

Honey Mustard

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Art Institute of Dallas

WDM 3033: Server Side Project Planning

Summer 2013: September 19, 2013

Website Purpose

Purpose Statement

Honeymustard.com is a women's fitness apparel store. We provide exercise apparel to women who want affordable gear with great motivational phrases to help push them to their fitness goals. We are providing only tank tops initially with the goal of providing more styles and choices in the future. Our fun colors and variety of sizes that make working out fun.

Brand Attributes/Brainstorming

Health	Expert	Pilates	New year's
Women	Weight-training	Zumba	Kickboxing
Fitness	Cardio	Guns	Spring
Weights	LISS	Arms	Sports
Gym	HIIT	Biceps	Community
Workout	Running	Triceps	Obliques
Light-weight	Crossfit	Back	Sarcasim
Colorful	Phrases	Lats	Philosophy
Fun	Yellow	Helpful	Bright
Funny	Training	Contact	Beast
Humor	Bikini	Customer service	Alpha
Motivational	Plus-sized	Lunges	Goals
Squats	Petite	Deadlifts	Work
Boulders	Shoulders	Skipping	Muscle
Chest	Chest	Jumprope	Sweat
Empowerment	Abs	Summer	Yoga

User Research/Personas

Based on research found in the publications below, these personas were created to illustrate what the users of this website would need.

Research (Library)

- The Women's Athletic Apparel Market: Marketresearch.com
- International Market for Sustainable Apparel: Marketresearch.com

Primary Demographic:

Karen, 23, Newport Beach-CA, Graphic Designer, College graduate, 60K, Single, No children, Looking to lose post college weight, Loves fun outfits in great colors, Likes motivational quotes, Petite frame, Desk job, Technologically saavy, Active on Social Media (Facebook, Instagram, Pinterest), Apartment renter, Exercises at home, Believes clothes are an extension of your personality

Secondary Demographic:

Susan, 35, Houston-TX, Personal Trainer, 70K, Single, No children, Apartment renter, Fitness is her life, Athletic frame, Exercises twice a day, Works at a commercial gym, Self motivated, Funny, Attends fitness expos, Active on Social Media, not very tech saavy, Needs workout clothes that allow her to move and lets her skin breathe

Tertiary Demographic:

Emily, 29, Fort Bragg-NC, Stay at home mom, Army wife, 2 kids: both boys aged 3 and 7, Husband is deployed, Lives on base housing, Gained 40 pounds between both pregnancies, Decided to lose the wieght before her husband returns in 6 months, Uses the base gym and home workout videos, Uses mobile phone for Social Media, Uses home computer to pay bills and Skype to family in Denver-CO, Loves color, Wants to feel young again (motherhood made her feel like she lost some of her identity), High school graduate, Recently started taking classes at local community college, Wants affrodable workout gear that will motivae her to wear it (mainly because its cute)

Project Objectives

Revenue Goals:

- 0-6 months: 100 total sales
- 1 year: 1000 total sales
- 3 years: 10,000 total sales

Customer Service Goals:

- 0-6 months: 95% positive customer feedback
- 1 year: Increase product release frequency from quarterly to monthly
- 3 years: Product giveaways for customer's birthdays

Employee Appreciation Goals

- 0-6 months: 25% Discount on products
- 1 year: Employee of the month recognition and rewards
- 3 years: Annual bonuses checks for exceeding sales goals

Community Involvement Goals

- 0-6 months: Monthly featured product where portion of sales goes to a local charity
- 1 year: Donating products to local charities
- 3 years: Annual fundraiser for local charities

Website Traffic Goals

- 0-6 months: 1000 unique visitors
- 1 year: 1000 repeat customers and 5000 unique visitors
- 3 years: 10,000 unique visitors, 5000 repeat customers

Competition Screens

CutandJacked

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QUICK EASY 5 MINUTE GLUTEN-FREE
PROTEIN POWER PANCAKE RECIPE

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FOR WOMEN
TRAINING
APPAREL
PROTEIN PAK
HIT GUIDE

WHAT'S NEW AT CUTANDJACKED.COM

 **Video: Motivation - Dreams Come True!**
Posted 12 September 2013 by Harriet
Video: Bodybuilding Motivation - Dreams Come True!
Videos, Training, Motivational Videos, Motivation

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and the mountains echoed
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Posted: 02 October 2012 by CutAndJacked.com

CutAndJacked.com Apparel

CutAndJacked.com Apparel

Official CutAndJacked.com tees, tanks, hoodies and accessories available in our shop!! It's time to wear motivation!!

