

*Web I - Website Final*

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# Allora Pasta

Aaron N. Mesec

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# 1. Needs Assessment

Aaron Mesec <ammesec@massart.edu>  
to comeofudi  
Hi Cam,  
Here are the initial questions we are supposed to ask about the website build/redesign. I may ping with you some more during the process but lets start there. Details are great!  

- Why does the client need a website?
- What is the purpose of the website?
- What specific objectives will the website accomplish? In other words, what problems does the client hope the website will solve?
- Are there specific pages/elements you would like to see?
- At whom is the website targeted?
- How does the client plan to measure the success of the new website? (sales, bookings, etc.)
- What issues does the client's current site have that a redesign will address? (this can be anything or everything, nothing is ever perfect) What do users think of the current site?
- Has the client ever worked with a designer before? If so, what kind of experience did the client have?
- Can the client provide you with some sample content (text and imagery) within a week?

Thank you so much! You are the best!

I communicated with my client primarily through text and emails. We talked at work several times as well. In my needs assessment, I used the questions we were suggested to use and added on a few.

# 1b. Needs Assessment Cont.

 Cameo Fucci <cameofucci@gmail.com>  
to me 

Oct. 29    

- \* Why does the client need a website?
- \* To revamp my current site which is over a year old, to add new photos and products, to create a more easily readable design.
- \* What is the purpose of the website?
- \* To showcase my pasta business and to direct customers to a place where they can purchase my pasta directly.
- \* What specific objectives will the website accomplish? In other words, what problems does the client hope the website will solve?
- \* Direct link from social media for customers to purchase my handcrafted pasta.
- \* Show my customers the type of products I offer.
- \* Are there specific pages/elements you would like to see?
- \* Shop, lessons, contact, story, links to social
- \* At whom is the website targeted?
- \* Alora Pasta Co. customers (young adults, families, people looking for holiday gifts)
- \* How does the client plan to measure the success of the new website? (sales, bookings, etc.)
- \* Sales which will be linked to shopify as well as pasta lesson bookings.
- \* What issue does the client's current site have that a redesign will address? (this can be anything or everything, nothing is ever perfect) What do users think of the current site?
- \* More fluid scroll from page to page, more viewing space, better mobile version, better design overall.
- \* Has the client ever worked with a designer before? If so, what kind of experience did the client have?
- \* No
- \* Can the client provide you with some sample content (text and imagery) within a week?
- \* See [alorapasta.com](http://alorapasta.com) for text and images. See attachments for more images as well!

