

“Love Notes and Pens”

CMST 385 – Project 2: Website Proposal

November 19th, 2022

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Client and Topic

I will be creating an e-commerce website for a stationary company. The company sells decorative pencils, pens, paper, sticky notes, notebooks, desk organizers, etc.

Development Process and Engagement

I’m going to make this website for myself. To help create the content of the website, I’m going to research and take notes from other stationary company websites such as Office Depot, OfficeMax, BestBuy, and small stationary company websites from Etsy. I want to research the small shops on Etsy because the Etsy website provides all users the ability to view comments and number of sales from the shops main page.

Testing

To test this website, I’m going to run it on multiple web browsers. The web browsers that I have available on my laptop are Google Chrome and Mozilla Firefox. I will also make sure that the website has SEO properties so that it can be easily found from search engines such as Google and Bing.

Description

The business I will be creating a website for is called “Love Notes and Pens” (www.lovenotesandpens.com). Love Notes and Pens is a business that sells decorative stationary. Their inventory ranges from decorative pen and pencils to themed washi tape and notebooks. The purpose of the website is to use SEO tactics to generate traffic from search engines such as Google and Bing. The purpose of the website is to generate a total of 50-100 online sales from the platform. The intended audience for this website will be woman of any age, in any location, with any economic status and education level. The items that will be sold are not expensive and can be enjoyed by anyone regardless of their circumstances. Items can be shipped overseas, so location does not play a big factor. The items do however fit a certain aesthetic for certain customers. The items sold will fit a particular color scheme, that being light pastel-colored objects. The website will offer custom branding created by me. The websites content will need to be updated weekly, by sale, or by item availability.

Growth and Maintenance

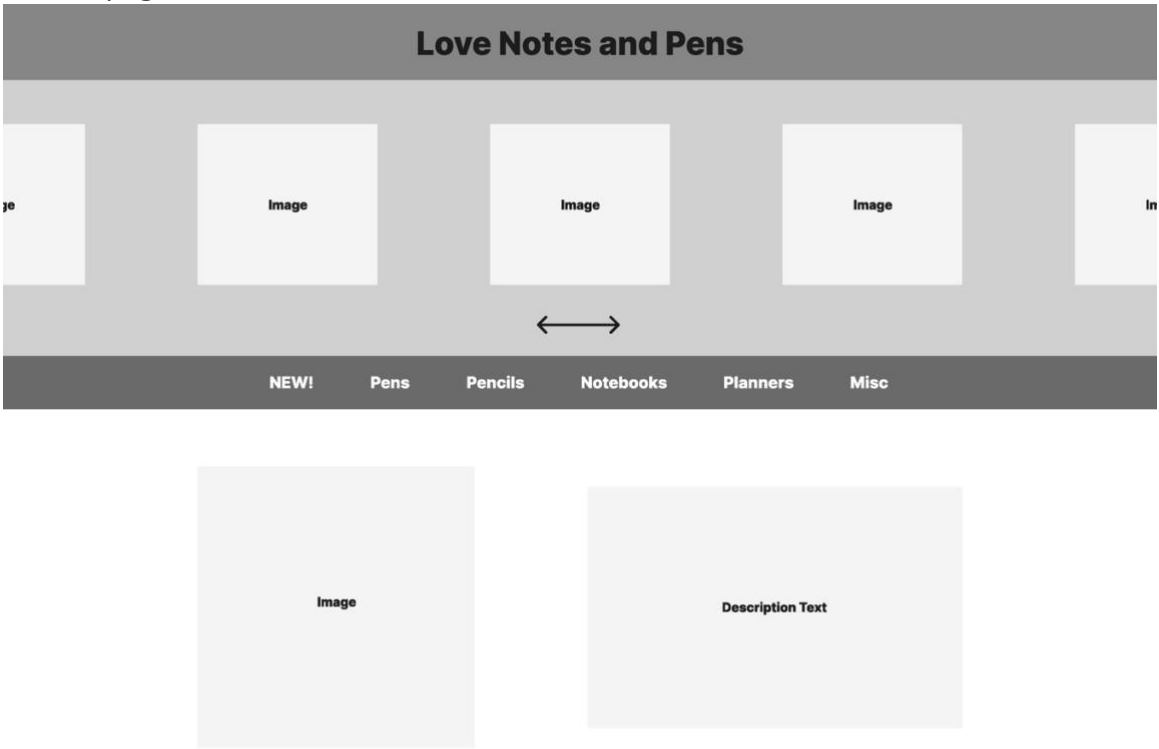
In the beginning phase of the website, it will only offer a small number of items. It will start with just pens and notebooks and as time progresses it will add in other stationary. After many sales have been made, it will begin to offer apparel. As the number of items being sold continues to grow, new webpages will be added to the site. We will also add a green initiative page to help sell recyclable stationary where the proceeds will go towards a charity.