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All categories: All products:

Page 1 of 2 12  Products 1 to 100 of 189

Competition Screens

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Shopping Cart: (0 Articles : \$ 0.00)

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Shop EU Shop UK

All categories All products

Page 1 of 2 1 2 Products 1 to 100 of 185




Women's Bamboo Performance Tank by ALO


Color: 

Size:

\$ 32.10




Men's Muscle T-Shirt


Color: 

Size:

\$ 24.99




Men's Tank Top


Color: 

Size:

\$ 23.70




Men's Hooded Sweatshirt


Color: 

Size:

\$ 39.09




Men's Standard Weight T-Shirt


Color: 

Size:

\$ 24.29




Men's Standard Weight T-Shirt


Color: 

Size:

\$ 24.29




Men's Tank Top


Color: 

Size:

\$ 23.70



Women's Flowy Tank Top by Bella


Color: 

Size:

\$ 25.99

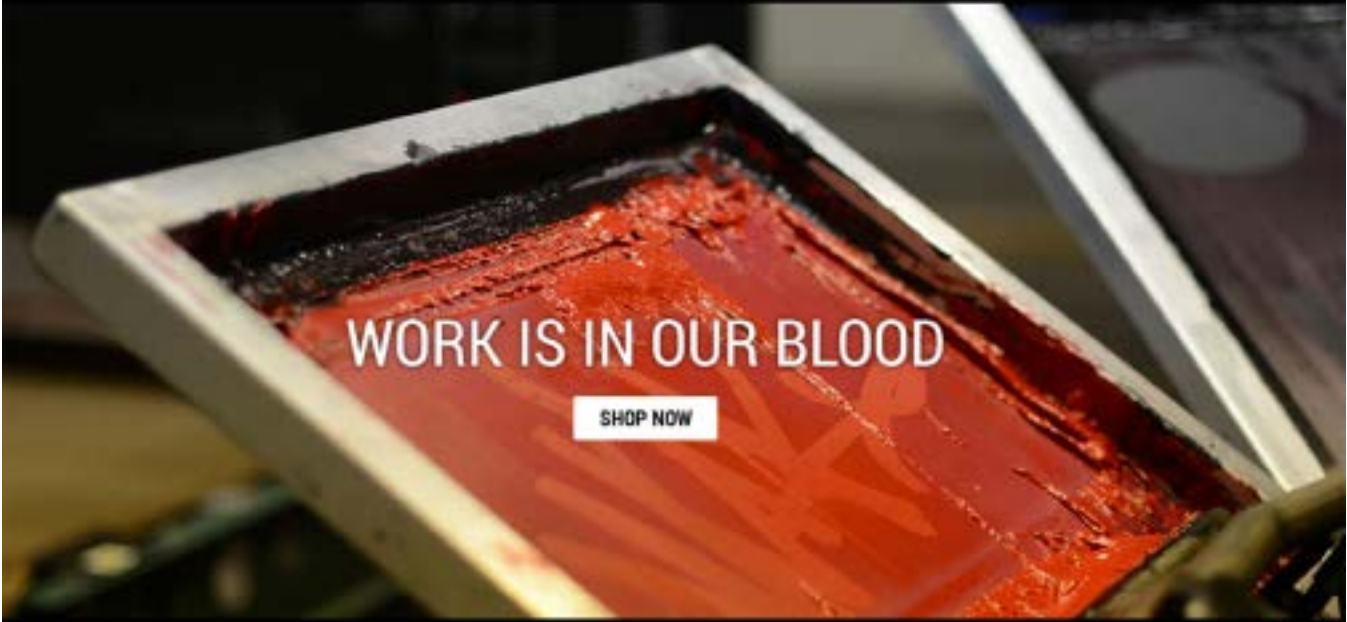
Competition Screens

FlagnorFail



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WORK IS IN OUR BLOOD


SHOP NOW

FEATURED




GRAY WORK T

\$28.00




AXE WHITE V

\$33.00



ROYAL MEN'S MESH SHORTS

\$32.00




BLACK/MINT AXE/ANCHOR HAT

\$33.00

Competition Screens

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ALL PRODUCTS

ALL 0




ANCHOR DECAL

\$10.00




GRAY WORK T

\$28.00




AXE WHITE V

\$33.00




ROYAL MEN'S MESH SHORTS

\$32.00



FLAG NOR FAIL WRISTBAND PACKS

\$8.00




MAKE IT WORK BANNER

\$52.00

Competition Screens

FlagnorFail







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GIRLS CREATE YOUR WORTH JERSEY

\$38.00

FREE DOMESTIC SHIPPING FOR A LIMITED TIME!

