

Task 2:

Create a Planning Document that needs to include the following:

Part 1 – Project Idea (SE1)

- 1. Explain what the website is about and what its purpose is.**
- 2. List all the different pages that you intend to have as part of your website, including all the functionality that will be built into these pages.**

Website Overview

The proposed website is a basic e-commerce platform for a local handmade press-on nail business. The brand aims to offer durable, stylish, and customizable press-on nail sets with a strong focus on user experience and accessibility.

The purpose of the website is to:

- Provide an accessible and aesthetically pleasing digital storefront for customers to browse and buy products.
- Offer a streamlined, Shopify-style "click-to-buy" shopping experience.
- Allow users to search, sort, save, and manage their favorite products via intuitive navigation and account features.
- Promote inclusivity by incorporating modern web accessibility standards into every part of the design and development process.

Below is a detailed outline of all website pages and their respective features, with web accessibility considerations inserted throughout.

1. Home Page

- Introduction to the brand with featured products.
- Promotional pop-ups (discounts, new collections).
- Visually engaging banner with high-contrast text and accessible fonts (using the appropriate colour palette).
- Navigation to all key sections (shop, login, wishlist, cart).

2. Login / Account Page

- Secure user authentication and registration.
- Password reset and account management.
- Form will include accessible field labels and clear error messaging.

3. Sets (Shop Page)

- Display of all nail sets with:
 - a. Descriptive alt text for images, helping screen reader users understand content.
 - b. Sorting options:
 - i. Most Popular
 - ii. A–Z / Z–A
 - iii. Price (Low to High / High to Low)
- Responsive layout that adapts across mobile, tablet, and desktop screens.
- Filter panels with keyboard-friendly navigation (desktop compatible).

4. Product Details Page

- Product information with zoomable images (with alt text).

- Quantity selector and Add to Cart / Wishlist buttons.
- Clear visual hierarchy using HTML headings for screen reader compatibility.

5. Cart Page

- View and edit cart contents.
- Quantity updates and item removals.
- Display of clear subtotal, taxes, and total.
- Designed for screen readers and keyboard navigation (easily interactive).

6. Wishlist Page

- Logged-in users can save favorite items.
- Accessible buttons for “Move to Cart” and “Remove from Wishlist”.

7. Checkout Page

- Input fields for delivery details.
- Apply promo codes.
- Tab-navigable interface for all inputs and buttons.
- Well-structured form layout using:
 - a. Proper HTML form labels.
 - b. Assistive error messages for incomplete or incorrect entries.

8. Payment Page

- Integration with secure payment gateways.
- Summary of order before final confirmation.
- Accessible button labels and headings.

9. Order Confirmation Page

- Order ID, receipt overview and confirmation that order was sent to e-mail address.
- Track My Order button linking to local carrier (opens in new window).
- Mobile-friendly design for users on the go.

10. About Us

- Brand story with high-contrast text.
- Meet the founder section (images with alt descriptions).
- Simple, clean layout using proper heading structure.

11. FAQ / Help

- Expandable questions/answers through prominent visual hierarchy.
- Designed for screen readers and mobile compatibility.
- Keyboard-friendly collapsible menus (i.e. up and down button).

12. Contact Page

- Contact form with clearly labeled fields.
- Form will include accessible field labels and clear error messaging.

- Confirmation messages after submission.

Below is a detailed outline of the footer, which will be visible on all pages including its respective features, with web accessibility considerations inserted throughout:

- Email Subscription Field:
 - a. Labeled, with accessible keyboard focus and confirmation feedback.
- Social Media Icons:
 - a. Open links in new tab/window with descriptive alt text.
- Track My Order:
 - a. Direct link to carrier site in a pop-up window.
- Legal Links:
 - a. Privacy Policy, Terms & Conditions in readable format and high contrast.

Web Accessibility Features to Be Implemented

To ensure inclusive, user-friendly navigation and interaction, the following accessibility practices will be incorporated site-wide:

- High-contrast text and readable fonts, using legible sans-serif fonts across all devices.
- Alt Text for images by adding descriptive alt tags for all decorative and product images.
This helps visually impaired users using screen readers.
- Clear structure and headings, using HTML to maintain visual and structural hierarchy.
This provides logical reading order for screen readers.
- Accessible forms by ensuring all input fields have labels, inlining error messaging for invalid or empty inputs and including accessible “Submit” buttons.
- Responsive design with optimized for mobile, tablet, and desktop. Its content reflows dynamically and remains readable on all screen sizes. This ensures that navigation is touch-friendly and scalable.

Part 2 – Target Audience (KU1)

1. Develop 3 User Personas that represent the target audience of your website. Make sure to include all the relevant information.

a. Must have information:

- i. Basic personal information**
- ii. Why they want/need your website**
- iii. Frustrations with similar websites**

Hi, I'm Jenna Fox.

**"Work hard in
silence,
let success
make the
noise."**

”



Demographics

Age: 24

Location: Budapest, Hungary

Education: Bachelor's Degree in Fashion Marketing

Job: Social Media Manager

Family: Single

Salary: €30,000 (yearly)

Goals

Easily discover and purchase stylish, durable press-on nails for events and everyday wear

Get exclusive offers and stay updated with seasonal collections

Save favorite sets in a wishlist for future purchases

Interests

Yoga, UI Design, Painting, Traveling, Cooking, Skydiving, Reading and Writing

Technology

Emails

Social Media

Messaging

Networking

Blogging

Frustrations

Low-contrast text or fancy fonts that are hard to read

Missing or vague product descriptions and image alt text

Lack of account features like wishlist or saved cart items

Favorite Places



Japan

Spain

Hi, I'm Ian Bennett.

*"I never dreamt of
success,
I worked for
it."*

“



Demographics

Age: 28

Location: Birmingham, United Kingdom

Education: Diploma in Graphic Design

Job: Freelance Illustrator

Family: Married

Salary: €28,000 (yearly)

Goals

Have a smooth, no-fuss checkout experience

Access custom or limited edition collections easily

Track orders and view estimated delivery times

Interests

Hiking, Fishing, Drawing, Wood carving, Cooking, Skydiving and Reading

Technology

Emails

Social Media

Digital Art

Web Design

Video Editing

Frustrations

Websites that lag or don't scale well on mobile

Pop-ups that block content or are hard to close on mobile

Inconsistent product descriptions

Favorite Places



Thailand



Italy

Hi, I'm Ayesha Khan.