Organization

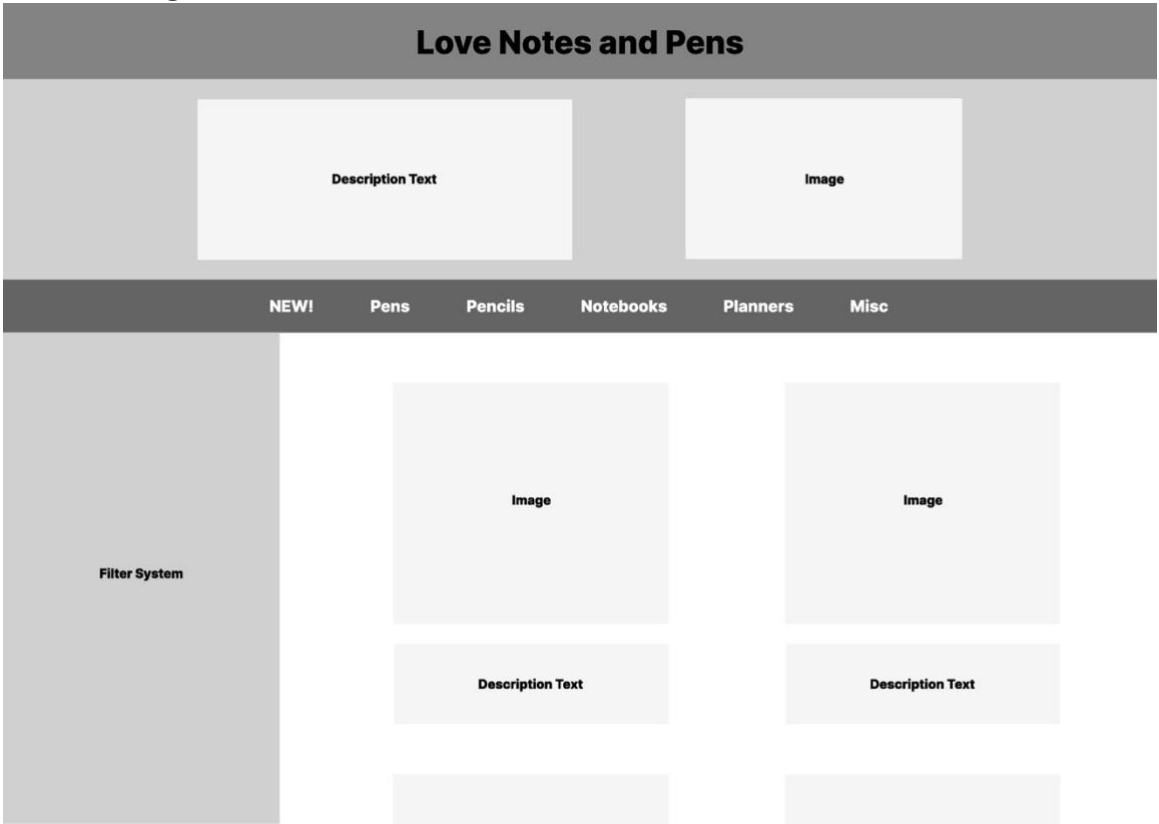
Upon coming across the main page of the website, you will be greeted by a branded banner with the websites name and logo. Below the logo will be an image carousel of any sales that the company is currently offering. Below the carousel will be the navigation panels to guide you. The website will have the following pages: Home, Pencils, Pens, Markers, Notebook, Planners and Contact Us. On each item specific page, you will be shown a filter system to the left of the page, and the gallery of items in a grid format. Clicking the gallery