This is a Women's Mesh Jersey. The cut is a little more fitted than our previous men's Jersey from last year.

This limited Flag nor Fail design is Hand Printed on a gray women's jersey with black ink. "Create Your Worth" on the front and "Weak is in My Blood" printed on the back.

- Hand Printed
- Jersey
- Fits "True to Size"

Size:




[ADD TO CART](#)

Category: [300% WOMEN'S](#)

Type: [TANK](#)

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Competition Screens

Betterbodies



Competition Screens

Betterbodies

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HOME NEWS **PRODUCTS** STORES ATHLETE TEAM CONTACT

BETTER BODIES

SUPPORT 2-LAYER TOP


JERSEY GYM TANK

SEPTEMBER PROMOTION
UP TO 25% DISCOUNT ON
SELECTED ITEMS


MENS **WOMENS** ACCESSORIES BETTER BODIES RIGHT NOW - SALE

TANKS TEES LONGSLEEVE/JACKETS PANTS

WOMENS APPAREL




RAW JERSEY TANK BRIGHT ORANGE
Rrp price: € 34,00, \$ 39,00, SEK 299,00




FITNESS RIB T-BACK WHITE
Rrp price: € 34,90, \$ 39,00, SEK 299,00




SHAPED L/S AQUA BLUE
Rrp price: € 69,90, \$ 79,00, SEK 599,00




WOMENS THERMAL L/S AQUA BLUE
Rrp price: € 54,00, \$ 59,00, SEK 499,00




PRINTED T-BACK, BRIGHT ORANGE
Rrp price: € 29,90, \$ 34,00, SEK 299,00



SUPPORT 2-LAYER TOP, BLACK/ORANGE
Rrp price: € 44,90, \$ 49,00, SEK 399,00



BAGGY SOFT PANT, BLACK
Rrp price: € 69,90, \$ 79,00, SEK 599,00



CAMO LONG TIGHTS, CAMO
Rrp price: € 89,90, \$ 99,00, SEK 799,00



Competition Screens

Betterbodies

TANKS

MENS WOMENS ACCESSORIES BETTER BODIES RIGHT NOW SALE

TANKS TEES LONGSLEEVE/JACKETS PANTS



PRINTED T-BACK, HOT PINK






ArtNr: 110557-462.

Really nice tank with T-back cut. Perfect for the gym or as a cool street tank! Each color way have different print designs as shown in pictures! The fine cotton fabric mixed with lycra, deep cut t-back and the athletic shape makes a perfect fit on an athletic body! Really good T-back design! Shows your upper back and help you to see your muscles in motion.

ADDITIONAL INFORMATION

Re price:	€ 29,90
	\$ 34,50
	SEK 299,00
Quality:	Quality: 95% cotton, 5% Lycra
Sizes:	S-L
	Measurement list
	Product feedback >>




ALSO IN COLORS



WHERE TO BUY?

Go to [Storbo](#) and you find all the stores that sell Better Bodies in your country.

