# White paper – Elazar Kagan – Website project

1. what is your business   **Selling Piano Gloves™, a high-tech glove that simulates any surface as a piano so you can play anywhere any time while still giving you an authentic piano experience (not a real product).**

2. what is the business ethos   **We sell high quality, state of the art technology that is tested and perfected before hitting the market. If you buy from us, you are guaranteed finest product on the market.**

3. what do you produce/make/offer/sell   **We designed, developed, perfected and now sell Piano Gloves™.**

4. who is your target audience   **Pianist, and tech lovers.**

5. what are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein   **People will visit pianogloves.com because it is the not only is it the only place to get this invention, but because pianogloves.com is the most technologically advanced company today, creating revolutionary tech years ahead of its time.**

6. do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)? **People are after the hottest company right now and their top product, Piano Gloves™.**

7. are they already familiar with the service or product that you offer or do they need to be introduced to it? **If you found the website most likely you are familiar with the product and want to purchase one for yourself.**

8. are they looking for time sensitive information, such as the latest news or updates on a particular topic? **Usually not unless there is an announcement of new technology.**

9. do they want to discover information about a specific product or service to help them decide whether to buy it or not?   **People already know this is the best and only product of its kind.**

10. do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details   **No, these gloves are high quality and should rarely need support, we do offer help setting up the Piano Gloves™ if necessary. We can be contacted though email and we are guaranteed to respond within the hour 24/7.**

11. will visitors be familiar with your subject area / brand or do you need to introduce yourself? **Most visitors of the website will be familiar with our top-rated brand.**

12. will they be familiar with the product / service / information you are covering or do they need background information on it? **Most visitors of the website will be familiar with our cutting-edge tech.**

13. what are the most important features of what you are offering?   **You feel like you're actually pressing a piano key, Piano Gloves™ app compatibility (not required), Bluetooth, wireless, sleek and comfortable design, easy to set up and use.**

14. what is special about what you offer that differentiates you from other sites that offer something similar? **We are a one-of-a-kind company selling a one-of-a-kind product, but still, we have fantastic support, an amazing eye-catching website, and very reasonable pricing.**

15. once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area   **when will you release more products? we want more.**

My website uses a white, black, purple, and grey color scheme, giving off a modern and sleek look. The first section of the website takes up the whole viewport and introduces the product with a picture and short description. The second section right under has four boxes telling the user four of the biggest features of the product. The next section is a bunch of reviews verifying that the product is good. After that is the fourth section, where you can add the product to the cart. This section includes a picture of the product along with a price, a choice in colors, a choice in sizes, and a chart with the measurements of the sizes. The footer attributes the pictures and gives details about the project. The navigation is accessed through an animation which shifts the page and revels the nav links on the bottom left.

All the sections maintain the same color scheme and style. The order of the website first introduces the product then describes in more detail then shows reviews from others showing it is a good product and now that the user knows the product well the final section gives the option to buy the different variations of the product.