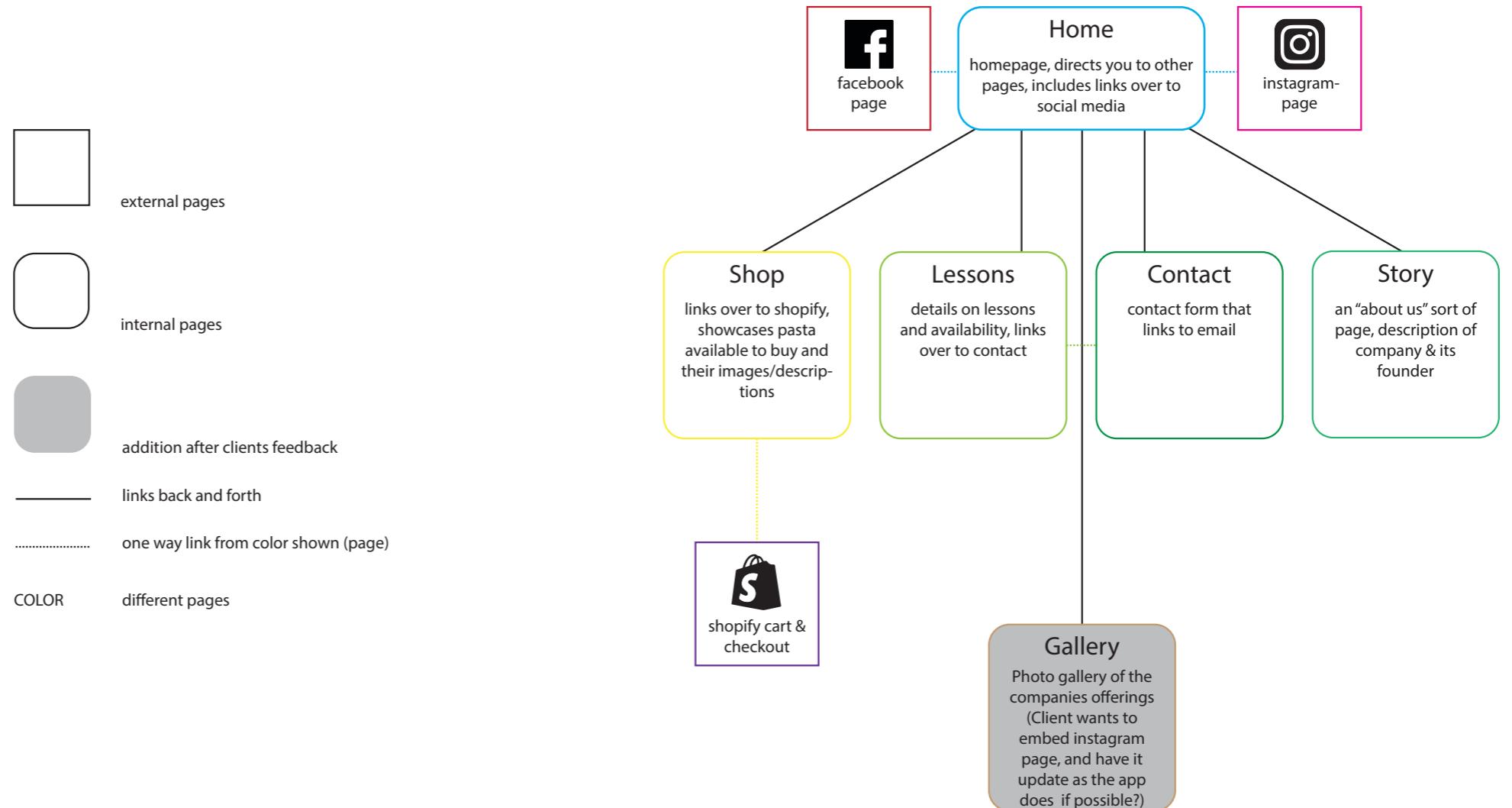
Thanks Aaron! I hope this helps. Let me know if you need anything else.

Cameo Fucci

My client's main concern was to revamp her website with easier navigation and a better way to showcase her business with a gallery.

