**<u>Part II:</u> Identifying Your Product & Target Audience**

**A. Define Your Product**

1. What problem does your product website solve or address?

The problem my product resolves is finding a gas station because : (i) it's dangerous to look it up while driving ; (ii) you may forget to plan it in advance or you may need it while you're already on the road ; (iii) some gas station are cheaper than others but you always find the most expensive one when you need it.

2. What is your product idea? How does your website support this idea and help solve the problem?

This product will help you find a gas station (or electric stations) on your route by allowing you to : (i) plan your gas refill during a road trip ; (ii) compare gas price and save money ; (iii) see how much time it adds to your route ; (iv) choose the best option for you depending on your budget and time.

3. What type of website are you building? (i.e., e-commerce, brochure, portfolio, media, nonprofit, etc.)

This website is a business website even if it doesn't sale proper products or services. It gives consumption advice.

4. What is your mission statement? Summarize what your product does, who it's for, and why it matters.

This tool will help you find your own balance between price and time detour for gas refill. It will help you save money and time. I think it may be the right time because saving money has now become critical for some people because of the world economic crisis as well as reducing useless route to slow down CO2 emissions to match sustainable goals.

**B. Profile Of Target Audience**

5. Demographics

- What is the age range of your target audience?

The age target of my audience is every car drivers, from 18–65 years old. The core users will be between 18-30 yo, when you need to be more careful about money.

- What is the gender distribution?

55% Male / 45% Female

- Which country do your visitors live in?

Primarily United States and especially New England, but the idea is scalable to France and any other countries.

- Do they live in urban or rural areas?

60% Urban, 40% Rural

Both are implied : urban users can use the tool for planning city-to-city travel; rural users can rely on it to avoid long gaps between stations.

6. Socioeconomic Details

- What is the average income of visitors?

$60,000. Between $0 an d$120,000 per year.

- What level of education do they have?

Some students but most have a college or a bachelor's degree. You only need to have a car to be touched by this website.

- What is their marital or family status?

It really applies to all car driver. We have mixed status : single travelers, young families, retirees.

- What is their occupation?

Again, we have a mix of professionals : students; freelancers, gig workers, taxis or truck drivers and retirees. Users include both budget-conscious families planning road trips and professionals who commute or travel frequently.

- How many hours do they work per week?

35–50 hours/week (for working users)

7. Web Behavior

- How often do they use the web?

Daily, they are frequent users of apps and navigation tools. They need to be aware of new tools and know how to use them.

- What kind of device do they use to access the web?

Mobile-first (80%), followed by tablets and laptops

8. Create a chart with at least three fictional visitors from your target audience. This chart should include at least their name, sex, age, location, occupation, income and web use.

Persona 1

**Name:** Mark Thompson
**Gender:** Male
**Age:** 38
**Location:** Boston, Massachusetts
**Occupation:** Sales Representative
**Income:** $70,000/year
**Web Use:** Uses navigation apps daily for work travel, checks gas prices online occasionally, and uses smartphone apps for trip planning.
**Reasons for coming to your site:** Wants to find the cheapest gas stations along his sales routes without making big detours, saving both time and money.

Persona 2

**Name:** Emily Carter
**Gender:** Female
**Age:** 26
**Location:** Providence, Rhode Island
**Occupation:** Graduate Student
**Income:** $20,000/year (part-time jobs)
**Web Use:** Frequently uses mobile apps for commuting and trip planning, budget-conscious, and **compares** prices before purchases.
**Reasons for coming to your site:** Looking to save money by finding the lowest gas prices on her daily commute to campus while minimizing extra driving time.

Persona 3

**Name:** John Miller
**Gender:** Male
**Age:** 50
**Location:** Hartford, Connecticut
**Occupation:** Truck Driver
**Income:** $85,000/year
**Web Use:** Uses web and apps to plan long routes, checks fuel prices, and looks for rest stops or convenient gas stations.
**Reasons for coming to your site:** Needs to efficiently plan fuel stops that offer competitive prices without adding significant detours to his long-distance routes.

9. Create a list of reasons why people would be coming to your site and assign the list of tasks to the fictional visitors you created.

1. To plan fuel or charging stops during a road trip
   - Avoid running out of gas or battery in unfamiliar areas.
   - Make sure stops are convenient and time-efficient.
2. To compare gas or charging prices
   - Save money by finding cheaper stations nearby or along their route.
   - Avoid overpriced stations in touristy or remote areas.
3. To see how detours affect travel time
   - Understand how much time a fuel stop will add to their overall trip.
   - Choose the fastest option that balances cost and convenience.
4. To filter stations by preferences
   - EV vs. gas, station brand, amenities (restrooms, food, Wi-Fi).
   - Choose based on loyalty programs or personal preferences.
5. To stay within a set budget
   - Make informed decisions about where to stop based on fuel efficiency and cost.
   - Track expenses for long trips or frequent travel.
6. To locate EV charging stations specifically
   - Find compatible charging stations by plug type or network (e.g., Tesla, ChargePoint).
   - Check station availability or wait times (if integrated).
7. To avoid areas with limited station access
   - Especially important in rural or mountainous regions.
   - Plan ahead to avoid fuel emergencies.