Website wireframe (on the next page):
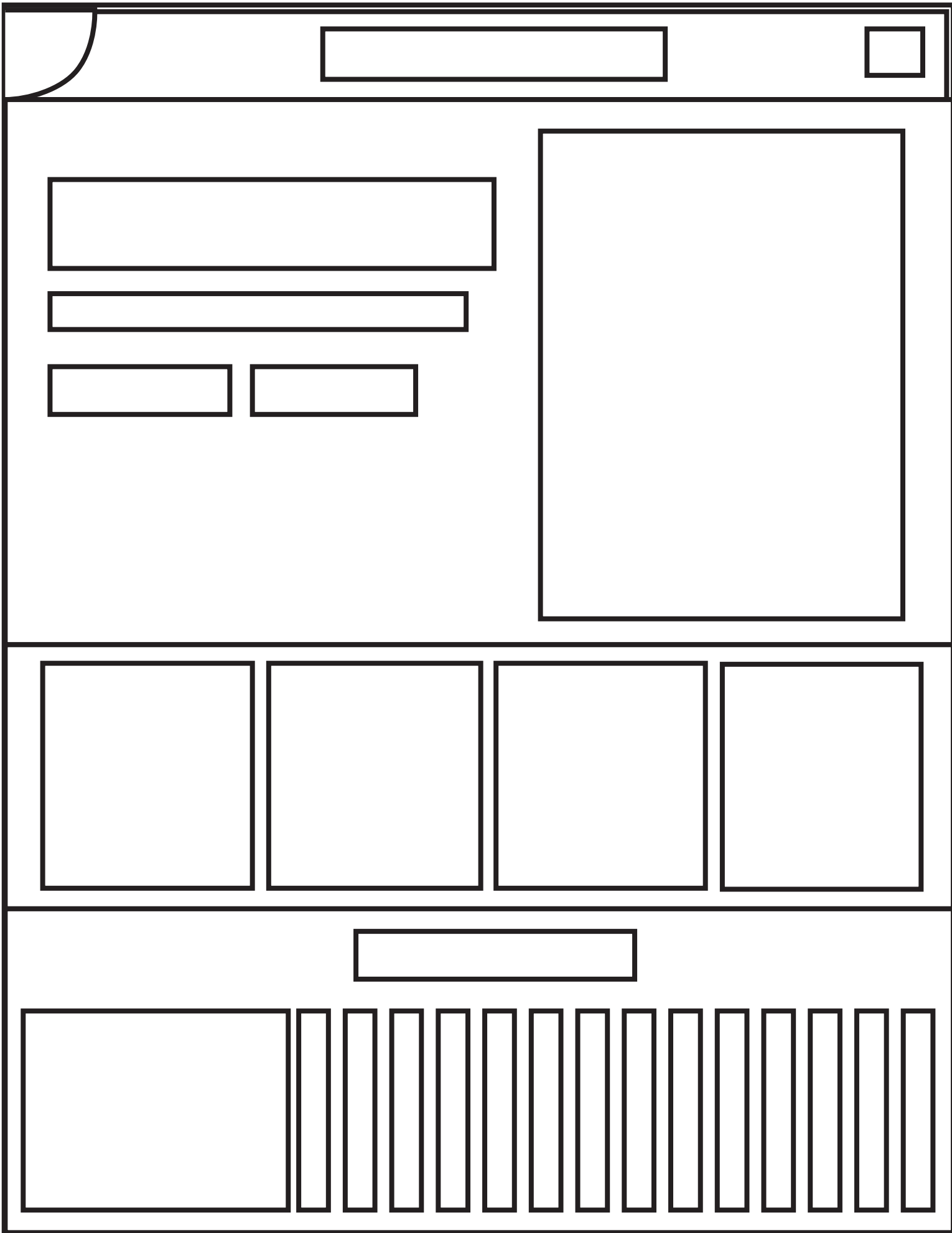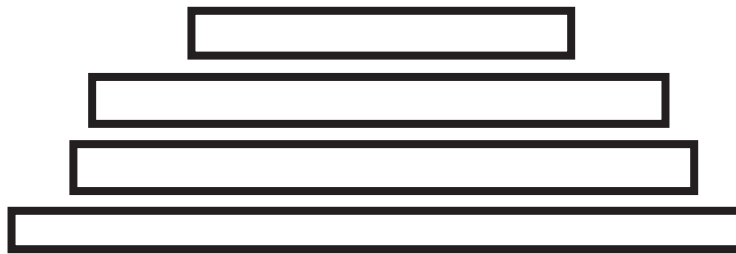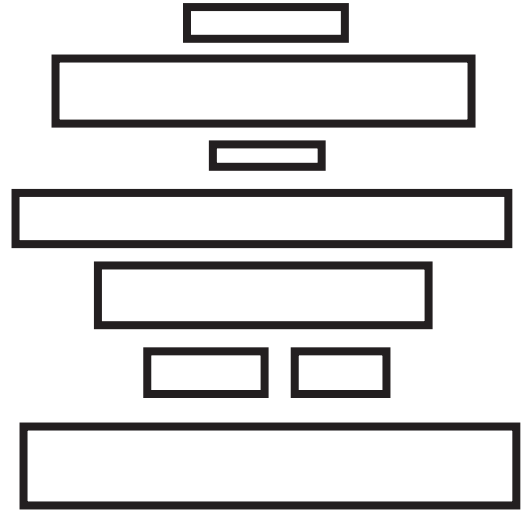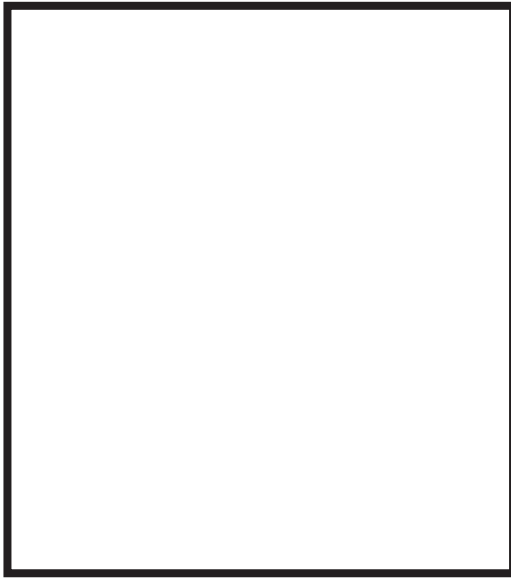
Implementation of concepts in visual hierarchy, grouping, and similarity in design (for GMAIL.COM):

Gmail.com was created for efficiency. The main section of the page is the list of emails, which is the point of Gmail. On the left side there are a bunch of buttons allowing you to get to the different types of emails. On the top left is the compose button allowing you to send an email. On the very top of the page is a search bar that allows you to search for any email, there is also an option to add filters for more complex searches. On the top right there's an icon to access other google products. Even further right is an icon that lets you switch users. Overall, the Gmail website accomplishes its task of giving you efficient access to your emails.

The most important part is the emails which is why it is in the middle and takes up the most space. Strategically placed is the search bar right above the emails, as well as the compose button just to the right of the emails, keeping close to the emails being the secondary actions being done while on the page. Gmail uses the same style throughout the page of slightly transparent off white, this low-key color scheme allows you to focus on productivity and doesn't distract you from the point of the page, emails.

Website wireframe for GMAIL.COM (on the next page):