

ACS-1809-050

Web Design and Development

Project Group #1

Student# : 3064445

Student Name : Amanda Castellanos Salazar

Student# : 3106724

Student Name : Daniel J. Schoofs

Student# : 3112319

Student Name : Erimas Hinseab

Student# : 3115076

Student Name : Karan Verma

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## Introduction

- Mid-Continent Bookstore is a specialty book procurement intermediary for IT dilettantes and professionals. The operation of an online bookstore for a niche local market means that gaining and maintaining customer's interest will be the primary goal of the Mid-Continent Bookstore. This document offers an analytical review of how our website can improve these factors for your business. The proposed review will discuss the demographical aspects and evaluation of successful competitors in your market.

## The Organization

- As customers will be drawn to shop through corporations like Amazon for their literary needs, the focus of this store needs to be the specialization in book procurement. This can be achieved through focusing on services like book recommendations, promoting new, relevant content and offering a personalized human aspect in conducting business.
- From our research, as the niche target audience for your content is technologically versed, it is important that we create an easy to navigate website. The goal of this website is to engage customers to contact us, sign up for newsletters, and shop our current book collection. For that reason, we have made this website to be eye-catching but easy to utilize.

## Plan

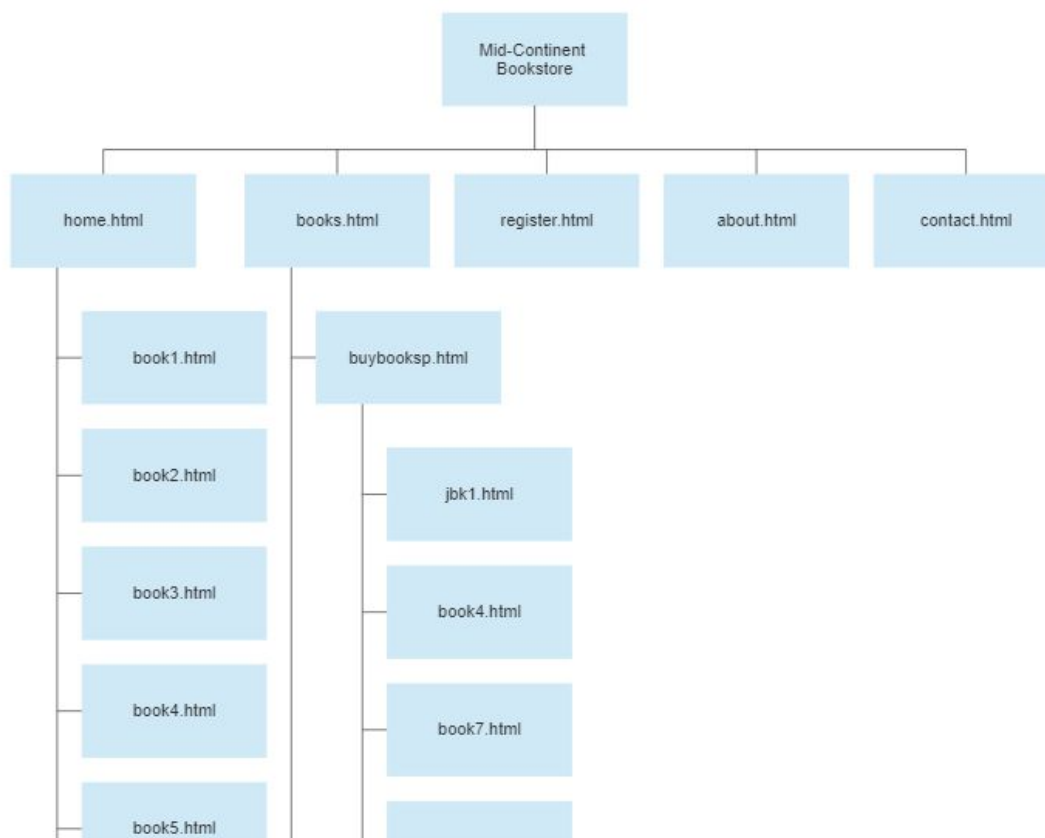
Target Audience	Audience Goals	Content Channels	Age Range	Web experience
<b>Customers:</b> -Professionals -Students	-Shop from Book Store -Make Book procurement requests -View Promotional and Sale content	Facebook Association	16-50	Varies
<b>Potential Partners</b>	-Distribute Content or Products -Research Services & products -Contact Owner	Linkedin Facebook Association	25+	Experienced

