

1. Web Site Description:

The site I will be working on completely focused on my friend Lynn's business — piano teaching.

A Home page will be redirected to News, Profile, Course, Testimonials, FAQ, Contact and Student Resource page.

Home page: will have a picture gallery. Lynn or her student's piano performances may be the background music. Alternatively, a YouTube video of their performance will be included. The site language will be convertible.

News page: will post Lynn and her students' news which is related to Lynn's teaching effort. Also Lynn's current blog articles on music teaching will be contained.

Profile page: will have several paragraphs telling Lynn's experience, specialties, education and accreditation, and teaching methods, and so on.

Course page: will include teaching location, rates, genre, instruments and subjects, levels taught, languages and other essential information about the courses she teaches.

Testimonials page: will contain a written declaration certifying to Lynn's character, conduct, or qualifications, or to the value, excellence, etc.

FAQ page: picked most frequently asked questions will be asked by Lynn. Fragment id will be applied for visitors' convenience.

Contact page: will have a Google map indicating the location of Lynn's studio; will list all the methods you can contact or communicate with Lynn to arrange a free interview, including email, phone or text. Visitors are even able to follow Lynn on Facebook. (a studio profile set on Facebook will be an additional work beyond the terms of project)

Student Resource page: will contain links of useful websites on piano study and some student files for exercises (and/or Lynn's album) will allow to be downloaded.

2. Web Site Differentiation:

Through reviewing other web sites on similar topics, I found that most of the sites provide English version web page only and they nearly do nothing but ask you to contact the teacher ASAP for class. To stand out in the crowd, Lynn's site will have bilingual web pages and will tend to be a site as usable as possible to those students who won't take Lynn's classes but intend to study piano or pass the Conservatory Music Exam.

Convertible Site Language

My client Lynn has a Bachelor Degree in Piano Performance which is obtained in China and a Master Degree in Music Education in Canada. Her educational background and natural talent as a teacher, makes her undoubtedly one of the best bilingual (Chinese & English) music teacher in Vancouver. Bilingual teaching gives her advantage and parents from great China area preferred to send their children to her studio. To fully take advantage in bilingual, her website will be capable of changing language by click the flag button at top right corner of the Home page. Considering not all the visitor's PC or Mac has installed the Chinese fonts, the web pages will be coded with more beautiful, readable, accessible web fonts using Google web fonts or the like.

Helpful and Accessible Student Resources

This site is not only to advertise Lynn's business, but also to help the students preparing for the Conservatory Music Exam with downloadable student resources, such as, picked exercises and Lynn's blog articles. By adding student resources, the website can be indexed with more descriptive information by search engine programs which could appeal to more potential clients/students. According to Lynn's statistics provided, the majority of her students are ages 7 – 18, and range in ability from early intermediate to advanced studies. When designing website to appeal to her target audience, I will be mindful of the access to the Web from mobile devices as most of her target audience is predicted to require mobile access for convenience.

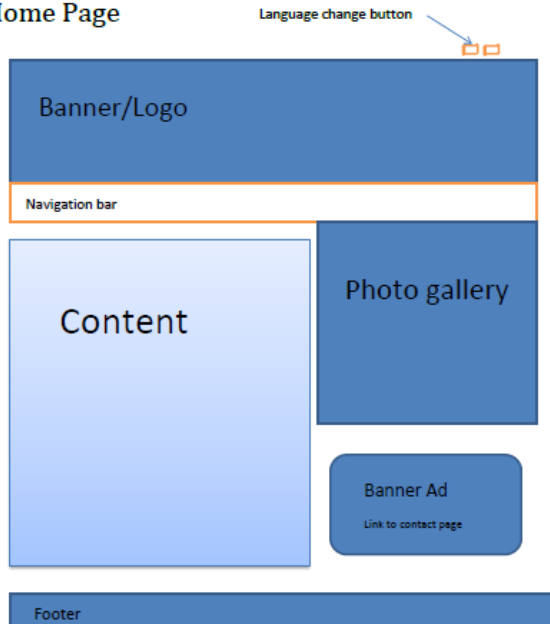
3. Web Site Client:

Client Name: Lynn Liu, MMus

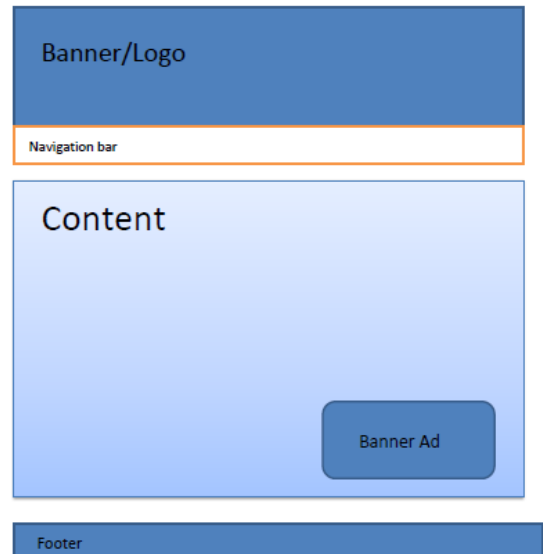
Occupation: Private piano teacher

4. Web Site Initial Design and wireframe:

Home Page



Other pages



*See .pdf files for larger wireframes

Key techniques:

- **Home page:** picture gallery using thumbnails, image hyperlinks; use ul element to configure navigation bar; create image link for banner ad to contact page
- **News page:** use the section, article, time elements to create blog posting for the news page
- **Profile page:** use ul element to list highlights; use h2, h3 element to group contents
- **Course page:** use p element; collocate with img element
- **Testimonials page:** use blockquote element to display testimonials
- **FAQ page:** use description list to organize questions and answers; use fragment id for visitors' convenience
- **Contact page:** have a Google map indicating the location; create e-mail hyperlinks to launch mail program
- **Student Resource page:** use anchor element to specify hyperlinks to other websites
- **Other techniques:**
 - a) An external CSS is linked to all pages using link element.

- b) Choose a proper color scheme for the web page and make sure a strong contrast.
- c) Resize any image too big/large for the web page using Fireworks.

5. Web Site Domain Name:

- lynnpiano.ca
- yingyingpiano.ca
- vanpiano.ca

6. Data Storage Estimate:

Total: 10M

Graphis: 5M+

Files: 2M+

7. Supported Browsers:

- ✓ Google Chrome 10+
- ✓ Firefox 8.0+
- ✓ Internet Explorer 9+
- ✓ *Safari 5.1+
- ✓ *Opera 11.10+
- ✓ *Maxthon 3.4.5

* I don't test these versions of browser, but believe they work with all of her website's HTML5 features.

8. Development tools:

The web development tools I intend to use are as the following:

1. Notepad++
2. Dreamweaver
3. Fireworks CS5
4. Instant Eyedropper
5. Browser-based tools:
 - a) Firefox Web Developer Toolbar
 - b) Colour Contrast Check
 - c) Colourlovers
 - d) HTML and CSS validator
6. WinSCP