

## Barb's Shards - Website Scope of Work

The site, Barb's Shards, is an ecommerce site for hand-crafted art glass pieces. The development approach is to:

1. Create a Weebly-based ecommerce site using their site builder tools with pages published to the development URL.
2. Eventually, migrate the site to a Drupal developed site, using the Weebly-based site as a starting point, with the final site functionality built in Drupal (core and modules).
3. Ecommerce functionality will be integrated in a way that the merchant account is transferrable to the Drupal site.

### URLs:

- Development URL is <http://barbsshards.e-b-i.com>
- Production URL is <http://www.barbsshards.com>

### Site Goals:

- Present a professional view of Barb's creative work
- Establish an efficient business process for taking, processing and fulfilling orders
- Fully integrate with existing business software: banking, product development, inventory mgmt.

### Other Sites:

These sites were selected as example sites for their perceived quality and their appeal to the primary target audience for Barb's work. If other sample sites are identified, please provide recommendation list. For reference, the target audience description is: Females between the ages of 49 and 74 who don't mind spending their above average discretionary income for esthetically pleasing, hand-crafted, one-of-a-kind home décor and jewelry.

Example sites:

- coldwatercreek.com (note the general look and feel, as well as the use of an anchored graphic link to return to the top of the page when user scrolls down, as well as the "sort by" options)
- amazon.com/jewelry (note the creative presentation of category links, as well as highlighted products and offers)
- wayfair.com/Decorative-Plates-C215464.html (note the "Refine" filters on the left, aka faceting)

### Site Pages:

Site "wire frame pages" were created and saved at Weebly.com, user:    password:

**Homepage** – the Storefront is the site's first impression and tells what the site is about, ideally in 50 words or less. The home page should be created for who will be visiting the site (e.g. customers, friends, family, new prospects, etc.) and from their perspective. What will they want to know? Make sure they can quickly find that information from this page. Resist the urge to put everything on this page and let visitors explore other areas of the site from the navigation menu. Include 3 relevant high quality photos

to create a visually appealing design and make the site stand out, one for each of the 2 major product categories (home décor and jewelry) and one for custom “made-to-order” items (i.e., a stained-glass window).

**About Page** - Typically one of the most visited pages on a site. People are curious and want to learn about the artist – creatively tell her story, ideally in 300 words or less. Some questions to consider on this page: who is the artist, why is she doing what she’s doing, her experience, the techniques she is most passionate about. Include a high quality photo of the artist or something relevant or meaningful to the site.

**Contact Page** - a way for visitors to quickly and easily get in touch with the artist, Barb, including a contact form designating what information the visitor should provide so the artist can get back to them with a helpful response. Add a map of where the artist’s studio is located. Be creative with the navigation name for this page consider: ‘Get in touch’

**Showcase Page** - a gallery page with lots of high quality photos of the artist’s work in a beautiful slideshow format, with products organized by major and minor categories (sorts, filters, breadcrumbs).

### **Page Layout:**

All pages must be responsive design and comply with all web development standards, including using HTML5 principles, JavaScript & jQuery, CSS, XML where appropriate, maintain a high level of security standards while limiting the impact of all known security issues.

Define the site theme on a given page so that it matches well with the information displayed.

Organize information with a multiple column layout as building blocks to create a horizontal layout of elements that are side by side, to create a more balanced and polished feel. Experiment with layouts to find the best way to organize and present product information to visitors.

Use any of these components:

- Bullets & Numbered Lists - break down large amounts of information into easily digestible chunks
- Divider/Spacing - create visual breaks and spacing between different sections of information to make pages more readable
- Font Sizing - use descriptive headings in a slightly larger font size to divide information into easy-to-skim chunks; remember the target audience is older and may have issues reading a smaller font
- Photos - use photos to help break up large areas of text using multiple columns block format

### **Site Theme:**

Set the tone for the overall look and feel of the site design. Changing the theme must not affect, change or delete any information added to the body of the site in any way. Site customization should include the ability to change the fonts, including the font face, color and size. Choose basic fonts for all of the

paragraph text making it easier to read, and use black and grey fonts (or white if the site has a black background) for all of the paragraph text. Save fancier, more stylized fonts for the site Title. Use colored fonts sparingly as they can compete with the design and the information presented. Create a consistent design feel by sticking with a limited set of fonts, sizes and styles across all pages.

Create a Logo based on suggestions from the artist that is consistent with the site theme. Add the Logo to the site pages as appropriate. Use “glass shards” images as a basis for the logo and other site icons. A sample will be provided.

Create a site Tag Line that is consistent with the site content and theme.

### **Create a Unique Banner Image:**

Choose horizontal photos when possible as they display best in this area. Alternately, consider creating a collage using multiple photos instead on one horizontal photo. Once finalized, apply the same banner image across all the pages on the site or create a different banner image for each page customized for and consistent with that page’s content.

### **Link to Social Profiles:**

In the upper right corner of every page, present icons representing Facebook, Twitter, LinkedIn pages, if available, using social media icons.

### **Photos:**

Incorporate high quality photos into the site to work with the overall design by using:

- Galleries & Slideshows - organizing a large number of photos to make it easy for user to browse the photo display. Experiment with these types of Slideshow layouts: Double Row of Thumbnails, Numbers at the Bottom, Simple Slideshow, Thumbnails at the Bottom, Thumbnails at the Top, Thumbnails to the Right.
- Home Page promotion – select one picture for each category to represent that category on the home page. Make this a function that selects a product randomly, but allow the random selection to be overridden with a manual or conditional selection (i.e., the most recently added product). Note: this is a back end process that may require front-end support.
- Videos may be used in future implementations of the site.

### **Search Optimization:**

Incorporate Google Analytics tracking in all pages

Search Engine Optimization principles should be followed for all links (use descriptive links), site and page descriptions, page titles and metadata keyword text. Use 20 or 30 words in the page description that match the content of the site and the types of searches people may do to find that content. The description should be two to three sentences long and provide a fairly detailed account of what the site is about. The metadata keywords should be fairly targeted and also be the kind of words used on the site. Each image should have a descriptive title, file name and alt text.

**Publishing the site:**

Publish the site to the Development URL early and often while creating it to see how it will look to visitors. Don't worry about visitors getting to the site too soon. Just because the site is published and available on the Internet does not mean that people will immediately find it (unless told about it). Any time changes are made to the site save the work to GitHub. Changes to the site are not visible to visitors until the changes are published, so the work-in-progress isn't viewable.

**Site Map:**

A site map should always be created and saved to this URL: [sitemap.xml](#) for the site. Note: this page is created automatically on the Weebly created site.