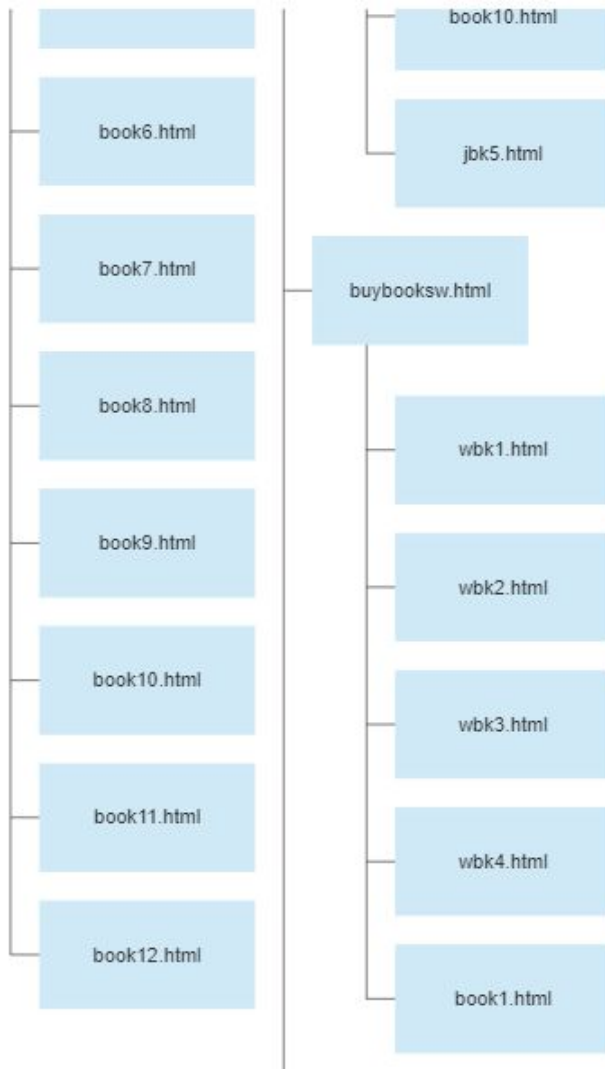
<b>Potential Employees</b>	- Research Company - Search Job Opportunities -Contact Hiring	Linkedin Facebook Association	18-30	Experienced
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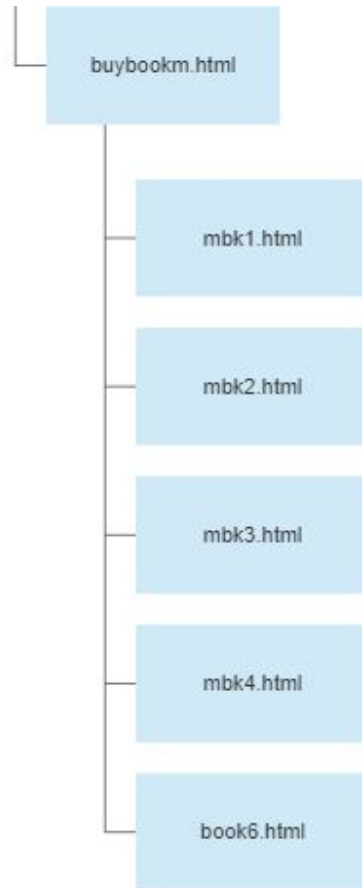
table 1.1

Through creating this website for Mid- Continent Bookstore, the target audience we expect to review your site will include, potential customers, partners, and employees. The above table 1.1 demonstrates what this audience will most likely hope to accomplish while utilizing your website.