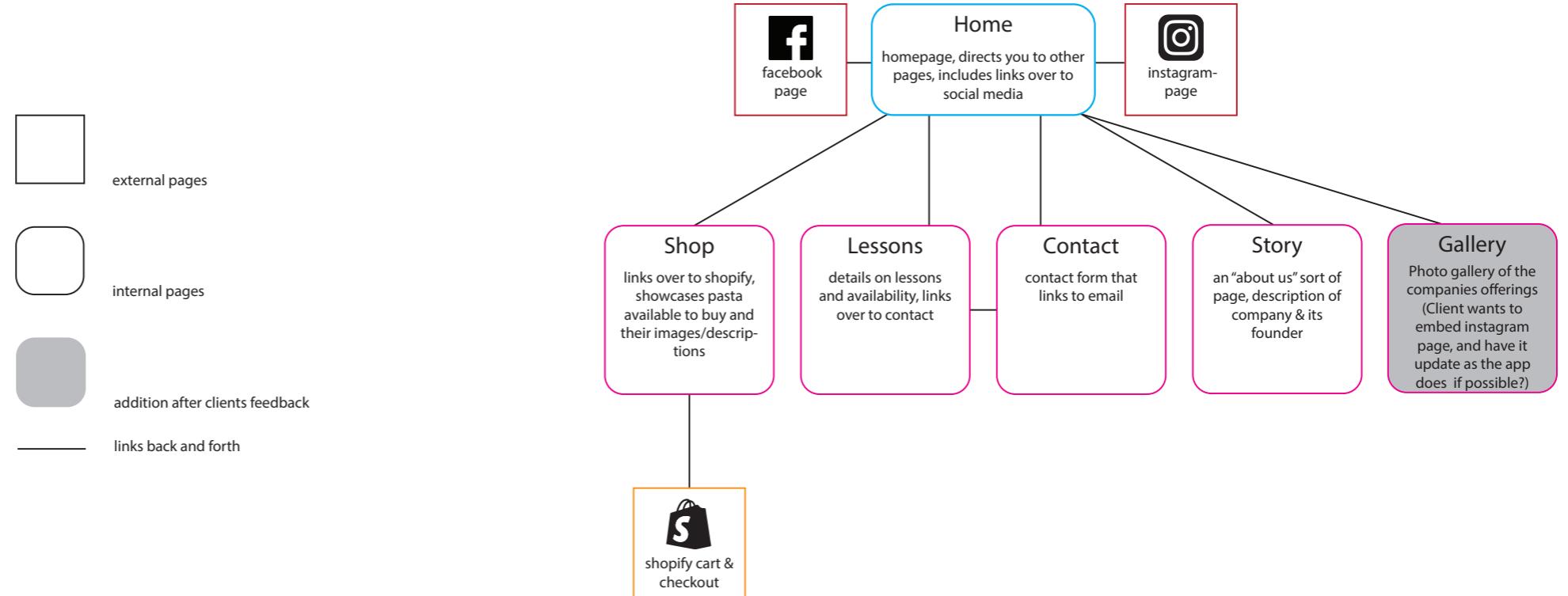
# 2. Architecture Diagram

Allora Pasta Architectural Diagram



# 2b. Architecture Diagram

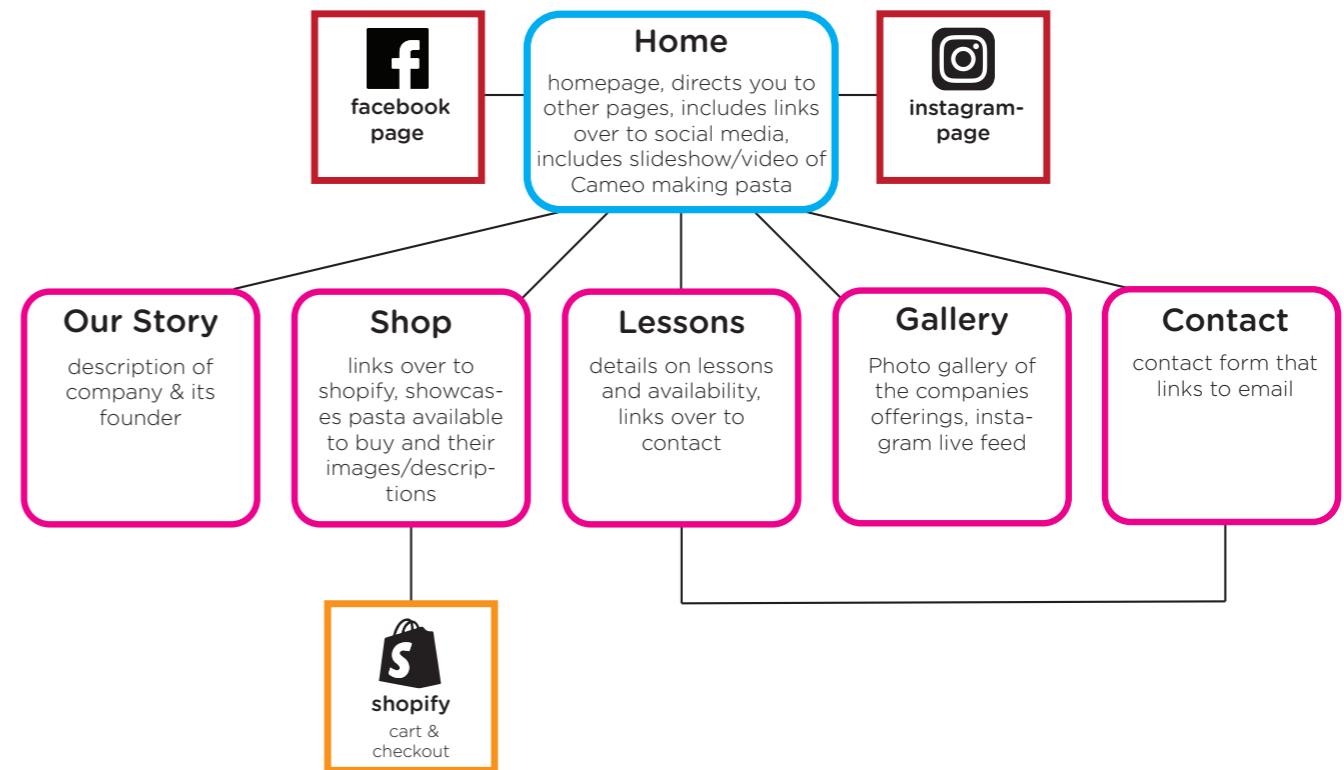