**"The best way
to predict the
future,
is to
create it."**

”



Demographics

Age: 35

Location: Dublin, Ireland

Education: Masters Degree in Business

Job: HR Manager

Family: Married; Mother of 2

Salary: €45,000 (yearly)

Goals

Reorder past purchases with ease

Access a help or FAQ section when needed

Shop on-the-go with a smooth mobile experience

Technology

Emails

Marketing

Social Media Managing

Networking

Frustrations

Inability to easily save or favourite products for later

Lack of detailed product info

Difficult navigation or unclear checkout processes

Interests

Sewing, Journaling, Baking, Traveling, Reading and Swimming

Favorite Places



India

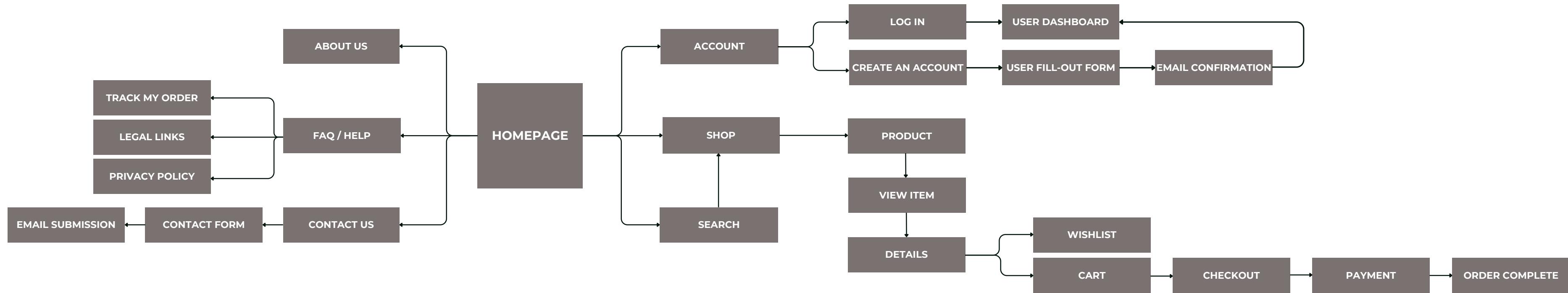
Greece

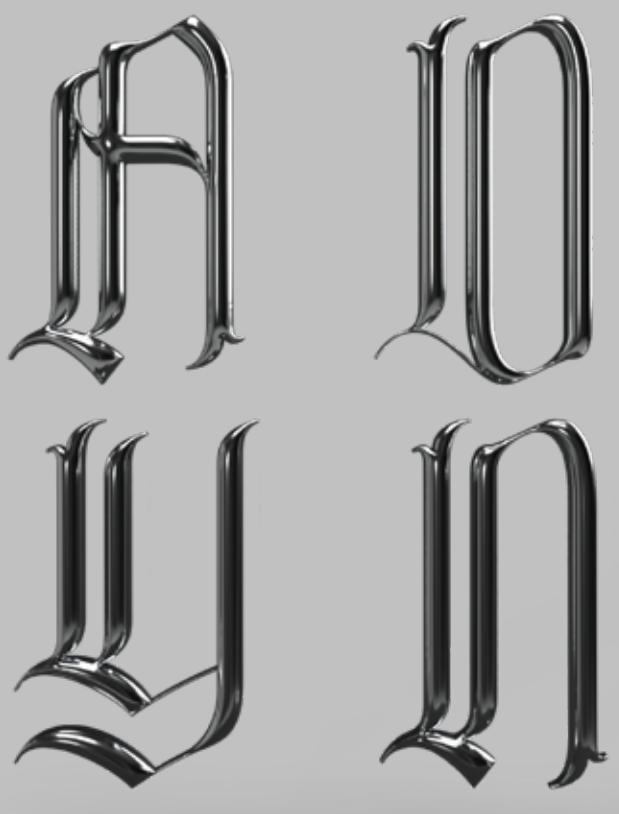
Part 3 – Design Planning (AA1)

Based on the User Personas developed in Part 2:

- 1. Produce a Sitemap, which will show the website's Navigational Structure.**
- 2. Compile a Style Guide covering all the visual specifications of your work.**
 - a. Make sure to design as many components here as possible, even if they are not necessarily going to be used in your project**
 - b. Make sure to have as much detail as possible about all the different aspects of the Style Guide so you can avoid making design decisions while coding.**
- 3. Plan out your web pages by constructing:**
 - a. At least 2 low-fidelity wireframe for each unique page in your website.**
 - i. These wireframes should display different possibilities for the layout of the page in question**
 - b. 1 medium-fidelity wireframe for each unique page in your website**
 - i. This wireframe should be based on the low-fidelity wireframe that was deemed to be ideal**

AOYN Sitemap





COLOURS

Theme Colours:



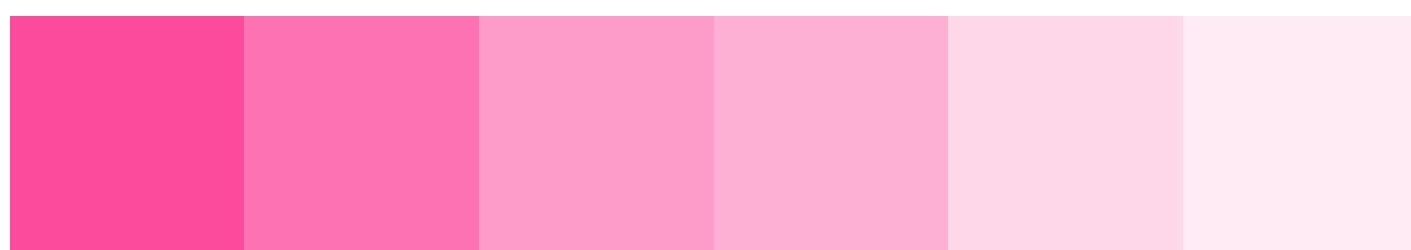
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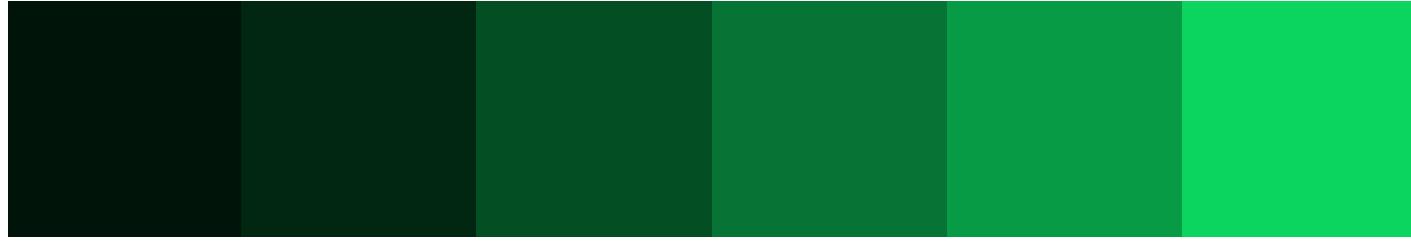
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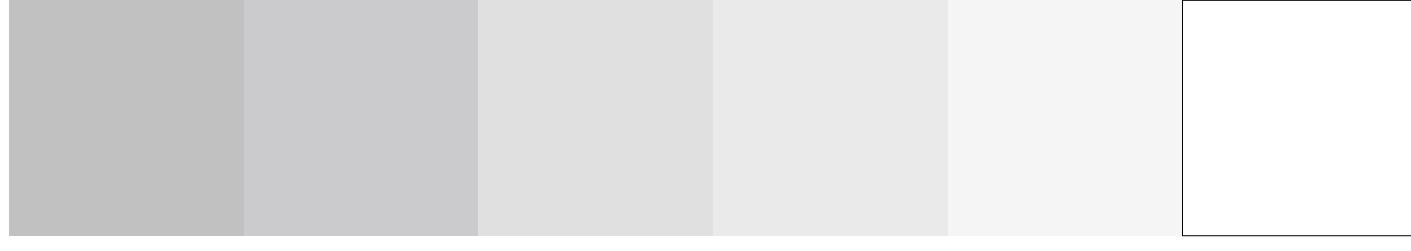
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#FC4A9D #FD72B3 #FD9BC9 #FEAFD4 #FED7E9 #FFEBF4