8. To optimize routes for fuel efficiency
   - Plan the most efficient route considering elevation, traffic, and stop options.
   - Ideal for people driving older or less fuel-efficient vehicles.
9. To prepare for unfamiliar destinations
   - Travelers heading to a new city or region can see what's available in advance.
10. To reduce environmental impact
11. EV drivers or eco-conscious users may prefer stations that use renewable energy or are certified green.

**<u>Part III:</u> Planning & Designing Your Product Website**

**A. Website Requirements**

**1.** Purpose & Goals

- What is the primary goal of your website (i.e., promote a service, sell a product, educate users, raise awareness, etc.)?

The primary goal of my website is to help car drivers to make better gas refill decisions based on budget, time, and convenience during road trips or daily commutes.

- What is the most important action you want users to take on your site (i.e., sign up, purchase, read articles, submit a form, etc.)?

The users must be able to use the trip-planning tool to input their route and receive fuel or charging stop options.

**2.** Content & Features

- What content and features are essential to help users achieve their goals? List critical pages and features (i.e., About, Contact Form, Product Gallery, FAQs, Reviews, etc.).

Here are the main content and features the website needs to have :

- Trip planner : users can input their route from point A to point B.
- Preferences filter : users can filter their station offers according to fuel type, price range or time detour.
- Station offers : the website lists different station offers, presenting for each the name of the gas station and the brand, the gas price, the curent or expected attendance (any queue), how far is the station from the starting point and how much extra time a stop adds to the journey uploaded.
- Map view : visual view of the station offers where you can click on it to have extra info about stations.

Some secondary features:

- User login pages : for advanced personalization and notifications.
- Saved routes / history : users can plan faster thanks to saved preferences or history memory.
- Push notifications or alerts : optional fuel prices alerts or low battery reminders.
- Multilingual support : choose a language.

Here are the supporting pages :

- About us : explaining the missions : saving time, money and stress on the road.
- FAQ and contact page : answers common questions (data source, accuracy…) and user support.
- Privacy policy and terms : legal compliance and user data transparency.

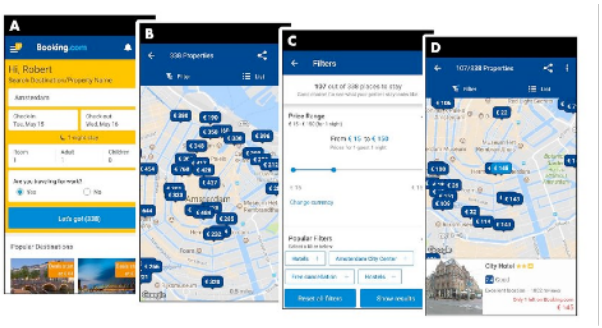
- What will your homepage highlight? Think about the first impression and what visitors need to see right away.

My homepage needs to feel friendly and intuitive. It will have a brand presenting section and a 3 step instructions : Enter your trip ; Compare stations options ; Pick the best stop and go. I want it to be minimal with a big button to invite you uploading your trip.

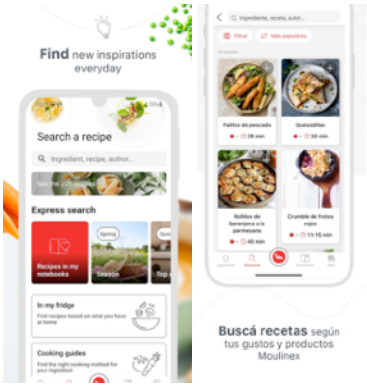
## 3. Look & Feel

- Do you have examples of websites that inspire your design? List 1–2 examples and what you like about them (i.e., layout, colors, interactivity, etc.).

My first example would be booking.com app. You can easily upload the income of your hotel search. You can add some filter about prices, or list order. And they have a map that present the hotel offers based on their location which is very handy. You can then click on one to see full details.




booking.com app design




myMoulinex.com app design

I also like the myMoulinex which has a very organic design and nice looking app. The typo looks round and friendly and the rounded corners makes it look easy to use.

- How would you describe the overall style of your site (i.e., modern, bold, minimalist, playful, professional, etc.)?
- Do you have preferences for color, fonts, or imagery? If not, what mood or personality do you want the site to convey?

