

Erika Hales

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CIT 230

Brother Somsen

For my CIT 230 class (Web Fronted Development) I have to create a website. Though we get to choose any topic we wish, it still has to follow certain guidelines and rules. After much thought and debate, I decided to go with a wedding theme. I've always had a secret love for planning weddings so I decided to just make a website for it. So, my website will have the main theme of "All Things Wedding" but also have different pages that will zoom in to more specific details. The thing that makes my website unique from others is that we search the internet for all the best deals and then upload them to our page. Users can then scroll through our page and when they see a deal that they like, they will be able to click on the link that will take them to the actual page with the product on it. This is where they will be able to actually buy the product. This is effective because people are constantly trying to search the web for the best deals. This usually takes lots of time and energy and many people end up getting frustrated and give up or give in to buying something that's more than they were willing to pay. With my website, however, they will have all these deals collected together so that the customer doesn't have to search. That's our job—to search. The customer's is to buy in a quick and easy way. My website can provide this for all shoppers.

One page will be for dresses. Obviously, this page will be where you can search for all different types of dresses. They will have lots of styles to choose from, from Ballroom to mermaid style. I'm also thinking about eventually doing a page where we can sell original items—once we get big enough to do

it. We might even have an option to return items as well. This little detail could add a ton to my website. It would mean having a “shopping cart” page and then a “checkout” page. This would require a way to read and accept credit cards. Since I don’t actually know how to do that yet, I’m going to stick to the more basic version of the website. (But these are definitely things to think about if the website ever became something bigger)

Some other ideas for different pages are rings (these tend to be expensive and people are always looking for good deals for them, so this will be a helpful page), cakes/catering services, and venues. Again, as we grow and become bigger, we might think about adding some of our own original ideas to make more money.

Typically, the customers who use our site are women. Specifically, women in their early to mid-twenties. The way I envision them is someone who lives in or is from the Provo, Utah area, is earning their “MRS” degree and is dying to get married. She is a hard-core “pinterest-er”. She already knows how to use the internet and websites like mine, so it won’t be a problem trying to get people to understand how to work or maneuver around my website. However, if the mother or the grandmother of the soon-to-be-bride were to get on our website, that might be more of a challenge for them to work our site. That’s why I’ll try to make it as simple and direct as possible. There might even be men on my site who are looking for good deals on rings or who were forced by their fiancé to pick out things that they “like”. Obviously, this isn’t a favorite past time for men like it can be for women, so I’ll try to make my website appealing to men as well. It will be easy and quick—just what men want. We will even have a page for men to look through deals for suits. These tend to be pretty expensive as well, so it will be convenient for the men to have it on the same site as the rings. It will make their life a whole lot easier—which is what they’re aiming for, and what we’re aiming for.

On my website, there will also be a page for Frequently Asked Questions. This way, people will be able to get the answers to frequent questions in a timely and easy manner (instead of calling, which can be a hassle sometimes). Some examples of the questions and answers that we might have are:

1. Question: What's the purpose of this website?

Answer: To collect deals into one website for the customer's convenience

2. Question: Why would I shop here?

Answer: It's a faster, more productive way of online shopping.

3. Question: Where do we find the deals?

Answer: We have an online system that streams through other websites and finds the best deals for our customers to guarantee the most satisfaction with our website.

4. Question: When will my product be sent to me?

Answer: That depends on the website with which you buy the product from. We don't deal with buying or selling any products—just making it easier for customers to find these great deals.

Through all of these things, I hope to be able to create an effective and helpful website that can also be fun and get people excited for their upcoming wedding (or someday wedding that they're already planning for). It's going to be a lot of work, but I hope that it will turn out good and that one day it can actually be a working website that can help people.