Allora Pasta Architectural Diagram



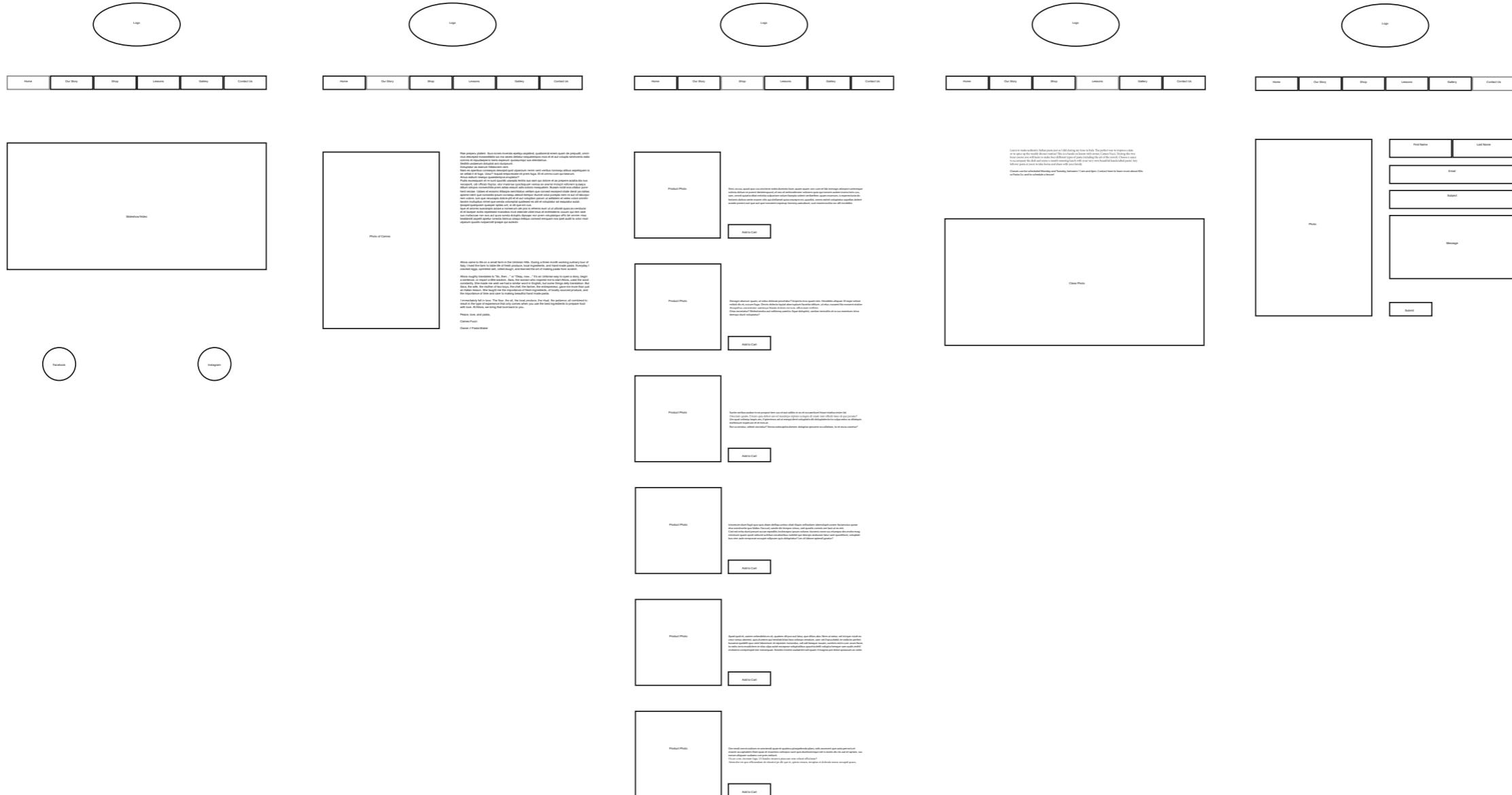
# 2c. Architecture Diagram

Allora Architectural Diagram