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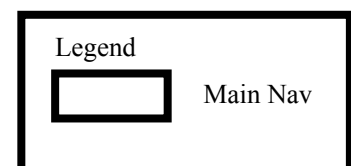
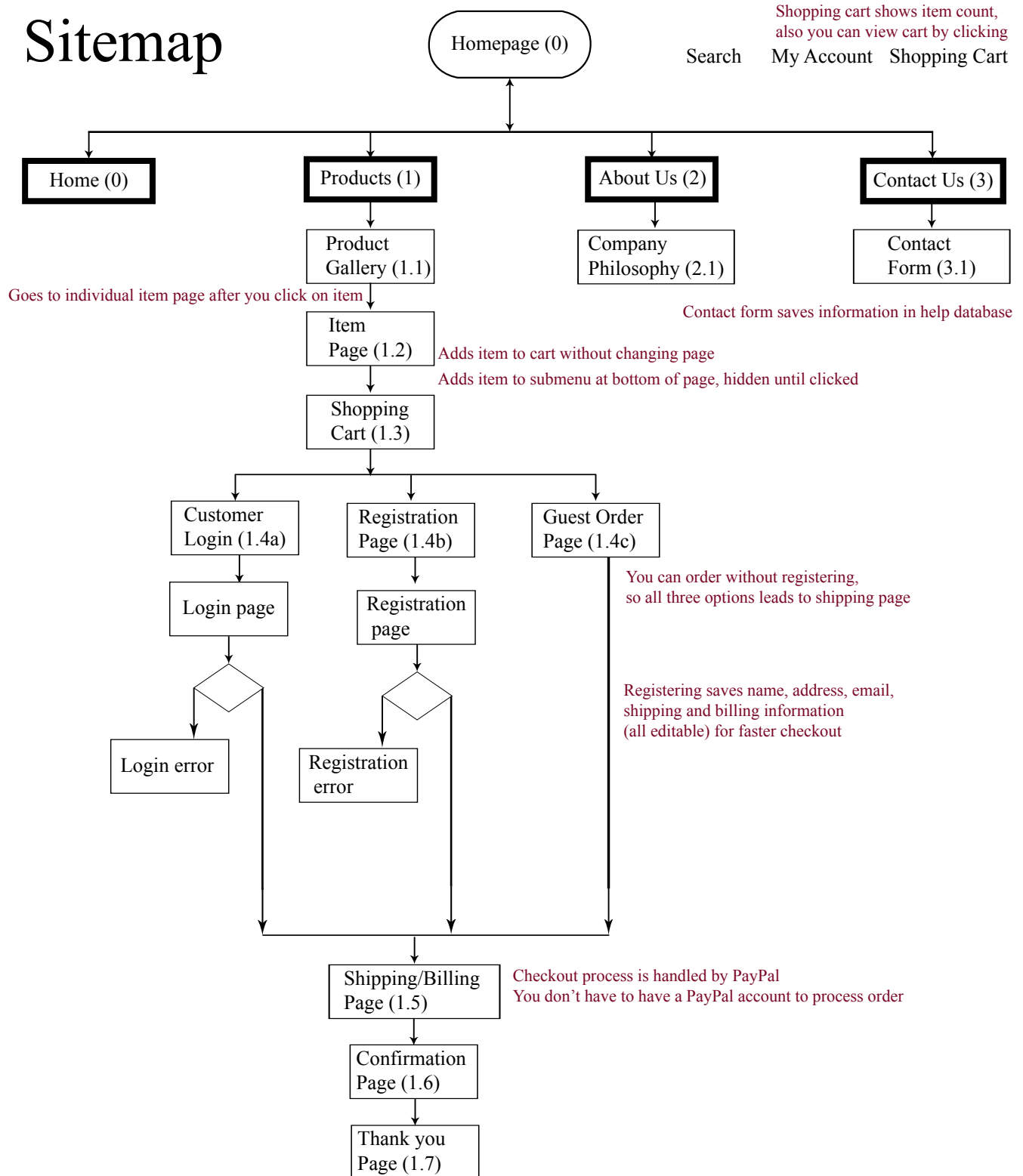
Features/Scope

- Homepage with recently added merchandise feature
- Product search bar
- User account page for faster checkout
- About us page to give information about the company and its philosophy
- Navigation bar
- Shopping Cart with item indicator
- Product page with example pictures
- Item page lists sizes, price and colors with add to cart button
- Once an item is added, shopping cart gives options for editing purchase or returning to previous/homepage
- Items can be removed from shopping cart with a single button
- Editable box for any special shipping instructions
- Checkout process handled by Paypal, does not require a Paypal account to order
- International shipping charges are noted
- Account holders shipping and billing information is saved for future purchases
- Contact form for questions or problems with order (email order confirmation)
- Exchange or return policy listed

SEO

- Title tag contains Name of website, Primary keyword (apparel), Secondary keyword (women's), and branding elements (fitness, clothing)
- Page Name: Each page is named the same as the navigation elements (consistent page names with brand)
- Meta Descriptions: Incorporate primary, secondary keywords into meta
- Use Headings and Subheadings that are specific to brand and page content
- Product images use file names and that directly relate to image and website
- Image alt attributes use specific names for both accessibility and tied to page

Sitemap



Database/Tables

Users

UserID | Username | Password | Email | BillingID | ShippingID

Billing

BillingID | UserID | ShippingID | Firstname | Lastname | Address |
City | State | Country | Postcode