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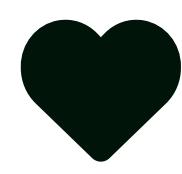


#C1C1C2 #CBCBCD #E0E0E1 #EAEAEB #F5F5F5 #FFFFFF

ICONOGRAPHY



USER/LOGIN



WISHLIST (TICKED)



WISHLIST (UNTICKED)



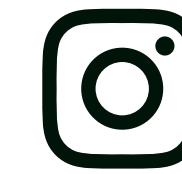
HOME



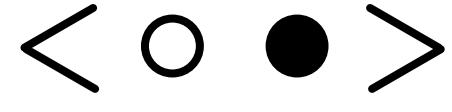
SEARCH



CART



SOCIAL MEDIA (FOOTER)



CAROUSEL (SELECTION)

BUTTONS

Primary



Button



Action →

Secondary



Button



Action →

Hover



Button



Action →

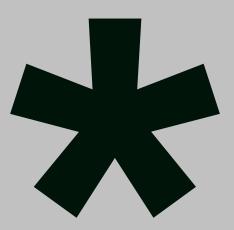
Hover



Button



Action →



Style Guide.

TYPOGRAPHY

Font Name:

Montserrat

Font Weight:

Bold

Regular

Light

Thin Italic

Thin

Display

Heading

Heading

Heading

Heading

Heading

Heading

Body Paragraph

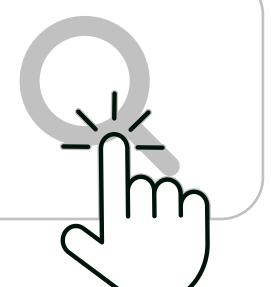
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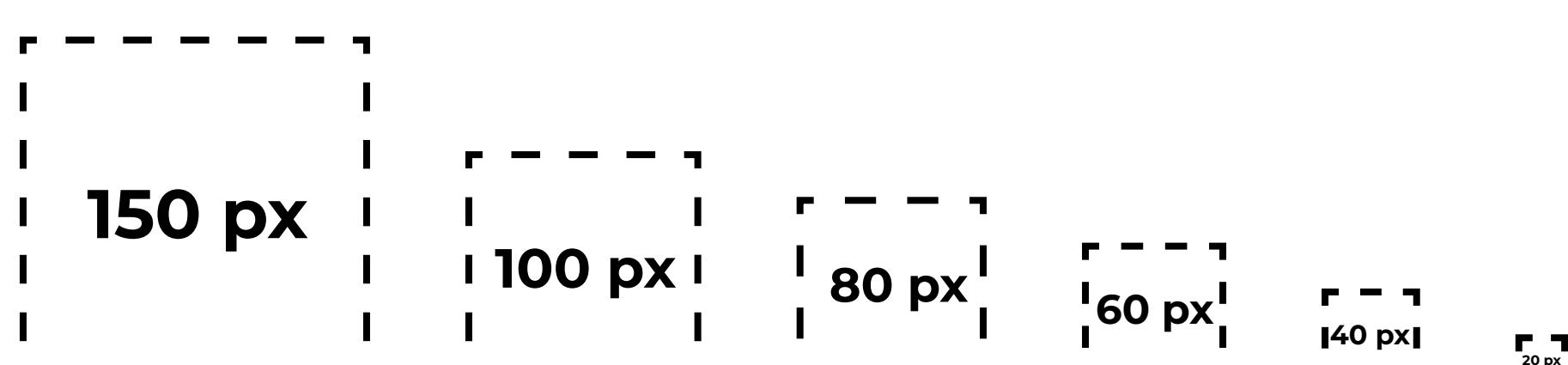
Header / Footer

