Web design

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Formal plan :

-Goals and objectives of the website: The goal of my website is to be easy enough to navigate and also have all the information easy to access. In fact the website must be for young people but also older customers. So everything must be clear. The website will be the only way of doing business for the company. The website will be clear and will give enough information about products to help customer to make a good choice. The company wants to make the website his primary source of income. The website must give a good view of the company to encourage site users to return to the site. Another goal is to offer a new way to buy products to the customers by using e-commerce. But also, to includes link to different social medias to help the company to develop itself and to give more pictures, information, contact, to the customer

-Target audience: The audience will be between 40 and 80. So I need to make sure that the website is very clear for old people who are not always aware of different shortcuts using in new website. The audience is also people who love to cook and who like pottery.

-Pages: I will do a Home page(which answer to these 3 questions: who, where, what), a page with all the product, different pages for each products with details and information about the product, a cart page, a page with information about the company (about us) and a page with different way to contact the company and a map to see where is the company.

-Content of the website: To help older customers to find the product they want I will have some boutons to sort the products. For example, a bouton which will show all the plates of the product list. Furthermore, I want products’ images to be large enough because customers will be able to see the work of the company on the product. So the website will be very consistent and visual to help everybody to understand the purpose of the site.

-Colour scheme, fonts and navigation: I will use few different colours. The background of every pages, except the home page, will be a very light grey. And the different buttons and objects where you can click will be light green. The customer will find easily where he can click after few seconds on the website. For the font I will use 2 fonts. One for the buttons and the other for the home page. The first one is “Roboto Slab” and the second one which is more stylized is “Luckiest Guy”.

-Usable, accessible, social and cultural issues: The website will be a commercial website for a little company. This company target an audience between 40 and 80. That’s why the website must be clear and easy to use. I will put the company’s logo on the top of each page which can be used to go back to the home page. So, all pages are linked to the home page. On the navigation bar I will put buttons to access to pages such as “About us”, “Check out” and “Shop” to access to all these pages. On the footer you will find logo of Facebook and Instagram which can be used to access to Facebook and Instagram account of the company and a bouton to access to the “Contact” page. My website will be in a Random Structure to give the visitors the choice to choose page according to their interest.

-methods to test and evaluate the website: I will give my website to different friends and members of my family of different age to see if my website accessibility is good for everyone or not. Furthermore, I will test my website on different browsers to make sure everything work. And also use w3C to valid the code of my website.