**Lab 4 - Design**

**Ensure you rename this document to your student number before uploading to git.**

**Task 1 - Other Products in your market**

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| <http://www.madehow.com/index.html> - is a product which is similar to our product and would be a competing product. It is a large, but very simplistic, website which contains lots of products and how they are made. It contains information about the raw materials required, the manufacturing techniques and a description of what they are used for.  Another product in our market would be <https://www.howstuffworks.com/> which is a website and magazine which contains articles and videos which describes uses of products how you would use them in the real world and how and where they are made. |

**Task 2 - Potential customer (what do they want, make them as real as possible)**

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| A potential customer for our website would be advertisers. These could be general banner advertisers through systems like Google Adsense or through selling ad space on pages of our website which are relevant to the pages content. So WhatCar or Auto Trader may want to advertise on pages relating to cars. These sorts of customers would be looking for a professional website which has detailed, relevant and reliable information. This would then allow customers to click on and add after reading about certain products and go to their website to purchase a product. Another route is through the use of embedding YouTube videos in our website which could show a manufacturing process or other video and Google Adsense will provide useful relevant advertising on these videos. Although this advertising goes straight to the videos publisher in time our website could potentially host our own videos and advertise on these videos like Google does.  Our websites purpose is to provide useful, trustworthy information about a large range of different subjects about how products are made and their manufacturing process. |

**Task 3 - Potential end-user (fictional biography, highlight why they would care about your product)**

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| A potential end user for our website is someone who requires detailed information about certain products or processes. These people may be driven to learn more about a certain area of interest or may just want to broaden the knowledge. Our product should be for people of all ages from students in education researching for their school projects to adults and people in further education to learn more about a topic or area. But, the main aim of our product is for people who really enjoy cars, trucks or anything vehicle related. Our product is for people of all ages will allow our website to appeal to a much larger population than a targeted website designed just for kids or just for adults. The aim for our website is that the information will be presented in such a way that people of all ages should be fit to understand and use the information we provide. These people would really want to know that the information to the best of everyone’s knowledge is correct and factual and does not contain false or incorrect details. To ensure this we aim to have our site self regulated so that users can correct or edit information or update it so it is factual. Another draw to our website is the possible range and depth of information available to our users about individual car makers, models and styles. This broad range of information would help our users to gain knowledge by reading related articles about different products in a similar manner to Wikipedia or How its Made. |

**Task 4 - What will attract end users (reference existing products)**

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| User will be attracted to our website to find detailed well maintained information about wide ranging subjects all presented in an easy to read, understand and navigate through information. Our website will be a blend of Wikipedia and how stuffs made with user added and edited information about how products are made. Our website will allow users to view pictures, videos and have links to other relevant information and products. The main design of our website is that it must be clean, easy to read and easy to navigate as our end users will potentially come from all walks of life from school aged to adults with all levels of education and computer competence. Therefore our product will allow all of these users to easily use and navigate our website. This also means that a simple colour scheme with medium sized fonts which and complemented by the background colour to allow easy reading for all of our users. This easy to read and relevant information will attract users to our website over our competitors. |

**Task 5 - Suggest essential & nice-to-have features (make them emotional not technical)**

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| Essential features for our website are that content is displayed clearly so it is easy to read, the ability to search through all of are content to find the items they are looking for. The ability to add and edit information is another essential aspect of our website as this will allow users to provide feedback on information and correct or add to the information. Another key feature is that users should be fit to create and account to add or edit information on our website.  Some nice to have features are Google Maps integration to allow users to view geographically useful information and YouTube Video integration to allow users to view embedded videos on our website. These 2 nice to have features will allow our website to feel much more polished and professional than our competition while allowing for users to gain knowledge and enjoyment through another medium other than reading written paragraphs. |

**Task 6 - Use case (A story of one of your end users first experience and feelings interacting with your website)**

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| High level concept:  How Its made for motor vehicles – a website for both motor enthusiast and people who want to learn more about cars  End user example:  Jack – a 25 year old male who is a real petrol head and has loved cars and trucks from he was a child who wants to find out more about car manufactures and models. He wants to find relevant and informative information about these different makes before making his next big purchase of a new car. He has visited car dealers and his friends have given him their opinions and he wants to do his homework on a site where he can be well informed and not swayed by sales men talk or friends opinions.  Why he would find our product useful:  Jack has been planning on buying a new car for months now but wants to be sure he is making the right decision on which make or model will suit his interests and needs best.  How he might encounter it  Jack has heard has found our website through a private second hand car Facebook group.  First page  The first page jack meets on our website is a page displaying recently searched/ popular pages on our website. He finds the website is simple and clean but not overly child like to our competition. He finds the website informative but not overly opinionated like Facebook groups. He also doesn’t find the information to be difficult to read or too dreary like some factual magazines articles can be. Jack quickly finds his stride and finds it easy to navigate round the website.  Initial curiosity  Jack is initially curious about whether our website is actually useful for him. He originally thinks that are website is just factual information but is pleasantly surprised that there is pictures and YouTube videos as well as the information he requires which is displayed in a simple easy to read format.  First interaction  Jack uses the search bar to find his favourite car and as he starts to type the search bar appears to act like a Google search and presents relevant pre-emptive searches based on the characters he has entered. This gives jack comfort and reassurance as this is functionality that he is used to. He then is directed too search results based on what he has searched and is presented with clear information which is user friendly with a youtube video which is helpful for jack as he struggles to read and understand large volumes of information. |

**Task 7 - Minimal list of pages necessary for your team to deliver your usecases**

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| Home page  Add and edit articles page  View selected articles page  Login/account management |

**Upload your basic HTML page exploring your use case (see use case example document for help).**

**Also upload this document to you project folder (same folder containing src & httpdocs) ensuring you have renamed to your student number.**

**Screenshot this in your github repository and submit this to QOL by Monday.**