 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Press-on Nails



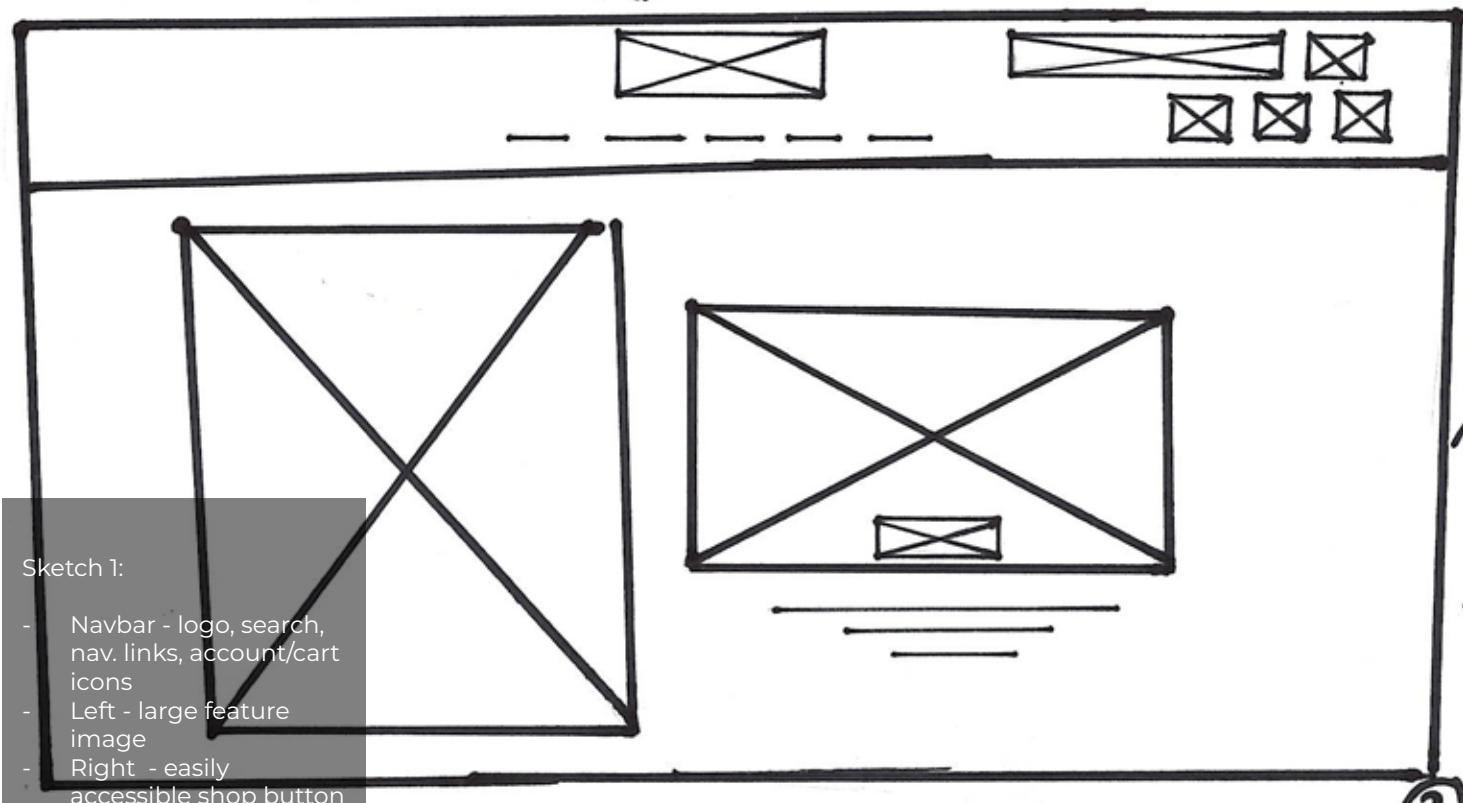
SCALING



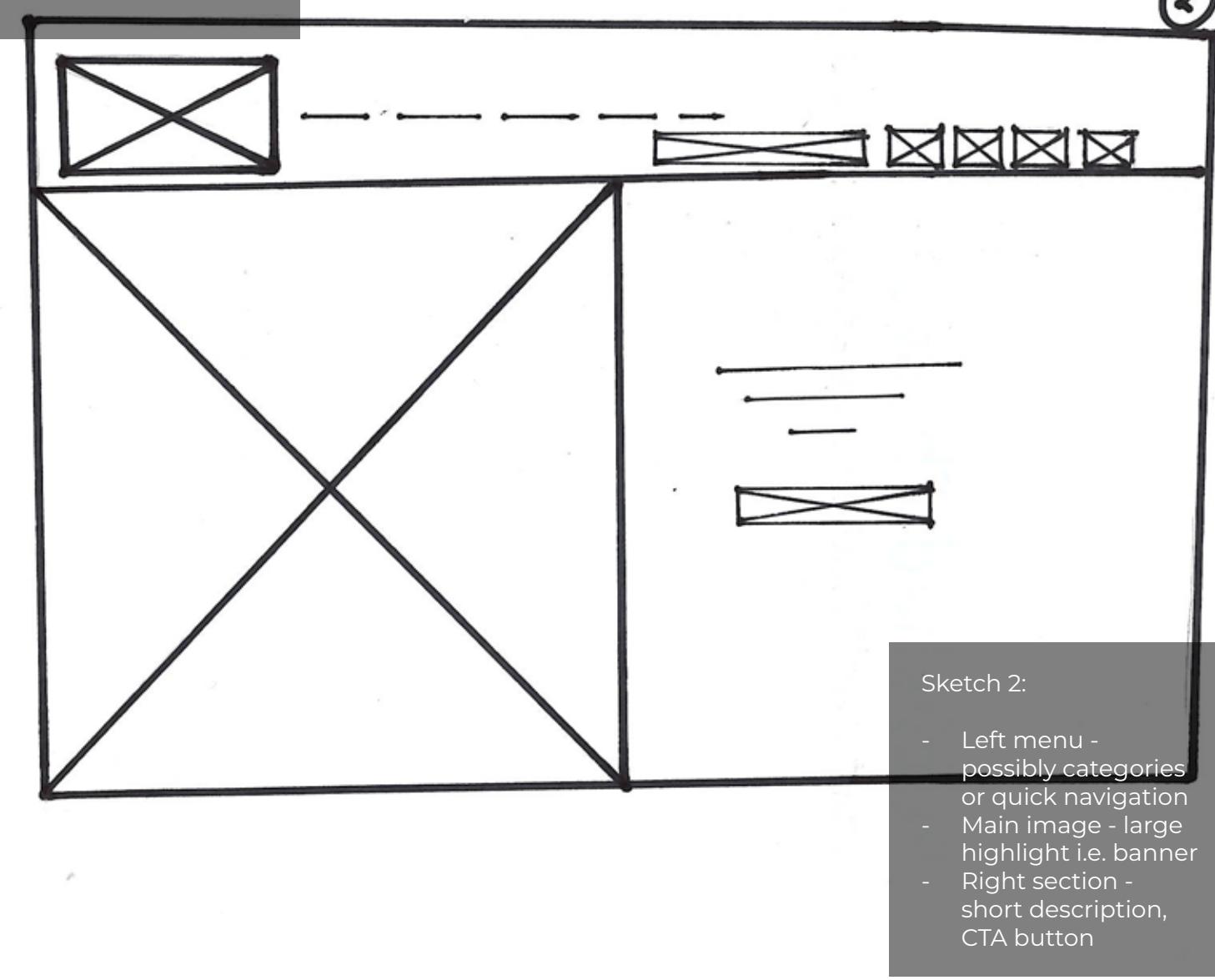
HOME

1920x1080

①

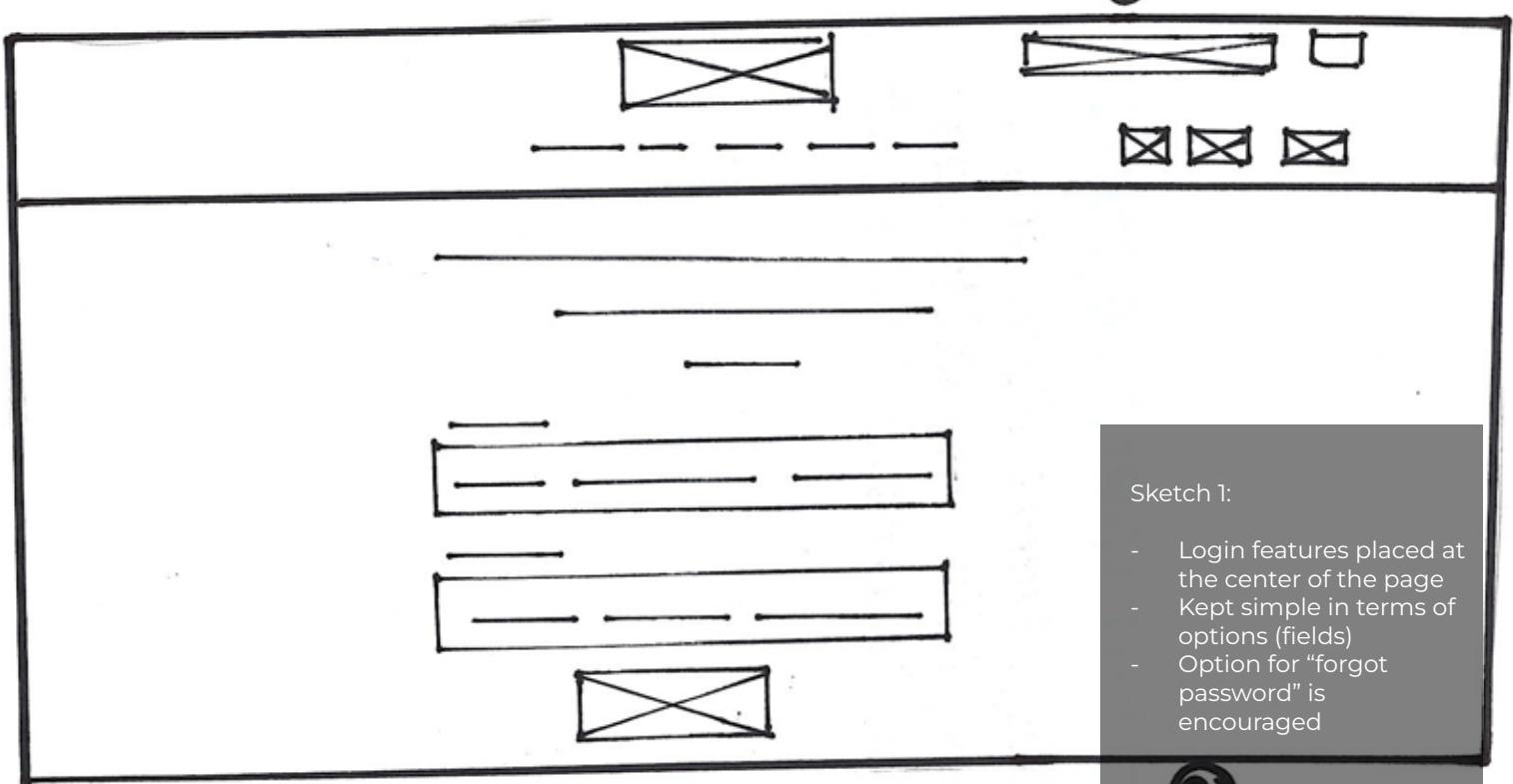