Shipping

ShippingID | UserID | BillingID | Firstname | Lastname | Address |
City | State | Country | Postcode | Special

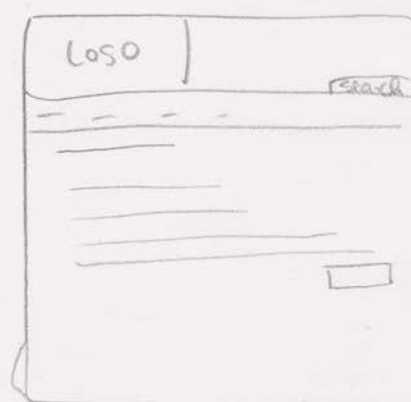
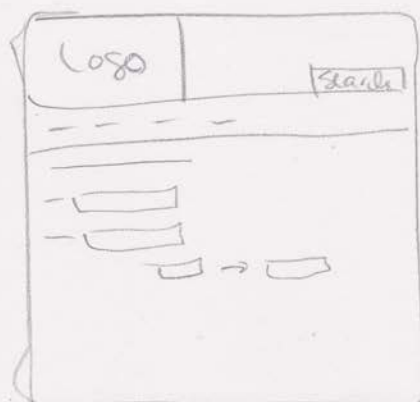
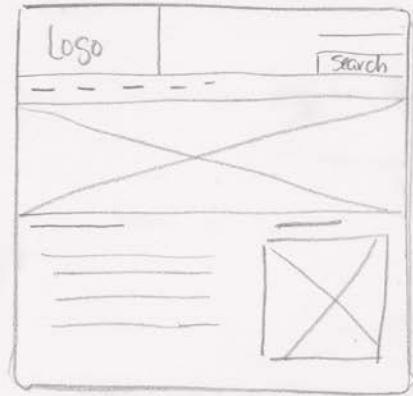
Products

ProductID | Product | Color | Size | Description

Contact

ContactID | UserID | Firstname | Lastname | Email | BillingID |
ShippingID | Phone | Message

Thumbnails



Color Schemes



Homepage

Logo	My Account Shopping Cart
<input type="text" value="Search this site"/> <input type="button" value="Search"/>	
Main navigation	
Home Products About Us Contact Us	
Slide Show	
Headline	Sales Headline
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Copyright information dynamic changes each year	
Footer	

About Us

Logo

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Main navigation

[Home](#)

