

White paper – Elazar Kagan – Website project

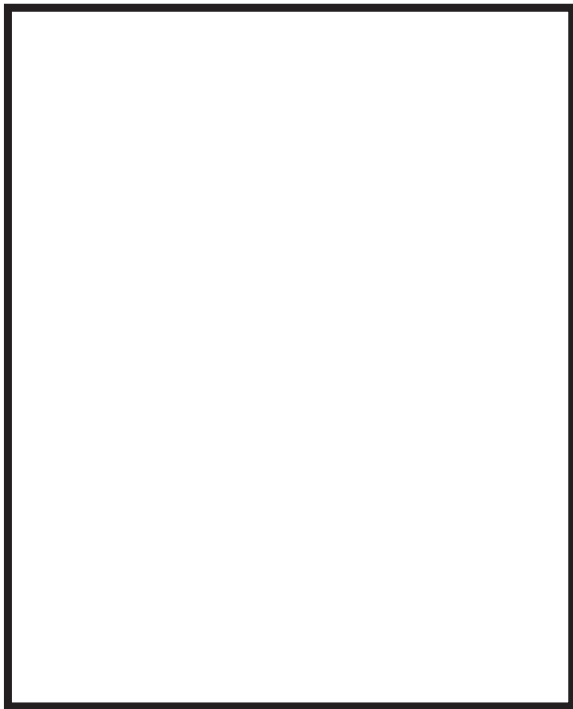
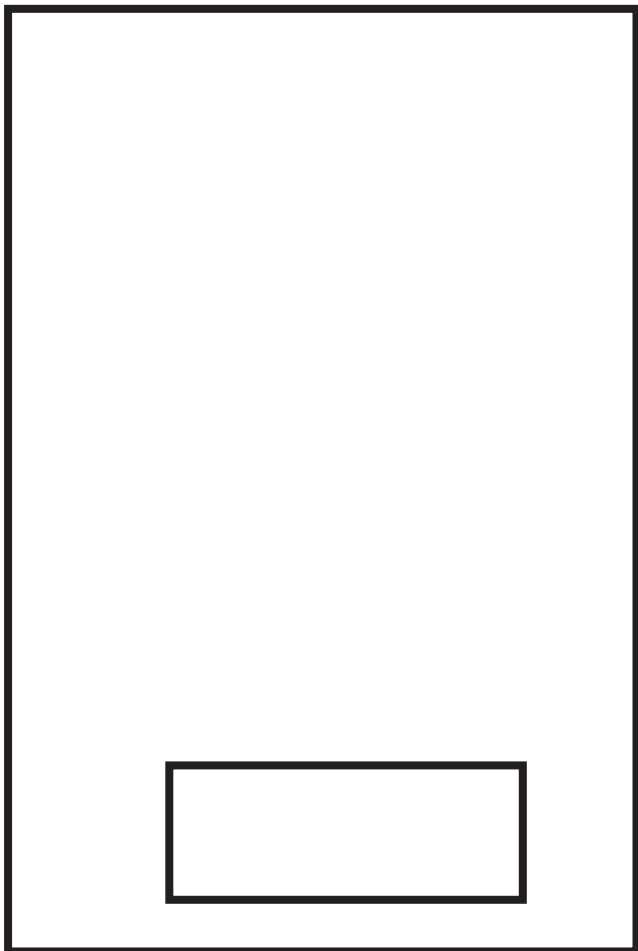
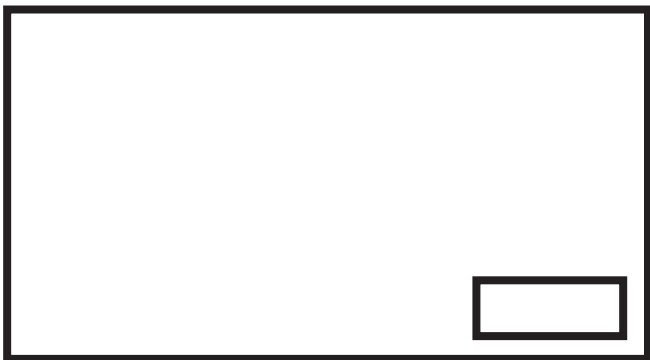
1. what is your business WhereAml.mcon is a free service that uses your IP address and position to give you information about your location.
2. what is the business ethos We are a reliable and secure service that is guaranteed to give you the most accurate results, to the best of our ability.
3. what do you produce/make/offer/sell We offer different information about your location.
4. who is your target audience Anyone who wants to know more about there location.
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 WhereAml.mcon, when they want to know more about there location, for example their time zone, an exact latitude and longitude number and much more.
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 information about their location, and we give it to them in a simple easy and secure way.
7. are they already familiar with the service or product that you offer or do they need to be introduced to it? Most people would be familiar with the type of information we offer, but would be introduced to the fact that they can visit a website to get this information.
8. are they looking for time sensitive information, such as the latest news or updates on a particular topic? Yes, the information we provide is for that moment, where the computer is located
9. do they want to discover information about a specific product or service to help them decide whether to buy it or not? No, this information is mainly for awareness purposes.
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, there shouldn't be any problems with the website but if they have any questions they are able to contact me at Ekagan@student.touro.edu
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 the main information the website provides, there are more complicated points about the users location which can be accessed by pressing a button for more information.
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 the basic information the website provides.
13. what are the most important features of what you are offering? A animated clock accurate to the second, the day and date, the city, state and time zone the user is currently in and much more.
14. what is special about what you offer that differentiates you from other sites that offer something similar? We are a free service with no ads that offers accurate results while secure keeping users information secure.
15. once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area usually not the information is self-explanatory, there is an FAQ section at the bottom of the page giving more details about the site if necessary.

Implementation of concepts in visual hierarchy, grouping, and similarity in design:

My website uses a simple design focused on the main point of the website, giving the user information on their location. The first big item takes up the whole left side of the screen and that is the clock with its second hand constantly ticking. The next big attraction is the google map on the bottom right displaying a marker with the user's current location. On top of the map is the city, state, and time zone. There is also a button that activates a popup displaying more information about the location. When you scroll down you will reach a FAQ section answering common questions users will have using the site. The site also includes a nav bar on the top center and a button in the top right corner that switches the whole site to dark mode.

Throughout the website there is a consistent color scheme depending on if the site is in light or dark mode. For light mode the color scheme is white black and magenta, for dark mode its black, white, and blue. With most objects on the site switching colors depending on what mode the site is in.

Website wireframe (on the next page):



Implementation of concepts in visual hierarchy, grouping, and similarity in design (for GOOGLE.COM):

Google.com is the most visited website. Overall, the design of the Google homepage creates a clear and easy-to-use interface that guides the user's attention and helps them find what they're looking for quickly. They accomplish this with the main task, the search bar, big and in the center. Then aligning the corners, they have buttons linking all the other things you can do through google.com, in the top right you have links to the google store and about page, in the bottom right you have links to the privacy, terms and settings pages. In the top right is your google account and access to all the other google apps.

The design is very clean, the whole page is white with classic black text and the well-known google logo in the center on top of the search bar. For various events google will display an alternate logo similar to their classic but with a relevant twist. Also worth mentioning is google's consistency throughout all their apps all having a very similar design with different shapes based on the app's focus and all with the same colors: blue, green, yellow, and red.



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