②



LOG IN / ACCOUNT

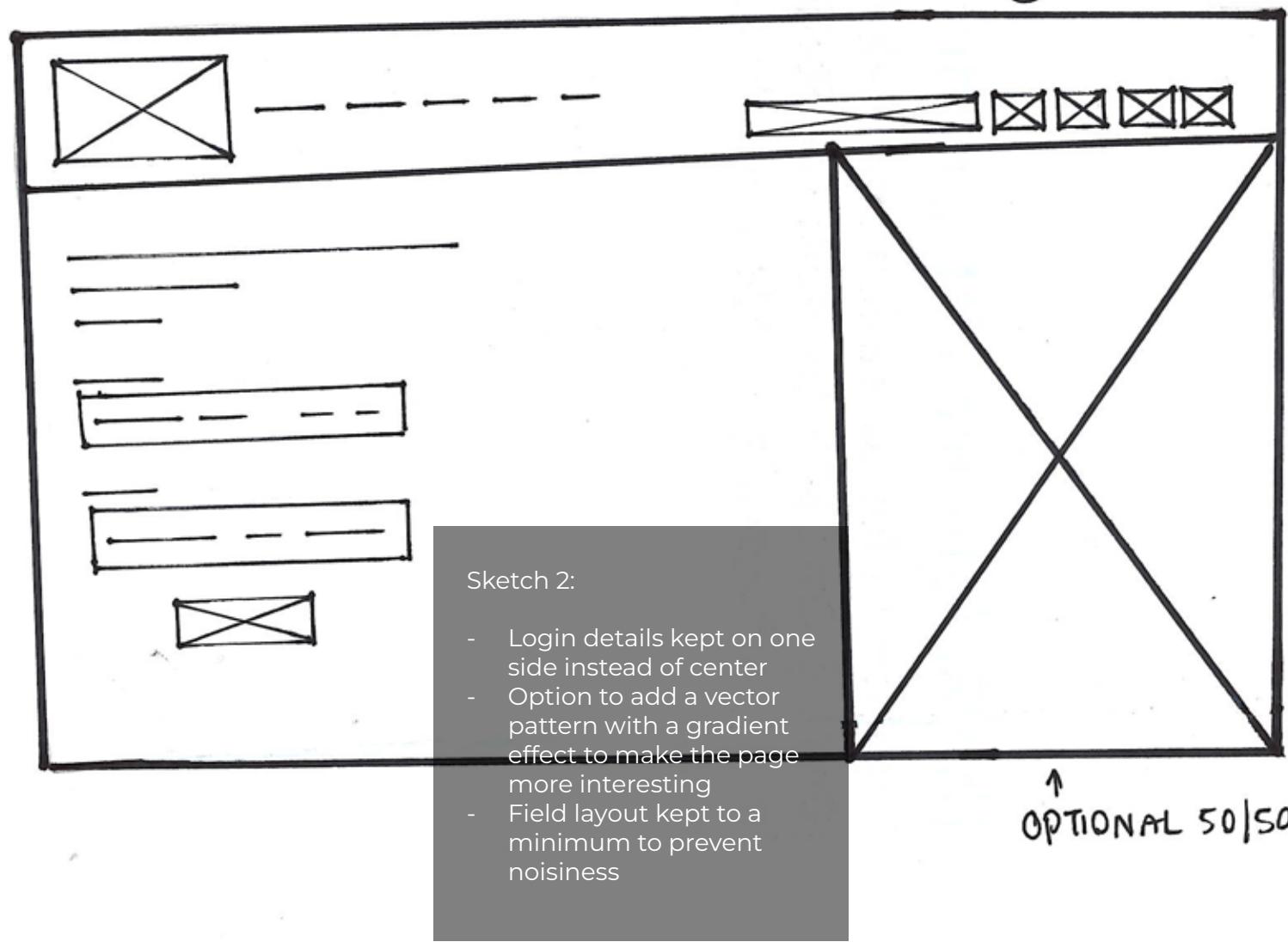
①



Sketch 1:

- Login features placed at the center of the page
- Kept simple in terms of options (fields)
- Option for "forgot password" is encouraged

