

Client And Topic

I will be creating a website for a client. The name of the client is TomysNDavids.

TomysNDavids is currently an eBay Store but is looking to get its own e-commerce website.

Development Process and Engagement

As stated above, the website will be created for a client that already has an eBay store and is looking to get its own e-commerce website. The client was asked for requirements for their website in writing. The initial requirements for TomysNDavids website are the following:

1. Color scheme must complement the store logo.
2. Mobile-Friendly Design
3. Social Media Integration
4. The ability for visitors to sign-up to receive discounts.
5. Gallery to display products that takes the client to a product page when clicked.
6. A "Blog" Page
7. A "Contact Us" page
8. A "Products" Page
9. Ability to buy products directly from page using Paypal and Shopify integration tools

Upon completion of the website, the site will be sent to the client for approval or revisions.

Testing

One of the client's requirements is Mobile-Friendliness, therefore one of the tests that will be performed is accessibility from different mobile browsers. The website's responsive design will be tested using Google's Developer Tools, specifically the tool that allows checking the looks of the website against different screen sizes. Another test that will be performed will be to access the phone using wifi, hardwire and cellular connections to check loading times to the website. In addition, the website will be accessed from 4 different full-size browsers to check for any compatibility issues. The browsers that will be used are the following:

1. Mozilla Firefox (Windows)
2. Internet Explorer (Windows)
3. Google Chrome (Windows)
4. Safari (Mac)

Description

TomysNDavids specializes in selling new apparel from past seasons on eBay. The owner TomysNDavids is tired of paying the high fees on eBay so the owner has finally decided to open its own e-commerce website. The purpose of the website will be to showcase their entire inventory with product slideshows and product pages. The Owner also wants to be able to create content in the form of a blog or vlog in order to attract organic visitors to the website. The intended target audience would include 18-50-year-old, busy college or working adults. The following 3 Personas were created to help the design of the website.

	Persona 1	Persona 2	Persona 3
Name	Reanna Sealey	Ramon De Diego	Ana Ramos
Demographics	<ul style="list-style-type: none"> Biochemical Engineer 27 years old 2 year twins 6 month old baby boy Working full time Beltsville, MD 	<ul style="list-style-type: none"> Cabinet Maker 50 year old 2 and 17 year old daughters Works 51 hours every week Alexandria, VA 	<ul style="list-style-type: none"> Stay at Home Mother 37 Years old 15 year old daughter Capitol Heights, MD
Browser	Mostly Mobile - Samsung note 10 4g LTE connection	Windows 10 PC from home, Firefox browser. 20mbps Xfinity	iPhone 5s - on 3G mobile connection

Identification of the target audience will facilitate the development of the website content. In this particular website, I will be contributing unique content for the site in the form of images since I have experience with product photography. The product information will be written using the product database provided by the owner. Because of the nature of the website, the content will have to be updated daily as new inventory is offered by the store.

Growth And Maintenance

I think this website has the potential to continue growing for the client because the client wants to expand to offer additional items apart from just apparel. Over time, new product categories will have to be created. While creating the website I will make sure to create an HTML template to make it easier to add new product pages in the future. Also, the use of a global style sheet will greatly help with any changes to the appearance of the site in case the client decides to change color schemes or layouts.

The following task will be required to maintain this website (**frequency**).

- Check missing links. (**Once a month**)
- Check product inventory reflects the correct number on the website. (**Daily**)
- Check that PayPal and Shopify integration works. (**Once a month**)

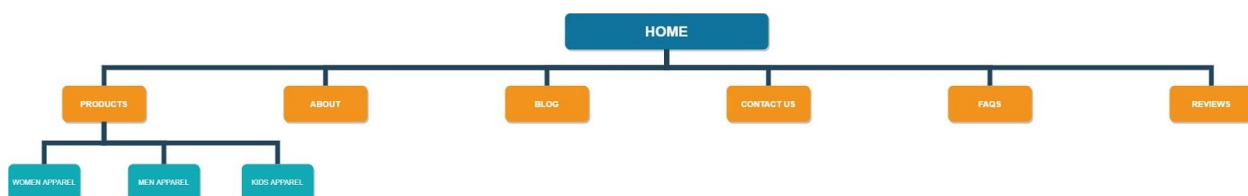
Organization

The Website content will be organized using a hierarchical structure. For example, users will be able to navigate from the index to the products to the apparel and finally to the women's apparel pages. I'm using this structure because it is one of the styles most people are familiar with, especially on an e-commerce website.

