**Planning document for the group project on the course**

**Preparation:**

Before beginning each module’s tasks on the website you are building, follow these steps:

1. **Plan a Group Meeting**: Meet with your group to discuss ideas and decide on the concepts required for your online shop for this specific module.
2. **Review the Module Content**: Ensure all group members are familiar with the course materials and specific requirements for this module.
3. **Update the Planning Document for This Module**: Complete the relevant section in the Planning Document with your group’s plan and decisions related to this module.
4. **Work on the Website**: After completing the tasks in the module’s group work section, update the Planning Document with your progress.
5. **Submit the Document:** One group member should submit the entire Planning Document on behalf of the group to the designated submission area at the end of each module. Submit the full document each time, even though it will only be fully complete after module five.

**Module 1: Building a WordPress Site**

**Instructions**: Complete this planning section before beginning your WordPress site setup. A couple of sentences are enough.

* **Group Information**
  + **Group Number**: 15
  + **Group Members**:
* **Project Basics**
  + **Topic of the Webshop**: Briefly describe the focus of your shop
  + **Webshop URL**:
  + **Target Audience**: Define the primary audience (e.g., age range, interests, location).
  + **Problem Statement**: What problem does your webshop aim to solve for your target audience, and how do your products address this?
  + **Unique Selling Point**: Explain what makes your shop different from competitors.
* **Branding**
  + **Logo**: What logo have you chosen, and how does it represent your brand?
  + **Theme Selection**: Which WordPress theme have you selected, and why did you choose it for your shop’s style?
  + **Design Style**: Describe the overall look and feel you want for your site

**Module 2: Installing WooCommerce and Adding Products**

**Instructions**: Complete this planning section to document your approach to products and pricing. A couple of sentences are enough.

* **Group Meeting Date and Time**:
* **Product Strategy**
  + **Product Selection**: List the types of products your shop will sell and explain why these were chosen.
  + **Pricing Strategy**:
* **Product Variations**
  + **Product Variants**: What variations (e.g., size, color) will you offer for your products, and why did you choose these specific variations?
  + **Presentation**: Your thoughts on how the products should be displayed?
* **Product Organization**
  + **Tags, Categories, and Attributes**: Which tags, categories, and attributes should be used? Explain why each is chosen:
  + **Links to Product Pages**:

**Module 3: WooCommerce Settings - Shipping, Payments, and Product Display**

**Instructions**: Plan your approach to shipping, payments, and product discovery on your site. A couple of sentences are enough.

* **Group Meeting Date and Time**:
* **Shipping Zones**: What shipping zones should you include and why?
* **Payment Options:** What payment options should be available to your customers?
* **Product filter:** 
  + What options for searching products should customers have in your store, to make it easier to find products?
  + Describe at least three types of customers and how each would search for products on your site.
  + Provide the URL for the page with the product filter:
* **Checkout Page Customization**: Have you customized the checkout page? If so, what changes did you make, and why?

**Module 4: Adding Essential Pages**

**Instructions**: Plan for additional pages and functionalities required for a professional online store. A couple of sentences are enough.

* **Group Meeting Date and Time**:
* Who are the **personnel** in your shop, and what are their **roles?**
* What essential details do you want to highlight on each new page (e.g., About Us, Contact)?
* **Design & Elements** you have decided to add to the new pages:
* Should your page be **translated** into other languages? If so, which languages and why?
* **Pop-Up Strategy:** What types of pop-ups (e.g., discount offers, newsletter sign-up) will you use, and how will each pop-up function to improve user experience?
* **Navigation Planning:** What items will be in your navigation bar, and how will they be organized to help customers find what they need?

**Module 5: Finalizing the Site and Adding a Blog Page**

**Instructions**: Plan your blog’s role, structure, and SEO considerations before creating it. A couple of sentences are enough.

* **Group Meeting Date and Time**:
* Which **keyword** did you use, and what is the **average number of monthly searches** and **level of competition?**
* **Blog Integration**
  + **Navigation**: Where will the blog be included in your site’s navigation?
  + **Content Focus**: What is the primary purpose of the blog, and what type of content will it feature in the future?
* **SEO Audit with YoastSEO** 
  + After installing the YoastSEO plugin, **what issues did it identify** on your site?
  + How did you **address these issues** to improve site visibility and user experience? (The content can be lorem ipsum, but report on other issues you noticed)
* Link to the blog