②

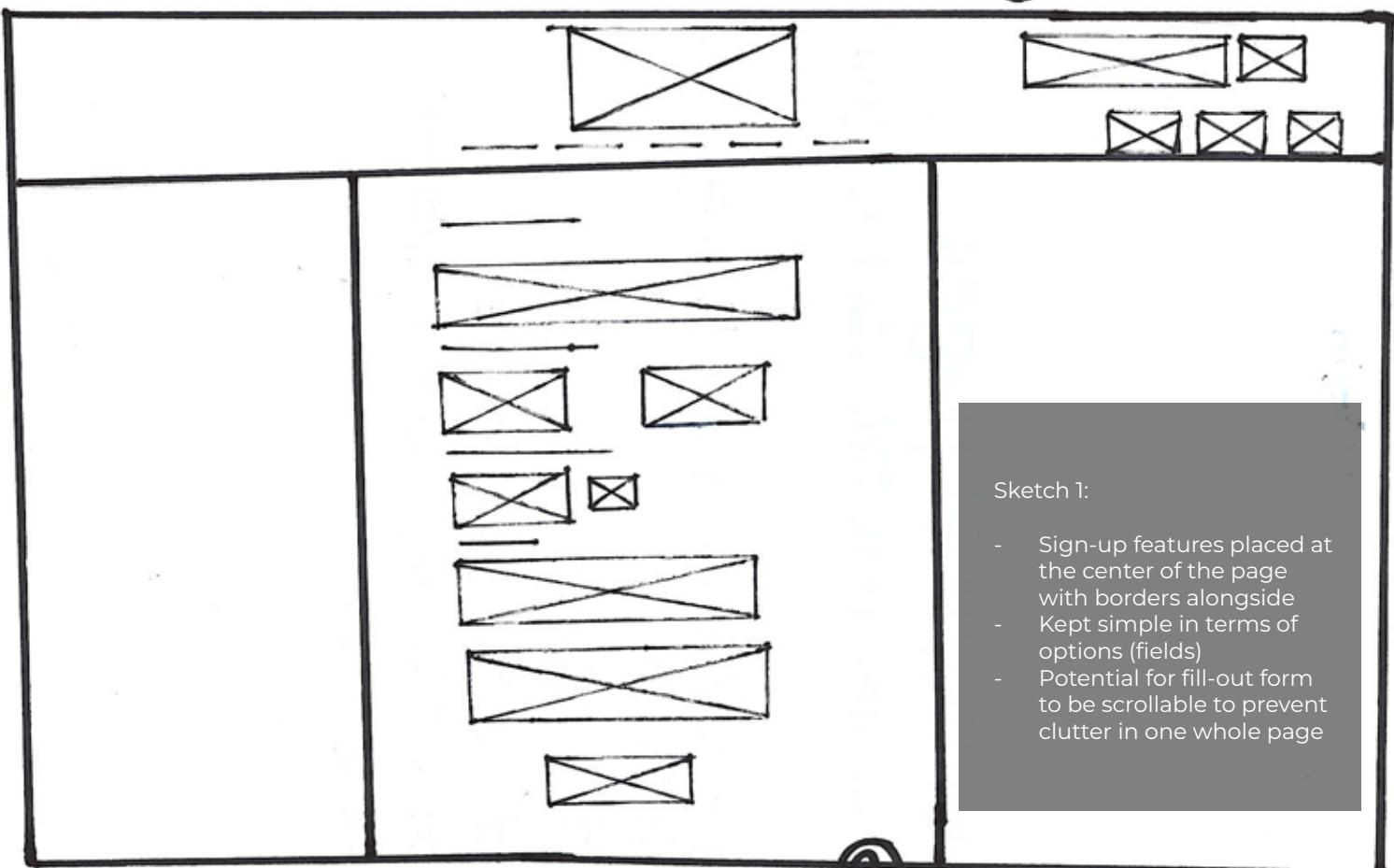


Sketch 2:

- Login details kept on one side instead of center
- Option to add a vector pattern with a gradient effect to make the page more interesting
- Field layout kept to a minimum to prevent noisiness