My design's will for this website is to be friendly and modern. The design will feel up-to-date and user-friendly, with intuitive navigation and a fresh look. I also want it to be accessible, with organic forms and rounded corners. The main color will be dark green because it conveys trust, calm, and eco-friendliness. The important items will be gold-yellow to grab attention and echo the logo color. The font will be sans-serif (more friendly) but not too fantasist. It will also have simple icons for features like gas pumps, charging plugs, clocks, and money to visually support the content.

## B. Design & Prototyping

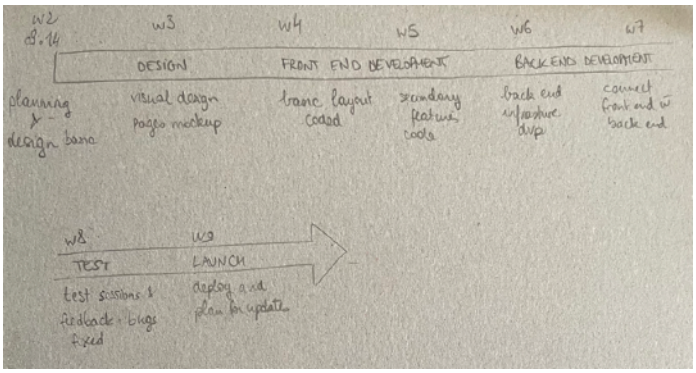
### 1. SDLC Approach & Timeline

- The SDLC model you've chosen (Waterfall, Agile, Scrum, etc.).

I chose the Scrum model because I find it offers me the balance that I need between flexibility and structure. The project will probably evolve throughout the semester but I need some checkpoints to keep going.

- A visual representation of your timeline (e.g., Gantt chart, flowchart, or detailed bullet list).

Here is the timeline I would imagine for developing this project. I guess that I will also have some instructions from the course that will also help me developing this on time with weekly deliveries.

