WebWise Creators - Website Builders

CSCI355 – Internet and Web Technologies Instructor	
Project 1	**Project Team:**
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1. **What is your business?**
- Our business "WebWise Creators" specializes in the development and maintenance of websites, offering comprehensive web solutions that encompass design, development, optimization, and ongoing support.

2. **What is the business ethos?**
- Our ethos centers on creating user-centric web experiences that are accessible, efficient, and innovative. We believe in transparent communication, continuous improvement, and leveraging the latest technologies to meet our clients' needs.

3.   **What do you produce/make/offer/sell,**
- We offer a range of services including custom website design, web development, website optimization for speed and SEO, e-commerce solutions, content management systems, and ongoing maintenance and support.

4.   **Who is your target audience?**
- Our target audience includes small to medium-sized businesses, startups, entrepreneurs, and organizations looking to establish or enhance their online presence.

5.   **What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein,**
- Visitors may seek general information about our services, portfolio examples, client testimonials, or specific details about our web development process. We attract and engage visitors through a combination of high-quality content, an intuitive website design showcasing our expertise, SEO strategies, and leveraging social media and professional networks.

6.   **Do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?**
- Visitor Intentions:
- General Information or Specific Inquiry: Some visitors may seek an overview of our services, while others may have specific project requirements or questions.
- Familiarity with Services: New visitors may require an introduction to our services, while returning visitors or referrals might have some familiarity.
- Time-Sensitive Information: Clients or potential clients might look for updates on web technologies, security information, or maintenance schedules.
- Product/Service Exploration: Potential clients will explore our services to determine their fit for their web development needs.
- Contact Needs: Visitors may wish to contact us for quotes, consultations, or support. We provide clear contact information, including email, phone, and a contact form. Physical visits are by appointment, with details available upon request.

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7.   **Are they already familiar with the service or product that you offer, or do they need to be introduced to it?**
- We assume varying levels of visitor familiarity with web development services; thus, our website caters to both by providing detailed service descriptions, FAQs, and educational content about web technologies and trends.

8. Are they looking for time sensitive information, such as the latest news or updates on a particular topic?

- Visitors may seek the latest news or updates on web technologies, security patches, and trends relevant to their existing or future websites, emphasizing the need for timely and relevant information on our site.

9. Do they want to discover information about a specific product or service to help them decide whether to buy it or not?

- Yes, visitors often seek detailed information about specific products or services on a website to help them make informed decisions on whether to purchase or engage. Providing comprehensive, clear, and accessible information about what we offer is crucial for converting visitors into customers.

10. Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details?

- Yes, visitors may need to contact you for inquiries or consultations. While in-person visits are not available, we accommodate online interactions through video calls and phone calls. Our operating hours are Monday to Friday, from 10 AM to 5 PM.

11. Will visitors be familiar with your subject area / brand, or do you need to introduce yourself?

- It depends on the visitor. Some may already be familiar with your brand and services, while others may require a comprehensive introduction to your subject area and what your brand offers.

12. Will they be familiar with the product / service / information you are covering, or do they need background information on it?

- We provide web design for small businesses that may not be familiar with effectively extending their business branding to the web. Our specialty goes beyond simply mashing images and text together to put out any site.
- We consult with clients to learn about their business.
- We then provide step-by-step service to translate their branding to a white paper for web design, creating a wireframe that is effective to put their clients in touch with the services and products the client offers.
- We ensure the finished website allows intuitive navigation, working links, and efficient load time that reflect the experience clients have with working with the business in brick-and-mortar location, over the phone or any other medium. Our web design carries that positive, personal, service of the company branding and seamlessly emphasizes the strengths and culture of the company via its web presence to online visitors.

13. What are the most important features of what you are offering?
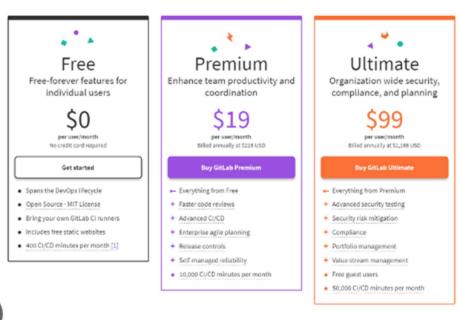We are offering.
- Secure hosting
- responsive designs
- creativity.

- - We listen to clients to understand what drives the success of their business.
  - We then effectively transfer the elements of that success recipe to their online presence to their online process, thereby enabling them with the scalability to cost-effectively offer their products and services to a wider audience to feed future growth and satisfaction with our web design service.

14.   What is special about what you offer that differentiates you from other sites that offer something similar?

- Our goal is to help the client not only translate their company culture, client focus, great products, and services online but to also expertly use their web presence to complement the businesses efforts to go to a higher level.
- We not only offer applications of the latest web technologies that rival the best media in printing and broadcast, but we also offer the proper use and implementation in site design that fits the expectations of the company's target market.
- Our specialization is in leveraging a team not only trained in the latest web design technology but also having credentials in marketing, business, data science and other strategic areas of expertise to drive revenues to our clients.
- We will plug into enabling our client company's growth objectives through effective online presence by offering a white-glove service team of web developers that take time to learn our clients business, translate that company ethos in an online presence, develop aspects of the sites to complement the strength of the company to find its footing on a growth trajectory all at a competitive pricing!

- once people have achieved the goal that sent them to your site, are there common Questions people ask about this subject area.
  - How much does a website cost?
  - How long does it take to build a website?
  - What do I need to provide for the website development process?
  - How will my website be managed?