SIGN-UP / CONTACT FORM

1

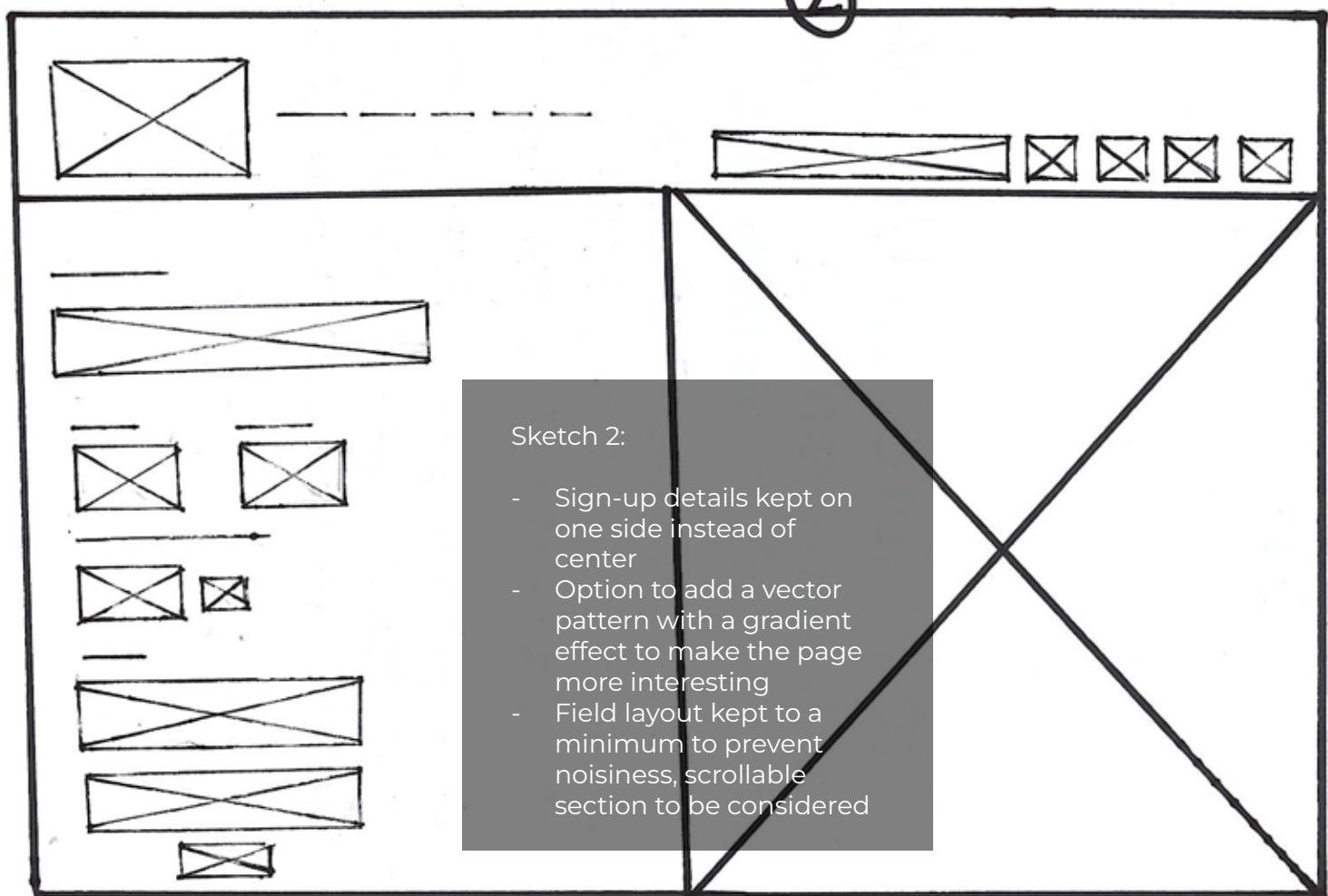


A wireframe sketch of a sign-up form. At the top center is a large rectangular input field with a diagonal cross pattern. To its right is a row of four smaller rectangular fields, each with a diagonal cross pattern. The main body of the form is divided into three vertical columns. The left column is blank. The middle column contains five horizontal rows of input fields. The first four rows each have a single rectangular field with a diagonal cross pattern. The fifth row has two such fields side-by-side. The right column also contains five horizontal rows. The first three rows each have a single rectangular field with a diagonal cross pattern. The fourth row has one such field followed by a small square field with a diagonal cross pattern. The fifth row has a single rectangular field with a diagonal cross pattern.

Sketch 1:

- Sign-up features placed at the center of the page with borders alongside
- Kept simple in terms of options (fields)
- Potential for fill-out form to be scrollable to prevent clutter in one whole page

2



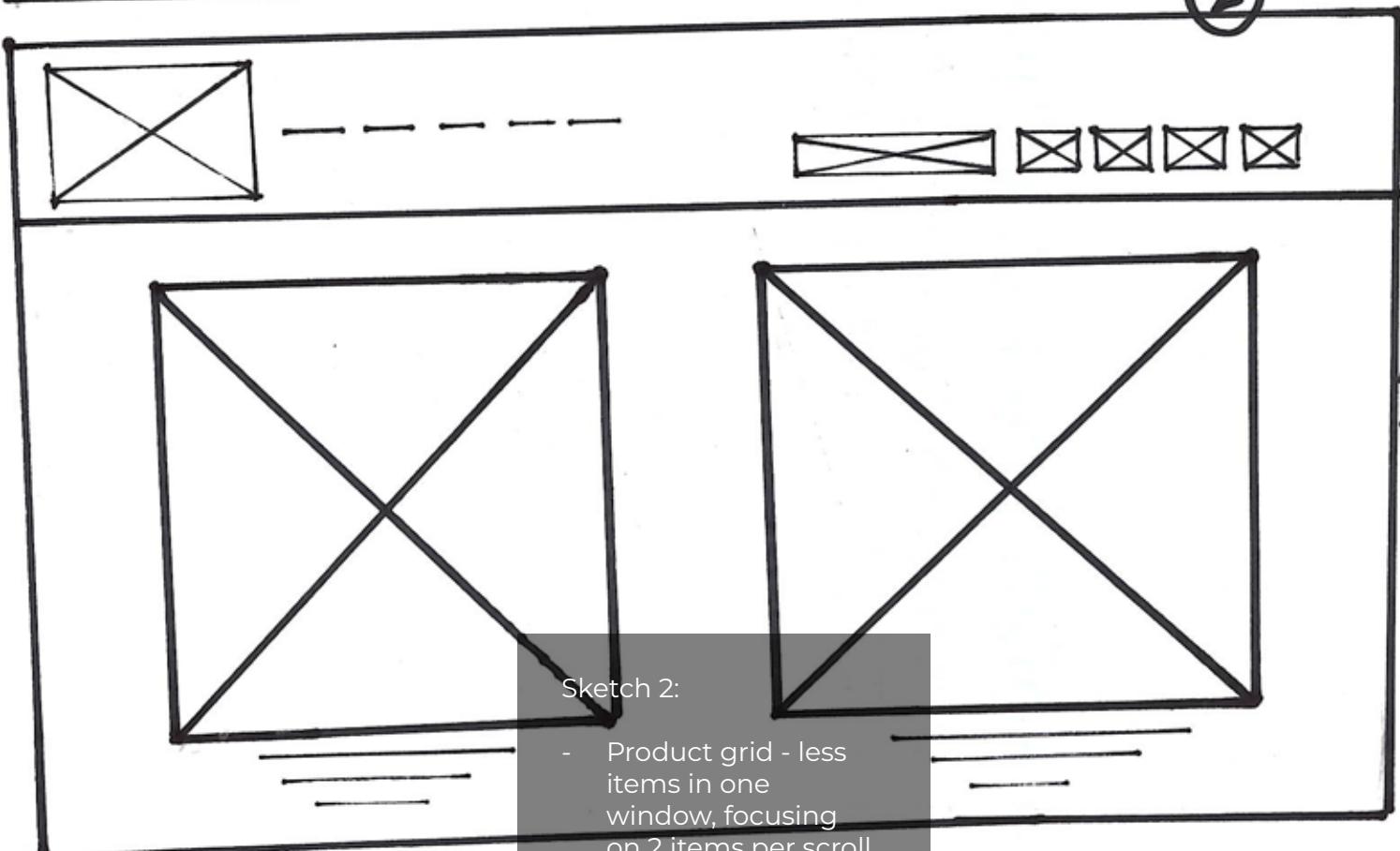
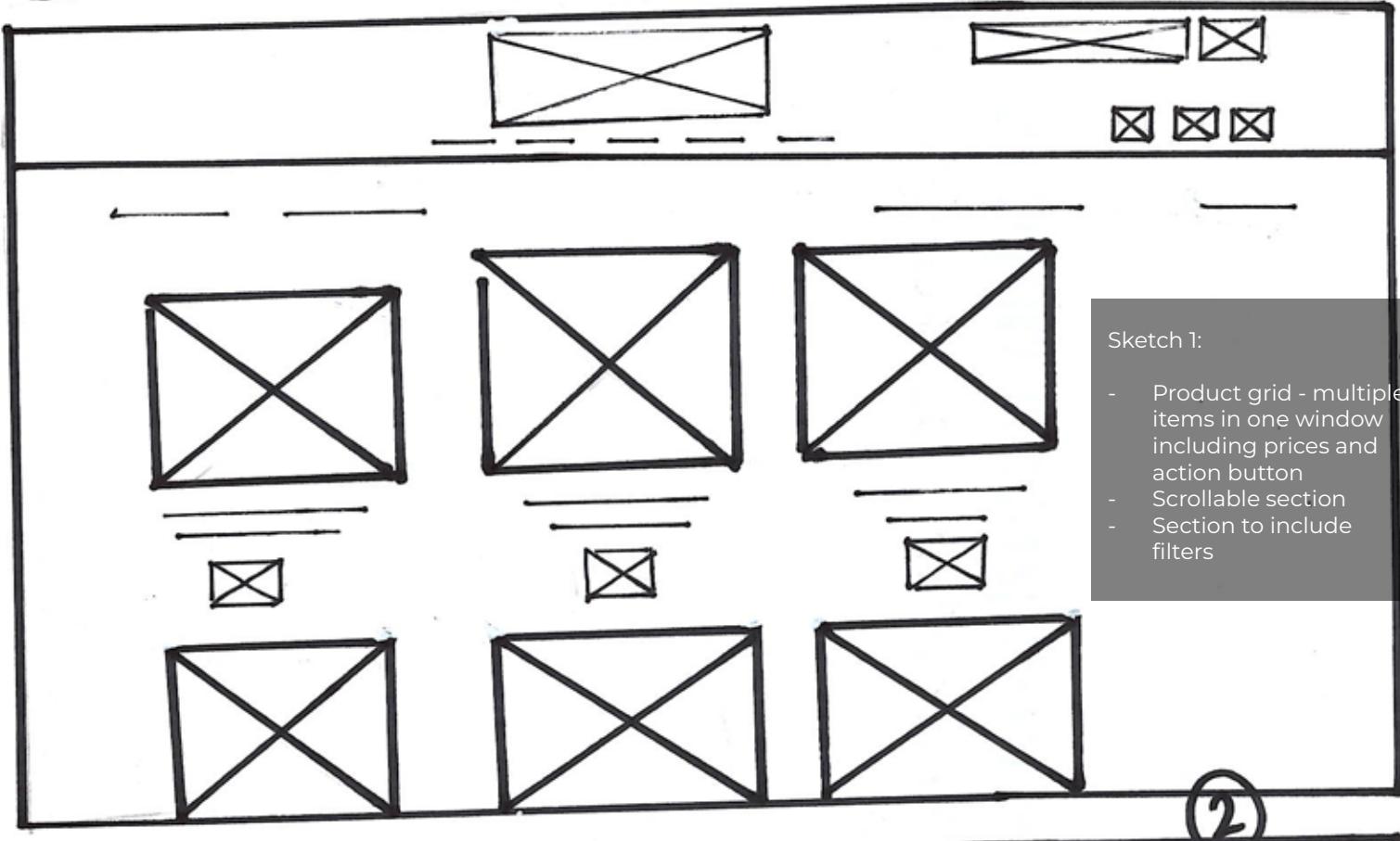
A wireframe sketch of a sign-up form. At the top left is a large rectangular input field with a diagonal cross pattern. A dashed line extends from its right edge to the right edge of the entire form. At the top right is a row of five smaller rectangular fields, each with a diagonal cross pattern. The main body of the form is divided into three vertical columns. The left column contains five horizontal rows of input fields. The first four rows each have a single rectangular field with a diagonal cross pattern. The fifth row has two such fields side-by-side. The middle column is a thick black vertical line. The right column is a thick black diagonal line sloping upwards from bottom-left to top-right. A large diagonal line also slopes upwards from bottom-left to top-right across the right side of the form.