## Site Structure







- Discuss this diagram afterwards
- The website for Mid-Continent Bookstore is simply organized with the majority of sections displayed in the first two pages. The home.html page displays the sale book items some of which are displayed in books.html as well. Books.html has 3 sections for programming, web-design and math. Each of these sections has four to five book options. We next have a registration page with email newsletter sign up options. The next page is about.html which holds a quick summary about Mid-Continent Bookstore's founders John and Henry Middleton. Finally, there is contact.html which has a fill in the blank message form for customer to be able to contact you with their requests.
- Content is organized in a very straightforward and easy to understand, logical way. On the homepage there are featured books on sale along with their prices, but using the navigation bar at the top will greatly improve your experience. This bar includes the categories; home (homepage), books (organized further by subject), register, about and contact. All standard things you would come to expect to see on a website.
- Users will navigate the site using the navigation bar with all previously mentioned categories featured above in easily readable text so navigation of the site is easier. The site is divided into different sections depending on if the user is interested in purchasing

books, registering an account, contacting the company supplying the books (us), or in learning more about us from the about section. Each page contains the “back to top” link, which is helpful to navigate the site if you are stuck on long pages. This feature quickly and conveniently brings the user back to the top of the page.

## Project Experience

- Throughout our project the largest problem we experienced was communication. As we were all unacquainted we faced difficulty in locating each other and organizing means of contact, and roles. Once we were able to establish a means of communication, however, tasks moved steadily.
- The highlight of our website is the sale books available on our homepage. Each of these titles leads to an about section describing the title and allowing customers to view and purchase the textbooks.
- Project Timeline

## Computer Book Store Assignment

Due Date:	2019-12-02
Final Edits Must Be Complete By:	2019-11-18

**Object:** Complete Website Skeleton, and majority of content.

Website Outline	Q1				
	2019-11-14	2019-11-15	2019-11-16	2019-11-17	2019-11-18

### Amanda

#### Project Report Guideline

Research

Plan

Introduction

Organization

Meeting

Quality Check

Final Edits

### Karan

#### Store Outline

Create Store Tree Diagram

Draft HTML for Store Home Page

Draft HTML for Store Sub Pages

Meeting

Final Edits

### Ermias

#### Home, About, Contact Pages

Create Site Map

Draft HTML for Home

Draft HTML for About

Draft HTML for Contact

Meeting

Final Edits

### Daniel

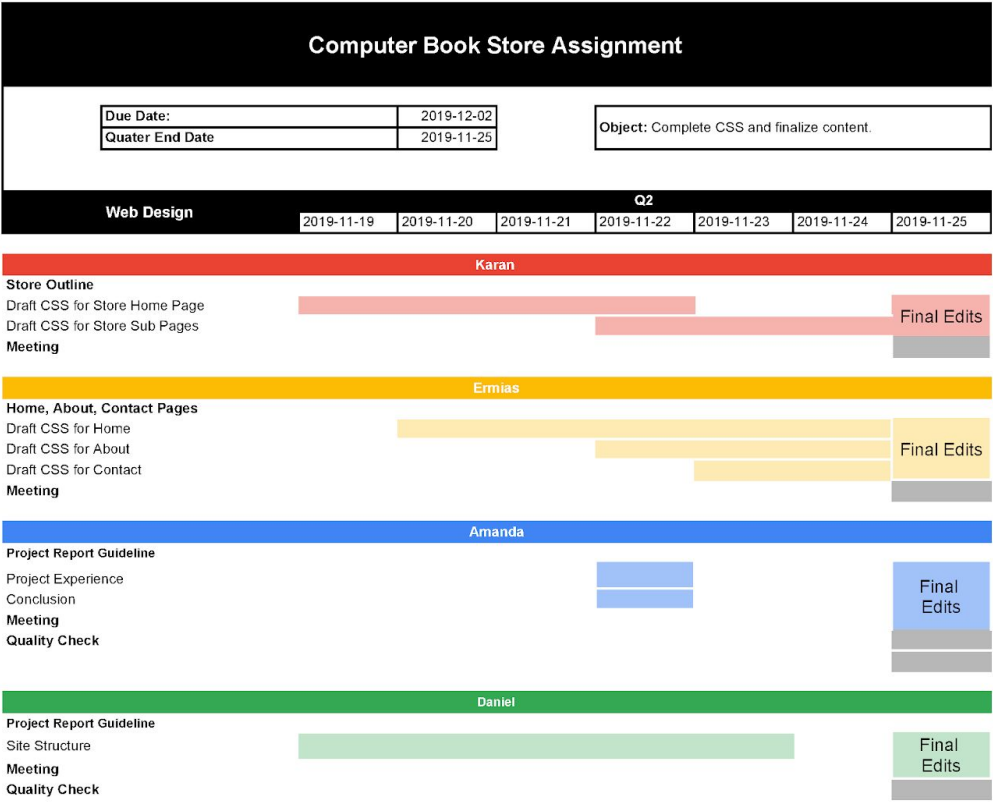
Draft Book Request Section (Can be an email link that auto fills with book request or a form that can be submitted)