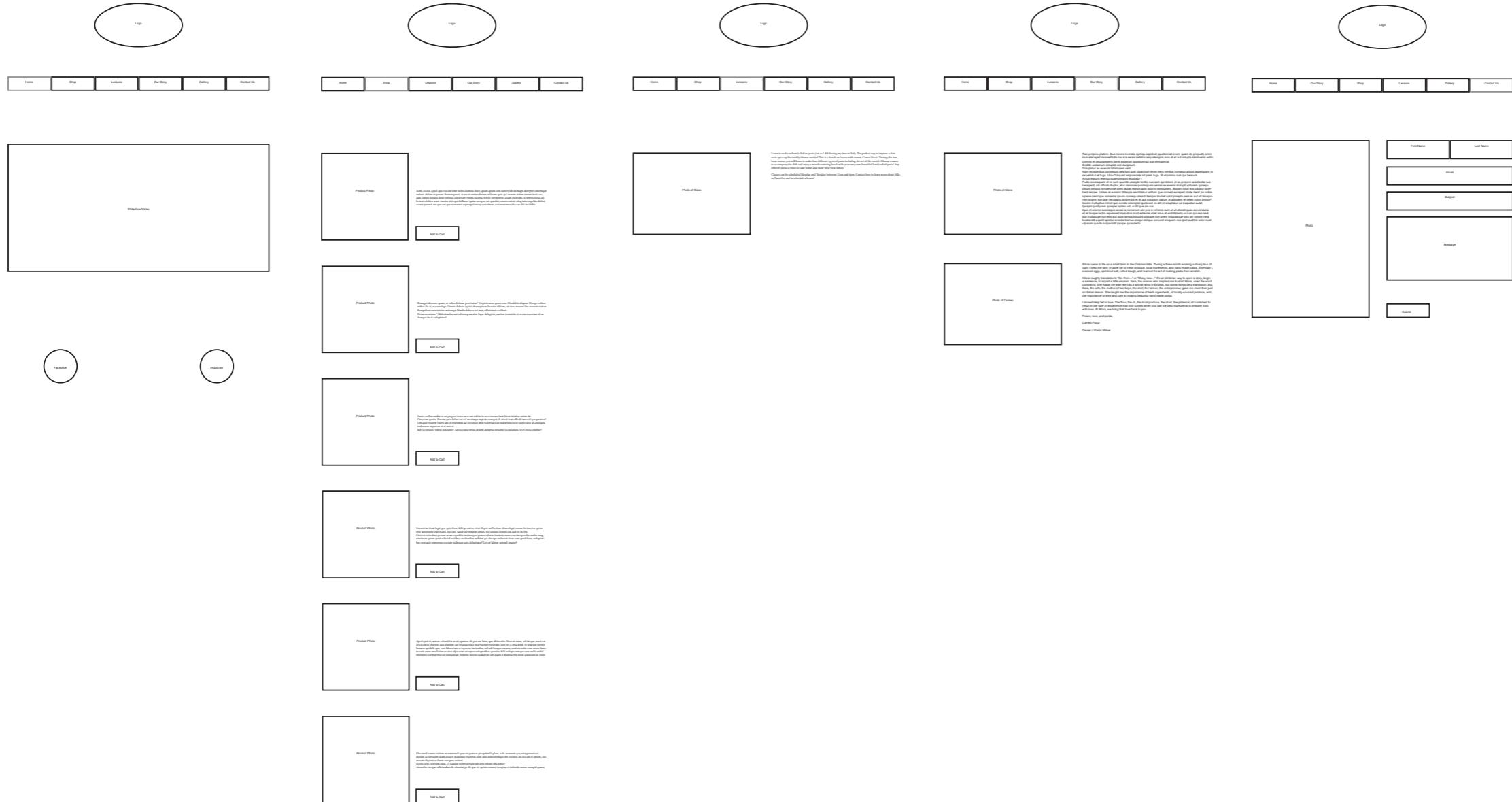
In my last diagram, I rearranged my pages by importance, changed descriptions, and made it more aesthetically pleasing.