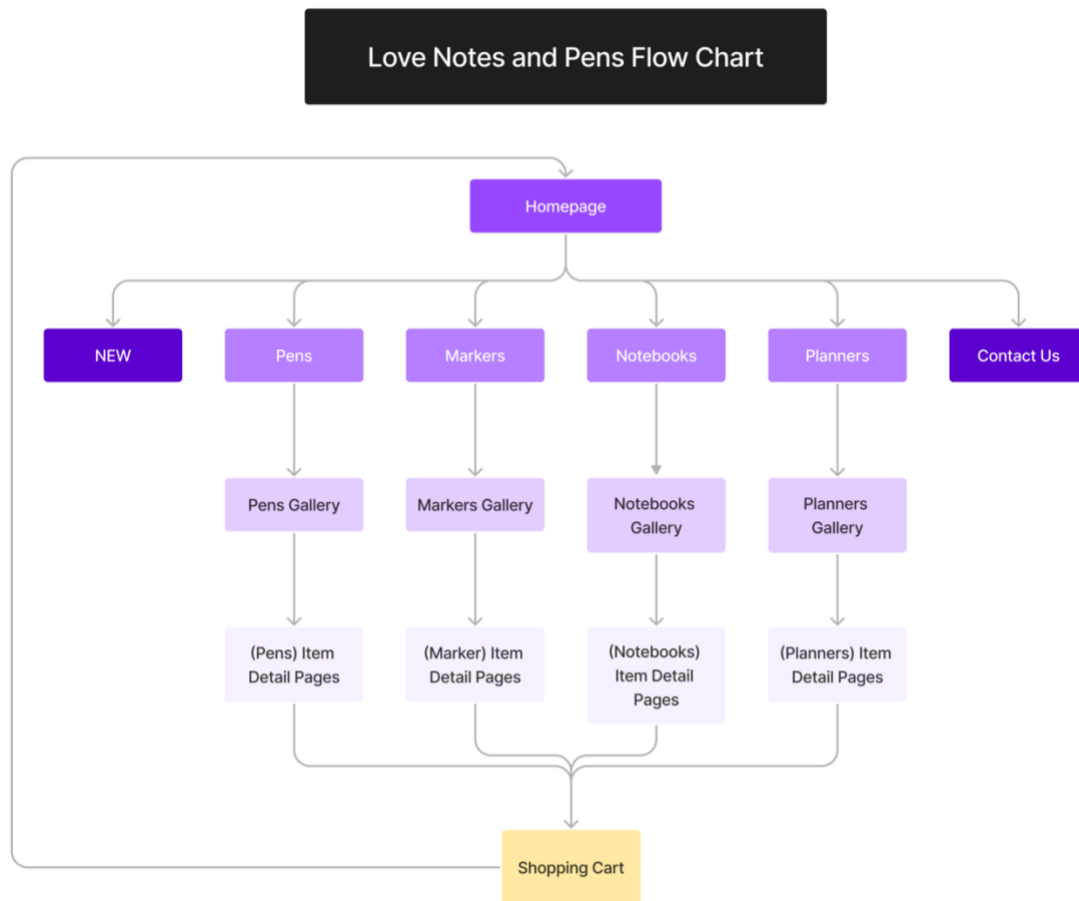
photo will bring the user to a different page where they can get details and descriptions of the selected item. They will also be able to add the item to their shopping cart.

Wireframe – Homepage:



Wireframe – Interior Page:





Security

I haven't decided yet whether the website will include an e-commerce component. The content of this website will not be password protected because we do not have a big enough audience. We also do not want to filter out who visits our website by having to pick and choose who to give a password to. For the beginning stages of this website, user profiles will not be needed. But going forward I would like to add a points system that required user profiles to be created. To help secure the website, I will backup previous versions of the website in a password protected file.

Web Hosting

When selecting a web host, I will look for one that has reliable safety features. When users are placing their orders, I don't want their personal information to be accessed by anyone. I will also want to know if the host can handle a large amount of user traffic. During a sale, there may be a time where an influx of users will attempt to make a purchase at the same time. It would be damaging to the brand if the website were to lose connection while users are making a purchase. For this website, the shopping cart feature will be necessary. It is crucial to eliminate the amount of time it takes to purchase an item on the site. If the users are required to make multiple steps to purchase an item, they may become fatigued and opt to move to a different website. The domain name that I would like to use is "lovenotesandpens.com". I like this domain name because it includes the business branding and includes the type of items that the business sells.

Marketing

The website will be marketed through social media. Social media websites such as Instagram, Twitter, TikTok, and Tumblr allow businesses to gain a following through creative videos, skits, and product demonstration. Other social media websites such as Pinterest, allow businesses to show their inventory in creative ways, further gaining the attention of potential customers. The SEO elements that I would like to pay attention to is user engagement, mobile friendliness, page speed, and secure/accessible content.

Project Reflection

What applications did you use to complete the wireframes? Did you find the application simple to use or find an alternative to what was suggested?

I used Figma to complete the wireframes. I find Figma extremely easy to use. It also has a lot of features to ensure organizations and adaptability.

Explain what you learned when building the flowchart diagram in the proposal?

Previously when creating a design proposal, I didn't include a flow chart. After creating it for this project, I learn how crucial it is to the design process. It allows me to plan where links to other page will appear, and how the navigation to each page will come together. I was able to map out how the user will navigate throughout the page.

Did you use one of the listed applications to diagram the site? If not, what did you use and why?

I used Figma to diagram the site. Figma includes the Figma Jam feature which allows you to create and use customizable flowcharts. It was very easy to put together.

What challenges did you face in developing the main navigation for the final project? How did you resolve them?

I didn't find any problems creating the main navigation for this project. The navigation is straight forward, linking the user to the desired item.

If you did not face any challenges or issues in completing the project, what do you think are some issues or challenges someone new to creating web pages might face completing a project like this?

Someone new to creating web pages may face challenges deciding where images, text boxes and navigation bars will go. They may also face challenges planning the site navigation. I've realized that it is essential for the user to be able to access any page at any time, avoiding the use of the browsers back button.