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Slide Show

Headline

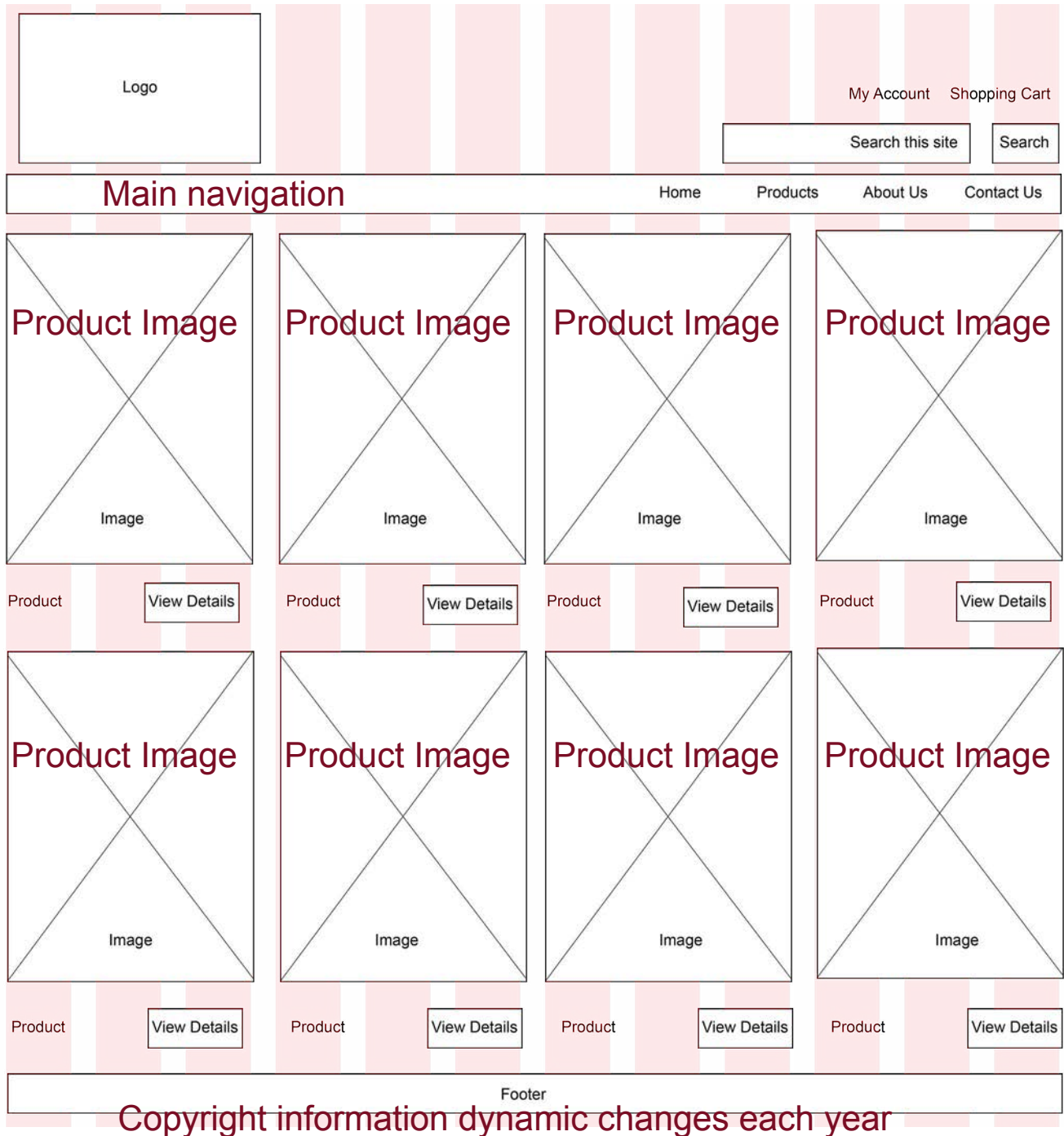
Company Philosophy

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Footer

Product gallery



Product page

Logo

My Account Shopping Cart

Search this siteSearch

Main navigationHomeProductsAbout UsContact Us

Product Image
Image

Product Details

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Sizes

Dropdown

Add to Cart

Product Image
Image

Recommended

Product Image
Image

Recommended

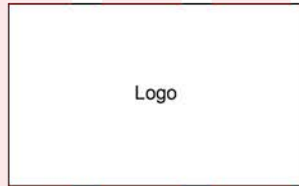
Product Image
Image

Recommended

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Footer

Shopping cart



Logo

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Search this site

Search

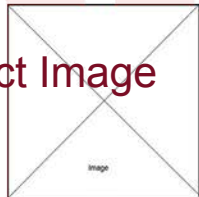
Main navigation

[Home](#)

Products

About Us

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Product Details

Price

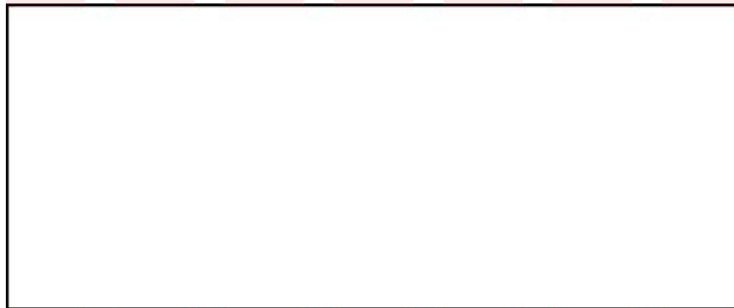
Quantity

Total

Price, quantity are editable boxes,
total changes dynamically

Checkout

Special Instructions



Special shipping instructions if necessary

Footer

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Login page

<div>Logo</div>	<div>My Account</div>	<div>Shopping Cart</div>	<div>Search this site</div>	<div>Search</div>	
Main navigation		<div>Home</div>	<div>Products</div>	<div>About Us</div>	<div>Contact Us</div>
<div>Login</div>					
<div>Registration and login page setup is similar</div>					
<div>Username</div>					
<div></div>					
<div>Password</div>					
<div></div>					
<div>Login</div>					
<div>Copyright information dynamic changes each year</div>					
<div>Footer</div>					