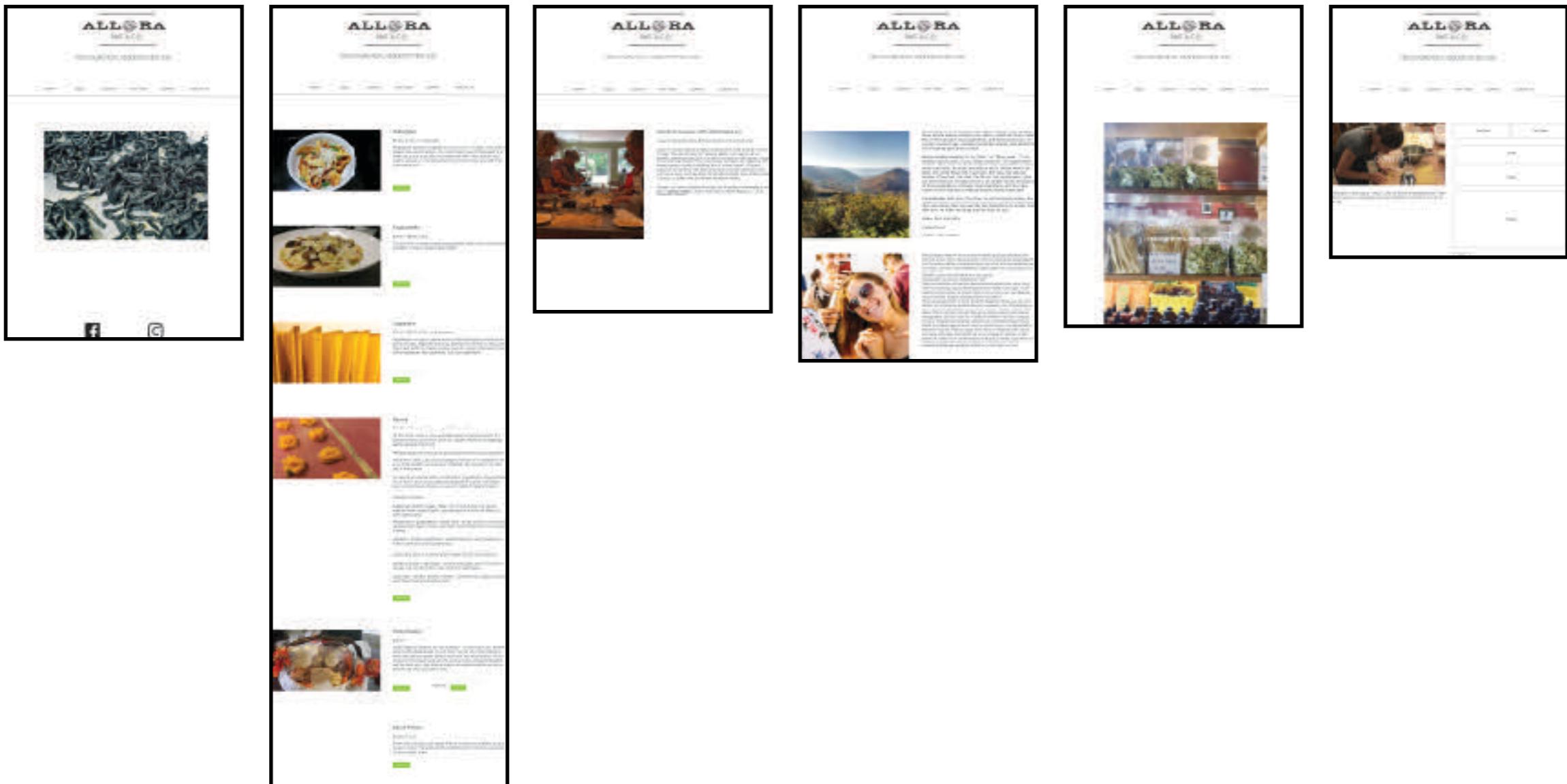
# 3. Wireframes



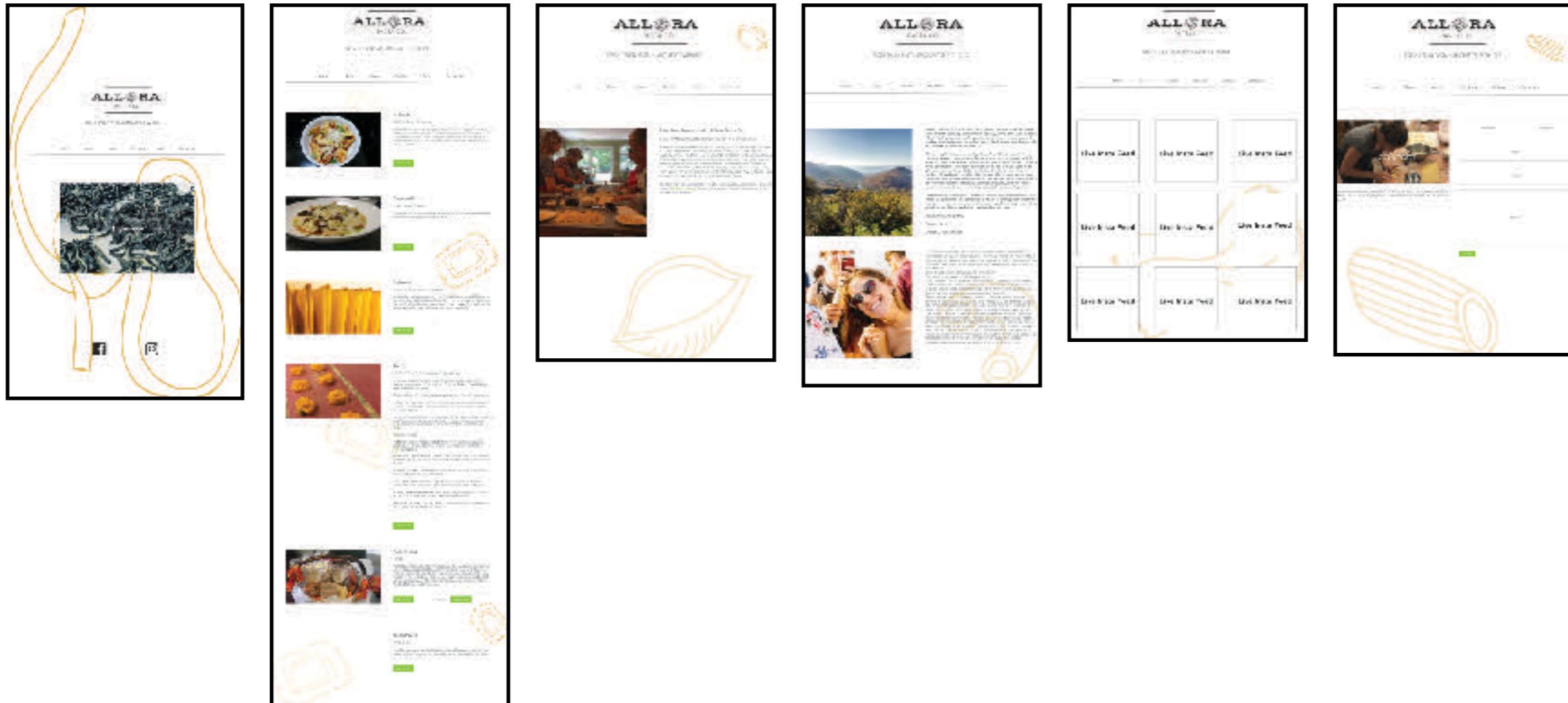
# 3b. Wireframes



# 4. Prototype



# 4b. Prototype



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# Final Site Changes

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- Increased size of logo
- Nixed links to Instagram and Facebook (client did not want to disclose FB credentials, and Insta is already linked in gallery)
- Made scale adjustments

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# Challenges

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- Component placement
- Client communication
- Glitches in found code

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# Successes

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- Tweaked and fixed codes
- Enjoyed working with my client
- Easy to navigate and clean platform for audience
- Illustrations reflect the personality of her business
- Was able to utilize what I learned in this course to create my first website ever! Yay!