

**Software Development (5M0529)**

**Web Authoring (5N1910)**

**Skills Demo #2**

**Wedding Website**

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**Index**

[Planning and Preparation 2](#_Toc161048472)

[Identify the target Market. 2](#_Toc161048473)

[Site Map 4](#_Toc161048474)

[Tools For Creation and Maintenance of Website 4](#_Toc161048475)

[Future Planning 6](#_Toc161048476)

[Updating Text on a Webpage. 6](#_Toc161048477)

[Creating a new Webpage. 6](#_Toc161048478)

[Inserting an Image. 6](#_Toc161048479)

[Creating a Link. 6](#_Toc161048480)

[Uploading Updated Content to a Website. 6](#_Toc161048481)

Planning and Preparation

Identify the target Market.

The target market for this website is couples getting married, the site aims to help them plan their perfect wedding.

**Target Market Demographic**

Who they are?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Name | Mark | Ginny | Paul | Sarah | Thomas | Amy |
| Gender | Male | Female | Male | Female | Male | Female |
| Age | 30 | 33 | 38 | 36 | 43 | 43 |
| Occupation | Teacher | Retail | Manager | Electricians | Attorney | Dentist |
| Income (Annual) | €60 000 | €80 000 | €100 000 | €75 000 | €120 000 | €130 00 |
| Web Usage | Daily | Daily | 4-5 days/wk | 1-2 days/wk | 2-4 days/wk | 2-3 days/wk |

What are they trying to achieve?

**Mark**

Is looking for the perfect Venue for his wedding.

**Ginny**

Is looking for inspiration for her friend’s wedding.

**Paul**

Is stressing about the catering for brother’s wedding and isn’t sure what to serve.

**Sarah**

Wants to send Say I Do a message, thanking them for planning her wedding.

**Thomas**

Wants to enquire about Say I Do’s menu selection to ensure they have everything he is looking for.

**Amy**

Needs help planning her wedding and is running out of time.

**Site Objectives**

1. Provide all the necessary information a couple would need to plan their perfect wedding.
2. The ability for couples to contact a professional about any question/ideas they may have.
3. Show new client’s previous wedding photos/ideas.
4. Allow the company to reach a wider audience.
5. Increase the company’s social media presence.

A diagram of a website

Description automatically generatedSite Map

Tools For Creation and Maintenance of Website

* **Lucid Chart**

Lucid Charts was used to create the site map for the website.

* **Virtual Studio Code/Notepad++**

Was used to create the HTML and CSS files for the website.

Future Planning

Updating Text on a Webpage.

Creating a new Webpage.

Inserting an Image.

Creating a Link.

Uploading Updated Content to a Website.