Octopus.do)).

Flashcard Generator Website - Site Map



## 2. 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](https://draw.io) or with AI tools ([Uizard](#), [Figma with AI plugins](#)).

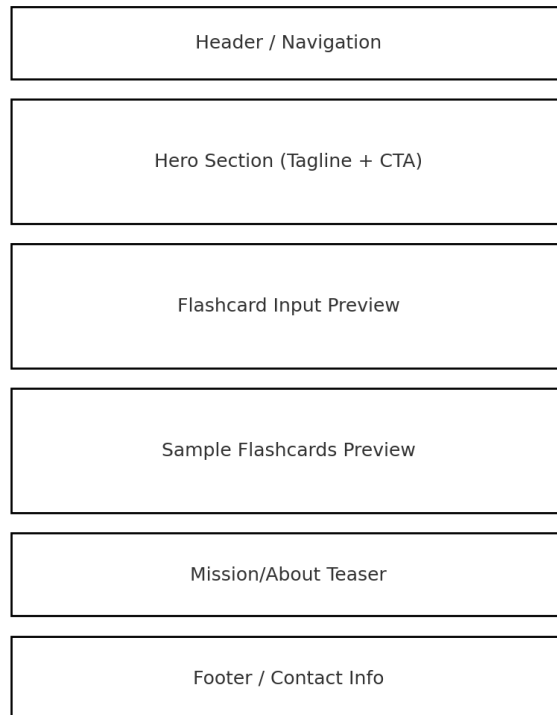
## Flashcard Generator Page Wireframe

|   |
|---|
| Header / Navigation                         |
| Input Area (Topic + Generate Button)        |
| Generated Deck Area (Flashcards Grid/Stack) |
| Study Tips Sidebar / Extra Notes            |
| Footer / Contact Info                       |

## Examples/Demo Page Wireframe

|                                 |
|---------------------------------|
| Header / Navigation             |
| Title/Intro Text                |
| Sample Decks (Grid of Subjects) |
| Interactive Deck Preview        |
| CTA: Generate Your Own Deck     |
| Footer / Contact Info           |

## Homepage Wireframe



### 3. 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](#)).

## Plan for Accessibility

### Visual Impairments

All logos, icons, and photos should have alt text.

Make sure the background and text colors contrast well.

Make advantage of scaling fonts and permit text scaling.

To cut down on clutter, keep your layout simple and clear.

### Deficits in Hearing

Present all pertinent information not only audibly but also graphically.

If there are video tutorials or demos, offer captions or transcripts.

### Impairments to the Motor System

Make sure the keyboard (Tab, Enter, and Arrow keys) is the only way to navigate the entire website.

To make clicking easier, choose buttons that are big and well spaced.

Avoid using drag-and-drop or other exact movements.

## Cognitive Deficits

All pages should have a simple, uniform design.

Place instructions and labels next to buttons and input boxes.

Divide the text into small sections and use simple language.

Avoid using too many flashing or distracting animations.

