ACS- 1809

Web Design and Development

Assignment 1:

Plan to Design a website

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**Introduction:**

* The purpose of this plan is to build a website for rare/collectible book sellers and buyers. This is a fictional store located in Winnipeg MB called RARE BOOKS INC. with a significant library of collectible books. The owner buys and sells rare books from/to collectors locally and globally.

**RARE BOOKS INC.:**

* RARE BOOKS INC. started operating in Winnipeg MB in 1987. The owner’s son has taken over the family business from his father. The father, Jim, has a deep knowledge of rare and collectible books. Over the last 40 years Jim has amassed a large library of books for sale and the family is looking to the internet to expand their brick and mortar business. The brick and mortar store is stuffed full of books and the family is looking to procure a warehouse facility if necessary to facilitate expansion.
* The vast library of books was catalogued in a database back in the mid 1990s which will ease this project as we can use that database to produce listings and offerings online. Some work is still required as there are few images in this database and that will have to be accomplished. The family has prioritized the books to list for sale and a professional photographer has been enlisted to ensure the highest quality images
* One of the services offered by RARE BOOKS INC. is an appraisal service for insurance purposes. With the brick and mortar store local clients bring their collections to the store where they are carefully evaluated for condition, rarity and desirability. Reports are produced for each book and used by insurance companies to evaluate premiums and overall value of a collection.
* The other service offered by RARE BOOKS INC. is that of a liaison within the rare books community. There is a professional organisation of rare book experts who work collectively to facilitate the rare book market. In any field of experts there are specialists and this network facilitates access to experts when dealers are faced with a case where there is uncertainty.
* As part of the company expansion plans an employment/career section has been identified as a value-add for the company.
* A blog has been requested so the owners can list new arrivals and offerings. Additionally, as buyer’s make requests they would like to list requests they can’t fulfill to other dealers who may be able to facilitate fulfillment.

**PLAN:**

1. Identify the Target Audience

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **User Group** | **Functions Performed** | **Age** | **Gender** | **Web Experience** |
| Book Buyers | View Catalogue of Books  Search Catalogue of Books  Place Orders  Make Payments  Arrange Shipping  Request More information / Contact  Find Store Contact Information  Store Hours  Place requests to locate and procure books not in stock | 18+ | M/F | Varies |
| Book Sellers | Create listings to review offerings  Request More information | 18+ | M/F | Varies |
| Customers requiring appraisals | View appointment schedule  Arrange appointments for estate appraisals | 18+ | M/F | Varies |
| External dealer consultations | Request Information / Contact | 18+ | M/F | Varies |

**Table 1. Functions performed by A Target Audience**

1. Goals

* Expand sales by expanding into the internet/global market
* Expand appraisal services beyond brick and mortar offerings
* Recruit Employees as business grows
* Facilitate customers searching books available for sale
* Provide more information on rare books

1. Main Topic Area

* Who we are
* Shop for books
* List estates/collections for review
* Request Appraisals
* Contact Us
* Careers

1. Website Structure

**Diagram 1. Website’s Structure and Navigation**

|  |  |
| --- | --- |
| Category Name | Folder Name |
| Buy From Us | BuyFromUs |
| Discounts | BuyFromUs/Discounts |
| Search Catalogue | BuyFromUs/Search |
| Order | BuyFromUs/Order |
| View Cart | BuyFromUs/Order/Cart |
| Shipping Details | BuyFromUs/Order/Cart/Shipping |
| Billing Details | BuyFromUs/Order/Cart/Billing |
| Sell To us | SellToUs |
| Create Listing | SellToUs/CreateListing |
| Appointments | Appointments |
| View Schedule | Appointments/ViewSchedule |
| Book An Appointment | Appointments/Bookings |
| Contact Us | ContactUs |
| Contact Form | ContactUs/ContactForm |
| Store Hours | ContactUs/Hours |
| Store Location | ContactUs/Location |
| AboutUs | AboutUs |
| Our Story | AboutUs/OurStory |
| Careers | Careers |
| View Postings | Careers/Postings |
| Submit Resume | Careers/Apply |

The diagram above shows six main areas of the website. The section under About Us contains broad information regarding the business’s offerings as well as a story of the company’s history and family-run operation. It is a heartwarming story of a father who built his business over 40 years and inspired his son to take it over and shares in his love of rare books.

Under Buy From Us a customer selects inventory from the listings in this section, adding items to their cart. When ready to place the order they view their cart, make any final edits, review prices and taxes. Next they provide shipping details and select from shipping options. Finally they provide payment information and upon approved processing the order is created and confirmed with the user.

Under Sell To Us, sellers can create listings, upload images of their collection and fill in details about the books they would like to sell: Author, publication date, publisher, condition. This information is only reviewable by company staff.

Appointments allows users to view the appointment schedule and book appointments for in-person appraisals.

The Contact Us section contains details about the store’s physical address and location with an embedded map to ease users finding the store. There is also a section for general feedback and inquiries as a simple contact form. The store hours are also available for review

The Careers section allows potential employees to review job listings and available positions as well as apply directly to those positions using a simple submission form that includes some personal details as well as uploading resumes in PDF format.

1. Content Organization

**Table 2. Website’s Content Organization**

1. Navigation

The Tree Diagram ties directly to the website’s navigation menu system

The primary navigation method used is a static menu bar on every page of the site to allow easy and fast navigation to/from every section of the page. The design of the menu bar uses a high contrast colorscheme of dark blue background with white text as shown here:

A

Background-color: #5E81BF;

Color: white;

A

The Current Section shows up with the following style:

Background-color: #68E1FB;

Color: black;

The company’s logo is anchored to the top left corner of the menu bar.

Page titles show the current section user’s are browsing just under the menu bar using the heading 5 tag

The home page contains a large image slider that shows the exterior and interior photos of the brick and mortar store.

1. Conclusion

This has been a very engaging assignment as I have had to research used book sellers to review their service offerings. The company that I have listed is clearly not a real company however I have gone online to review the websites of real-world rare book sellers. Some of these are quite modern and others are clearly dated. I selected rare book sellers as a topic because most of the sites I came across were quite bad, this is possibly due to the fact that technology is not fully embraced by pure book-lovers.

In looking at some of the terrible sites, it becomes almost obvious what should and should not be done when building a website.

When thinking out the services offered and how they should be grouped together it became clear that a careful plan created ahead of building a site is necessary as jumping into building a site before planning could easily lead to pitfalls or unnecessary and cost re-work of poor decisions made too early in a project.