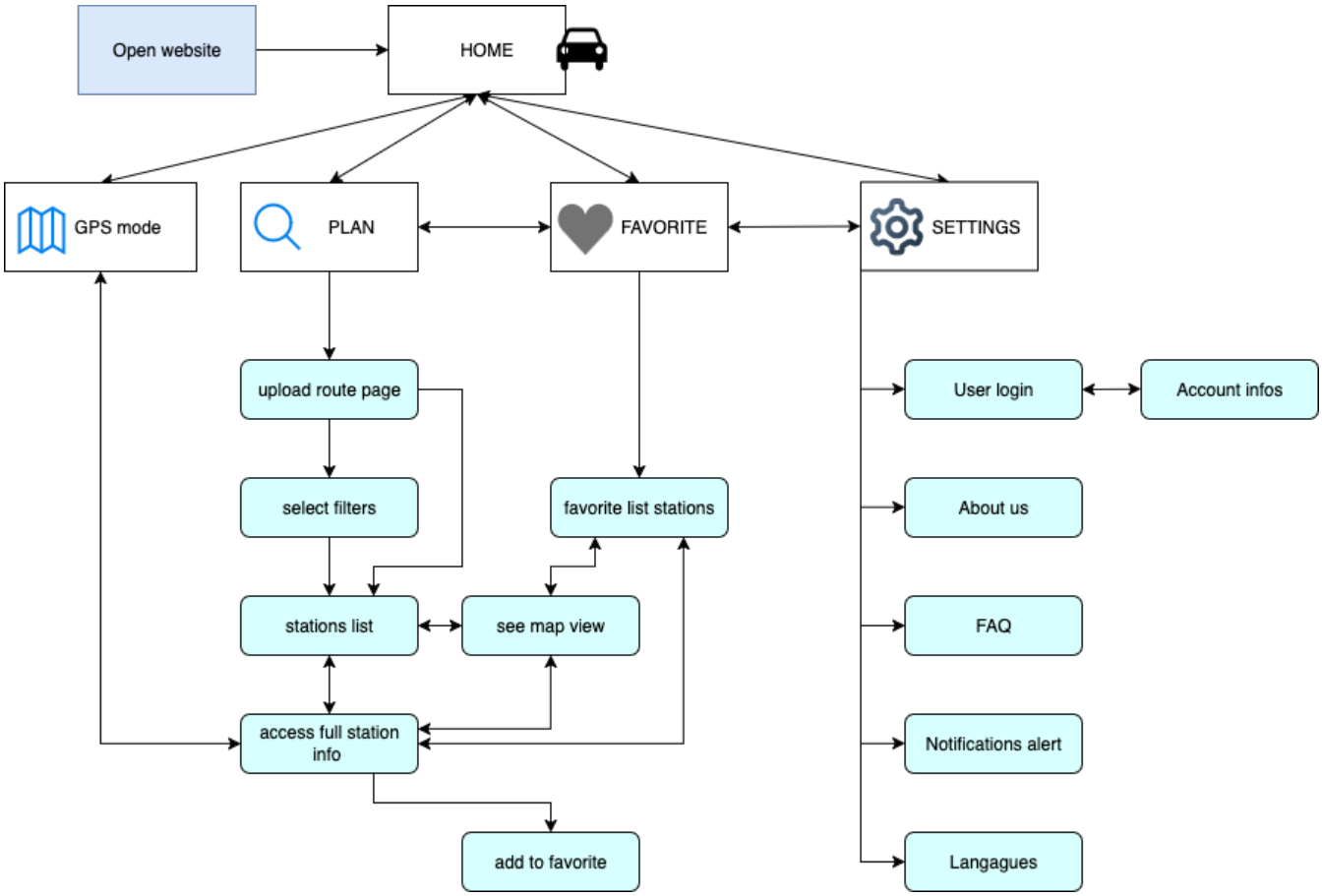



### 2. Original Logo

Here is the logo I designed for my website. It conveys (i) the idea of speed because Gasstar makes you save time by planing your refill gas station and choosing the closest one ; (ii) the idea of money because Gasstar also makes you save money thanks to its price comparison fonction. The version with the green shadow will echo the brand identity which will mainly be dark green.

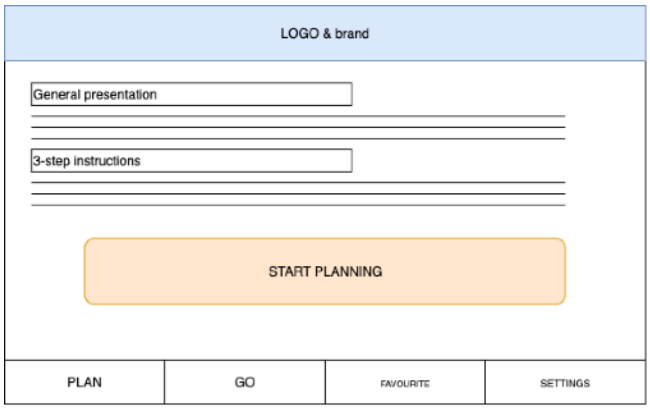
### 3. Site Map

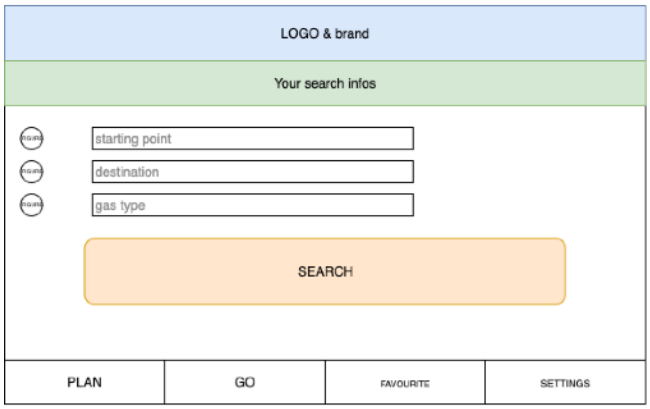
Here is my sitemap of how my users will travel on my website.

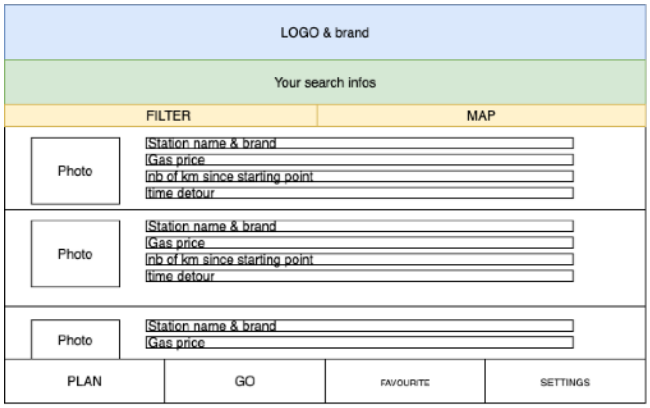


## 4. Wireframes

Here is my wire frames of my welcome page, my route upload page and the stations list display of my website.




## 5. Accessibility

- Specific features you will implement to support users with visual, hearing, motor and cognitive impairments.
- Tools you will use to audit your site for accessibility.

Accessibility is an important part of building an inclusive and user-friendly site. Here is the specific features I will implement to support disabled users :

Keyboard navigation support : it allows screen readers to navigate without a mouse and simplifies website use especially for motor impairments. I will make sure all interactive elements (buttons, links, forms) are reachable via the Tab key.

Color contrast and text readability : it improves readability for users with low vision or color blindness. I will use other ways than color only to convey meaning. I can check that with a test that checks text/background contrast.

Alternative text for images and captions for videos: screen readers use alternative text to describe visual content for blind and captions allow especially deaf users to access content without audio. It welcomes everybody to use and understand the website.