- Your white paper should explain how you.
  - implemented concepts in visual hierarchy.
  - How we implement grouping
  - What is the similarity in your design (or design philosophy)

- Your white paper should take another website (that already exists on the web) and analyze it based on the above (i.e., answer all the questions [1a-1o] for your competitor's website as well), creating a wireframe for it as well. You may use just their homepage for their wireframe. You may use a tool to build the wireframe.

- https://www.squarespace.com/website-design/?channel=pnb&subchannel=go&campaign=pnb-go-us-en-core_website_design_tier1-e&subcampaign=(general_website-development_e)&&cid=13842267263&aid=125919724978&tid=kwd-10224321&mt=e&eid=&loc_p_ms=9004390&loc_i_ms=&nw=g&d=c&adid=532615423566&channel2=pnb&subchannel2=go&gad_source=1&gclid=CjwKCAiAuYuvBhApEiwAzq_YiTwqPcaguirYGa1QRlziuubpzLMrIOnfr4kk9ytKgs_CaFQkjjtogBoC8LYQAvD_BwE&gclsrc=aw.ds

- Your website should have at least four pages (all hosted locally, that can be accessed from one another). You must create a wireframe for each page.
  - Homepage
    - Navigation bar [button]
    - Our group names (About us)
    - FAQ (list), FAQ collapse project 12 Udemy
    - Contact us [submit for sending contact info to us]
  - Product page (Plans to offer) [radio button to choose which plans they want]
  - Portfolio
    - Can use Udemy Project 2 Expanding cards.
  - About Us

- You must create a gray paper that explains the
  - HTML
  - CSS
  - JS that you did.
  - It should outline at least 30 different points, showing the code and explaining what it does.

- Your HTML must include a minimum of
    - one table, links,
    - two lists,
    - five images,
    - a navigation bar,
    - three forms (text box, radio button, checkbox, submit, and button), and anything else you like.
      - 1.   Form One- Contact us
      - 2. Form two - Questionnaire of potential customer business
      - 3. Form three - Select a product
  - Table: Product page for all the plans

- Links: Homepage navigation bar (direct to other sites)
- List: FAQ & about us (brief intro of our group members)
- Radio button on choosing what plan they want.
- Submit button for sending us contact info (also purchase button)
- Button for navigation bar to other sites.
- Your CSS must be extensive and consistent with your business model and design.
- You must implement the ideas in at least five examples in the Udemy course.
- All your group names should appear on the website.
- You should have one HTML, CSS, and JS file for each page of your website (so altogether there will be 12 files). You should upload the files to GitHub and submit a link. On Blackboard, you should be uploading the following:
    - your white paper
    - your gray paper
    - your wireframes
    - a screenshot of each of your websites (uploaded as a PDF)
    - a link to your GitHub where each of the HTML, CSS, and JS files are.
    - a video of you showing your website in action and explaining the highlights of your code. You should mention two or three issues that you had trouble with and how you figured them out.

Wireframes

- Home page: https://wireframe.cc/xjI6Xu
- Product Plan page:https://wireframe.cc/6ORwOh
- Portfolio page: https://wireframe.cc/URUeE8
- About us page: https://wireframe.cc/MILmao

Comparison website square space

1. What is your business?
a.   Website development

2.   what is the business ethos,
a.   Designed to sell.

3.   what do you produce/make/offer/sell,
a.   Website building platform with pre-designed templates

4.   Who is your target audience?
a.   individuals/small business

5.   what are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein,
a.   Explore website templates and examples for creative designs.
b.   Attract people with ease of use.

6.   do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?
a.   General info on features, pricing, and benefits of Squarespace

7.   Are they already familiar with the service or product that you offer, or do they need to be introduced to it?
a.   Visitors will vary in experience, but it is very easy to start.

8.   Are they looking for time-sensitive information, such as the latest news or updates on a particular topic?
a.   Most info is not time sensitive, unless there are promotions.

9.   do they want to discover information about a specific product or service to help them decide whether to buy it or not?
a.   Comparison of different plans visitors can choose.

10.   do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details?

a.   Through a support portal, social media, and knowledge base articles

11.   will visitors be familiar with your subject area / brand, or do you need to introduce yourself?
a.   A brief introduction since individuals/businesses might not be too familiar with the creation of websites.

12.   will they be familiar with the product / service / information you are covering, or do they need background information on it?
a.   Some details of the services that are offered.

13.   What are the most important features of what you are offering?
a.   Secure hosting, responsive designs, creativity

14.   What is special about what you offer that differentiates you from other sites that offer something similar?
a.   Ease of use and pre-designed templates

15.   Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area?
a.   What features are included in each plan?
b.   How much does Squarespace cost?

Grey Paper

1. All Pages
a.   A nav bar that links with Home, Product, Portfolio, and About us Page
b.   The nav bar is sticky, uses JavaScript and activates the sticky navbar when the user scrolls past a certain amount.
c.   A chat support box on the bottom right of the screen, which will pop up when clicked on
d.   There is a hover effect that scales when the cursor is over the buttons.
e.   JavaScript functions openForm and closeForm to open and close the chat block.
2. Home Page
a.
3. Product Page
a.   Contains a table with 3 different plans.
b.   The table uses radio buttons to select which plan a user can purchase.
c.   The table is within a form and there is a purchase button near the bottom of the table.
d.   The th has a class "tooltip" and a span with class "tooltiptext," which allows the creation of a tooltip when the user hovers over an option of what a plan includes.
e.   The tooltip text is invisible until the user hovers over it.
4. Portfolio Page

a.	Has a div container that contains divs with class "panels" to show off example images of past website creations (Udemy project sliding cards)

b.	The CSS of the container and panel are implemented using flex.

c.	There is an active class which signals which card is expanded and which card should shrink.

d.	The JS activates when a click is heard on panel, which removes the active class from the current expanded card to the panel that is clicked on.

5.	About us Page