The website will consist of the following main pages: Home, Products, About, Blog, Contact Us, FAQs, and Reviews. Products page will contain the following sub-topics: Apparel, Women, Men, Kids and each of the sub-topics will eventually have their own product-specific sub-topics.


The layout of the website will consist of a header block with a logo on the left side and a text banner on the right side. The navigation block will be right below the header block and will be 100% the width of the page. Below the navigation, the main content area will be included. For example, on the index page, there will be a picture banner with current deals and will stretch to 100% width. This picture banner will also include a call to action button “SHOP NOW” that will take the user to the products page. The footer will be divided into two rows. The upper footer row will be divided into 3 columns. The left column will be for information about the location of the business. The middle column will be for the contact information and the right column will be for social media integration. The bottom footer row will be for the copyrights information, conditions of use and privacy notice which will be provided by the business owner.

TomysNDavids flowchart






TomysNDavids website wireframes

index.html

LOGO	HEADER FOR STORE NAME					
HOME	PRODUCTS	ABOUT	BLOG	CONTACT US	FAQS	REVIEWS
<div>CURRENT DEALS</div> 						
FOOTER LEFT LOCATION OF THE BUSINESS ADDRESS ADDRESS ADDRESS			FOOTER MIDDLE CONTACT INFORMATION PHONE FAX EMAIL LINK		FOOTER RIGHT SOCIAL MEDIA LINKS	
COPYRIGHT FOOTER CONDITIONS OF USE AND PRIVACY NOTICE						

Products.html

LOGO	HEADER FOR STORE NAME					
HOME	PRODUCTS	ABOUT	BLOG	CONTACT US	FAQS	REVIEWS
PRODUCT PAGE						
WOMEN APPAREL		MEN APPAREL		KIDS APPAREL		
						
FOOTER LEFT LOCATION OF THE BUSINESS ADDRESS ADDRESS ADDRESS		FOOTER MIDDLE CONTACT INFORMATION PHONE FAX EMAIL LINK		FOOTER RIGHT SOCIAL MEDIA LINKS		
COPYRIGHT FOOTER CONDITIONS OF USE AND PRIVACY NOTICE						

Security

The website will include an e-commerce component since the client wants to be able to accept orders directly from this website. Customers will be able to access their order's status and history by creating an account on the website. Customer accounts will have to be password protected. Some of the steps I will take to secure the website will be to apply to get an SSL Certificate. In addition, HTML5 and CSS will need to be validated and be free from errors. Also, I will keep a backup of the entire website HTML and CSS in case of a hacker attack in the future.

Web Hosting

I'm expecting this website to grow with time, therefore, cheap or free hosting hosts are out of the question. I will be looking at how long a host has been in business. In addition, I need to be able to see what features the host offers and that are compatible for an e-commerce website. Special technologies such as SSL will be necessary because the e-commerce website must be able to secure personal information that we get from our clients. Also, a shopping cart will be required on the website because the client needs to be able to allow their customers to place orders directly from the site.

HTML, CSS, and Javascript must be supported by our website because the site will eventually need a back end to be able to do the heavy lifting of customers' accounts and orders.

The client already has a domain name tomysndavids.com but if I were to choose for the client the first thing I would look for is that the business name is available with a “.com” extension because it is the most popular extension for a domain name. Second, I would search to see if the domain name for the exact business name is available. Third, I would try to look for a short domain name, for example with tomysNDavids I would look for “tnd.com” but sadly in this case that short domain is not available.

Marketing

The website will be initially marketed using an e-mail newsletter to its current eBay customers. After the initial e-mail newsletter, the owner will then start to create videos with text scripts showcasing current fashion trends which will then be hosted on YouTube and embedded on the reviews page in order to help SEO. The owner will also create a weekly blog post to also help with SEO.

Apart from the content created by the client to improve SEO, I will be creating unique content in the form of product photography. Each photograph will be named to describe the object in the picture. Keywords and descriptions will also be added to the HTML header of every page of the website. In addition, title hierarchies will be implemented on every page in order to help SEO crawlers understand how the content of the website is organized.

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