Contact page

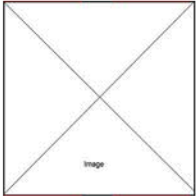
<div>Logo</div>		<div>My Account</div>	<div>Shopping Cart</div>
		<div>Search this site</div>	<div>Search</div>
<div>Main navigation</div>		<div>Home</div>	<div>Products</div>
		<div>About Us</div>	<div>Contact Us</div>
<div>Contact</div>	<div>Saves contact informtion in database and allows email notification</div>	<div>Return Policy</div>	
<div>Name</div>	<div> Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sit amet mauris bibendum, sagittis risus in, consectetur neque. Nunc non leo libero. Suspendisse potenti. Nulla dapibus suscipit vulputate. Nullam scelerisque lobortis velit, in viverra urna posuere non. Pellentesque sed ante in erat rutrum venenatis. Proin auctor purus nec mi venenatis tincidunt. Mauris elementum vel massa eget pretium. Ut pellentesque convallis dolor. Quisque luctus sed arcu a interdum. Aliquam ipsum sapien, imperdiet a nulla sit amet, sagittis eleifend orci. Nullam sit amet est in lacus tempor egestas non lacinia quam. Phasellus dapibus pellentesque dui eget dignissim. Proin sagittis porttitor elit, et volutpat tortor scelerisque a. Sed sed eros nulla.</div>		
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<div>Phone Number</div>	<div> Nam massa enim, mollis at vestibulum a, ornare id risus. Vestibulum in enim et nisl vehicula scelerisque sed id risus. Quisque mollis urna a congue ultricies. Phasellus at massa egestas, luctus libero eget, gravida enim. Nam feugiat neque a neque venenatis, non laoreet leo rutrum. Vivamus sed orci sit</div>		
<div>Message</div>	<div>Submit</div>		
<div>Footer</div>			
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Shipping/Billing

If logged in, information is automatically in input boxes
you can still edit them

<div>Logo</div>		<div>My Account</div>	<div>Shopping Cart</div>
		<div>Search this site</div>	<div>Search</div>
<div>Main navigation</div>		<div>Home</div>	<div>Products</div>
		<div>About Us</div>	<div>Contact Us</div>
<div>Billing</div>	<div>Shipping</div>		
<div>First Name</div>	<div>First Name</div>		
<div>Last Name</div>	<div>Last Name</div>		
<div>Address</div>	<div>Address</div>		
<div>City</div>	<div>City</div>		
<div>State</div>	<div>State</div>		
<div>Country</div>	<div>Country</div>		
<div>Postal Code/Zip Code</div>	<div>Postal Code/Zip Code</div>		
<div>Email</div>	<div>Email</div>		
<div>Phone Number</div>	<div>Phone Number</div>		
<div>Submit</div>	<div>Submit</div>		
<div>Copyright information dynamic changes each year</div>			
<div>Footer</div>			

Confirmation

Logo		My Account		Shopping Cart	
		<input type="text" value="Search this site"/>		<input type="button" value="Search"/>	
Main navigation		Home		Products	
		About Us		Contact Us	
Confirmation					
	Product Details	Price	Quantity	Total	
				<input type="button" value="Checkout"/>	
Shows everything in cart, can be edited by button under each item					
Copyright information dynamic changes each year					
Footer					

Thank you page

Logo

[My Account](#) [Shopping Cart](#)

Main navigation

[Home](#)

[Products](#)

[About Us](#)

[Contact Us](#)

Thanks for your Order

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Simple thank you message,
with a notice that they will get an email confirmation

Copyright information dynamic changes each year

Footer

Color Comps

HoneyMustard

[My Account](#) [Shopping Cart](#)[Home](#)[Products](#)[About Us](#)[Contact Us](#)

Welcome

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Latest Release

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Color Comps

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Welcome

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Be Free
to reach new heights

Welcome

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Timeline/Milestones

- **Week 1 (10 hours)**
Setup up all images and products (get them ready for pages)
Write all content
- **Week 2 (12 hours)**
HTML aspects of storefront and product pages
- **Week 3 (10 hours)**
Basic CSS stylings for pages (navigation and common themes)
- **Week 4 (5 hours)**
Setting up database for products and users
- **Week 5 (6 hours)**
Setup customer login and registration
- **Week 6 (10 hours)**
Setup contact form and email registration
- **Week 7 (10 hours)**
Setup billing and shipping pages and functionality
- **Week 8 (12 hours)**
Setup search functionality and error check php
- **Week 9 (20 hours)**
Testing / bug fixes
- **Week 10 (10 hours)**
Bug Fixes
- **Week 11 (4 hours)**
Launch