Draft Logo Ideas

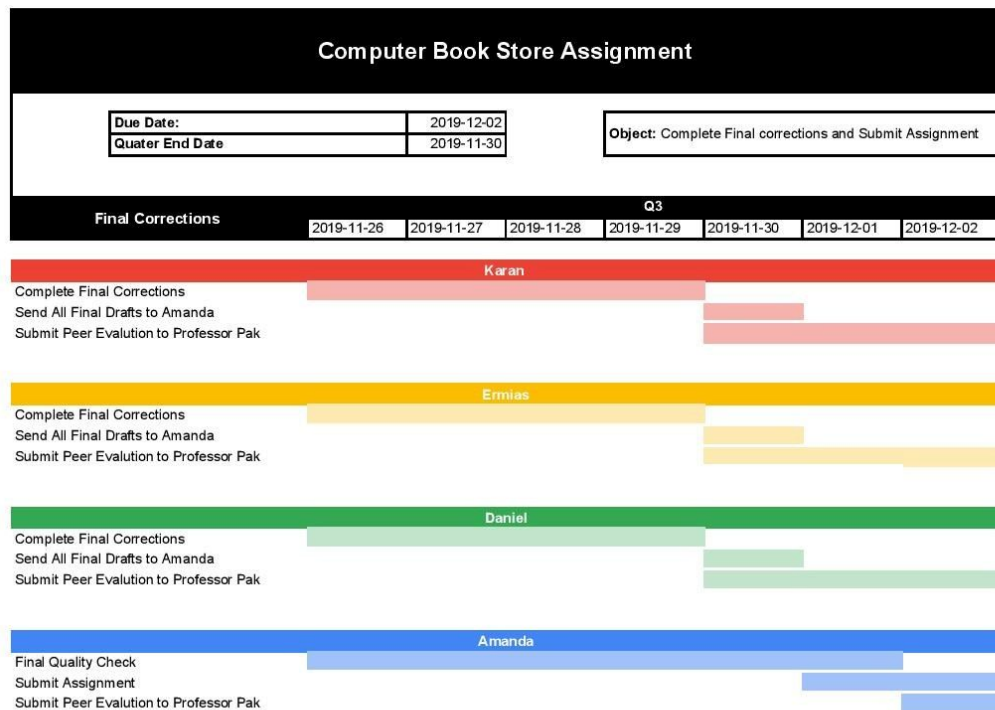
Draft Tag Line Ideas

Meeting

Final Edits







## Conclusion

The creation of this website will help our team in the future to be able to make further content. The importance of communication, teamwork and follow-through were imparted into our team in the creation of this website. As mentioned in the previous section, we faced some communication issues early on in the project. If our team had proper communication, we would have been able to avoid the problems we encountered. However, through teamwork, we were able to address these concerns and create quick time solutions to resolve them. If one of our team members had not followed through on their designated assignments then our team would not have been able to complete the assignment for the client ensuring. These three factors are cornerstones in the creation of a new website and through learning these lessons we will be able to apply them in future life situations.

## References

- <https://www.ubisoft.com/en-us/careers/experience.aspx>
- <http://mitpressbookstore.mit.edu/>
- [https://www.amazon.ca/gp/browse.html?node=916520&ref\\_=nav\\_em\\_T1\\_0\\_4\\_10\\_1\\_bo](https://www.amazon.ca/gp/browse.html?node=916520&ref_=nav_em_T1_0_4_10_1_bo)
- HTML- A Beginner's Guide, 4th Edition