Sketch 2:

- Sign-up details kept on one side instead of center
- Option to add a vector pattern with a gradient effect to make the page more interesting
- Field layout kept to a minimum to prevent noisiness, scrollable section to be considered

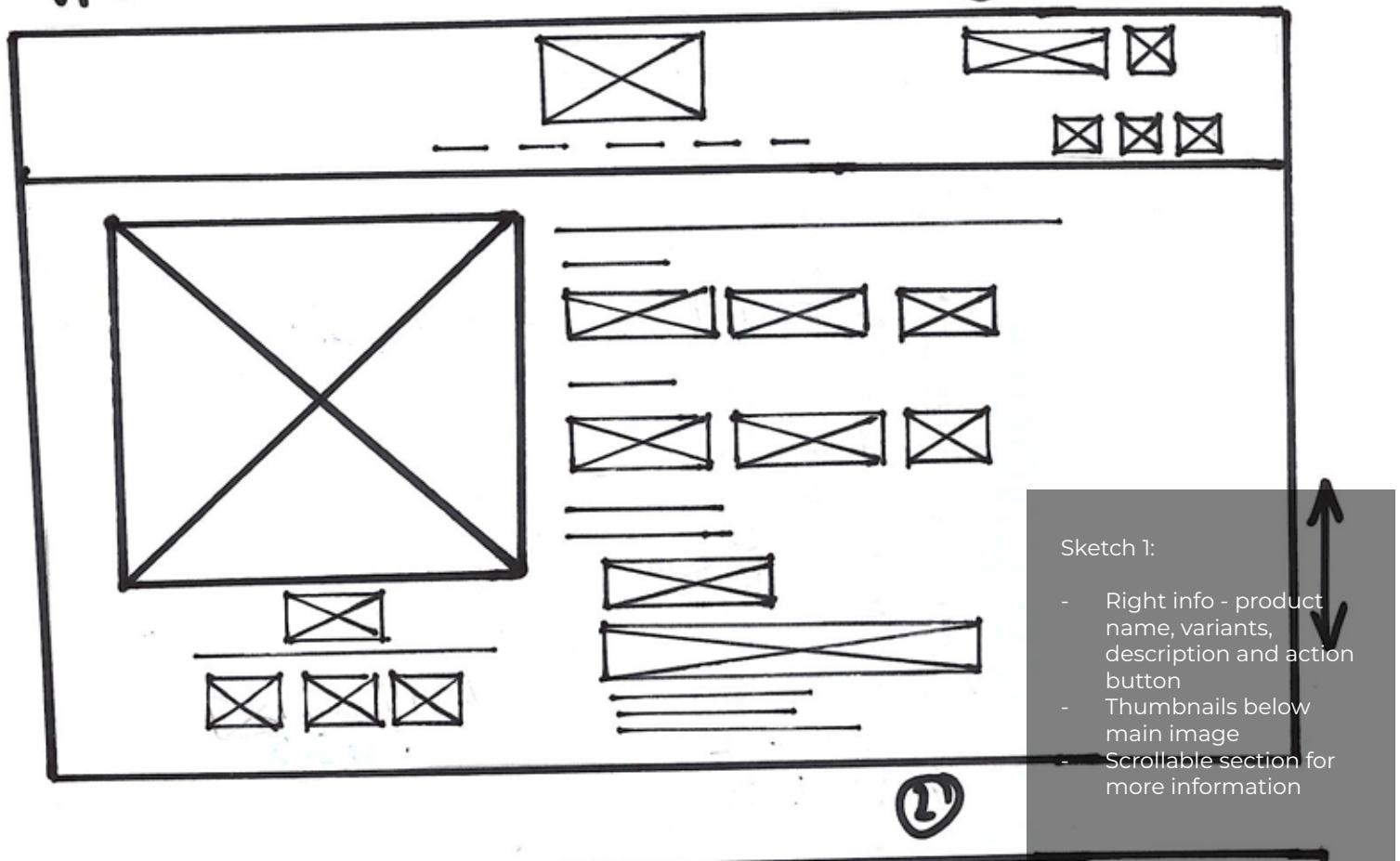
↑ OPTIONAL 50|50

SHOP + WISHLIST ①

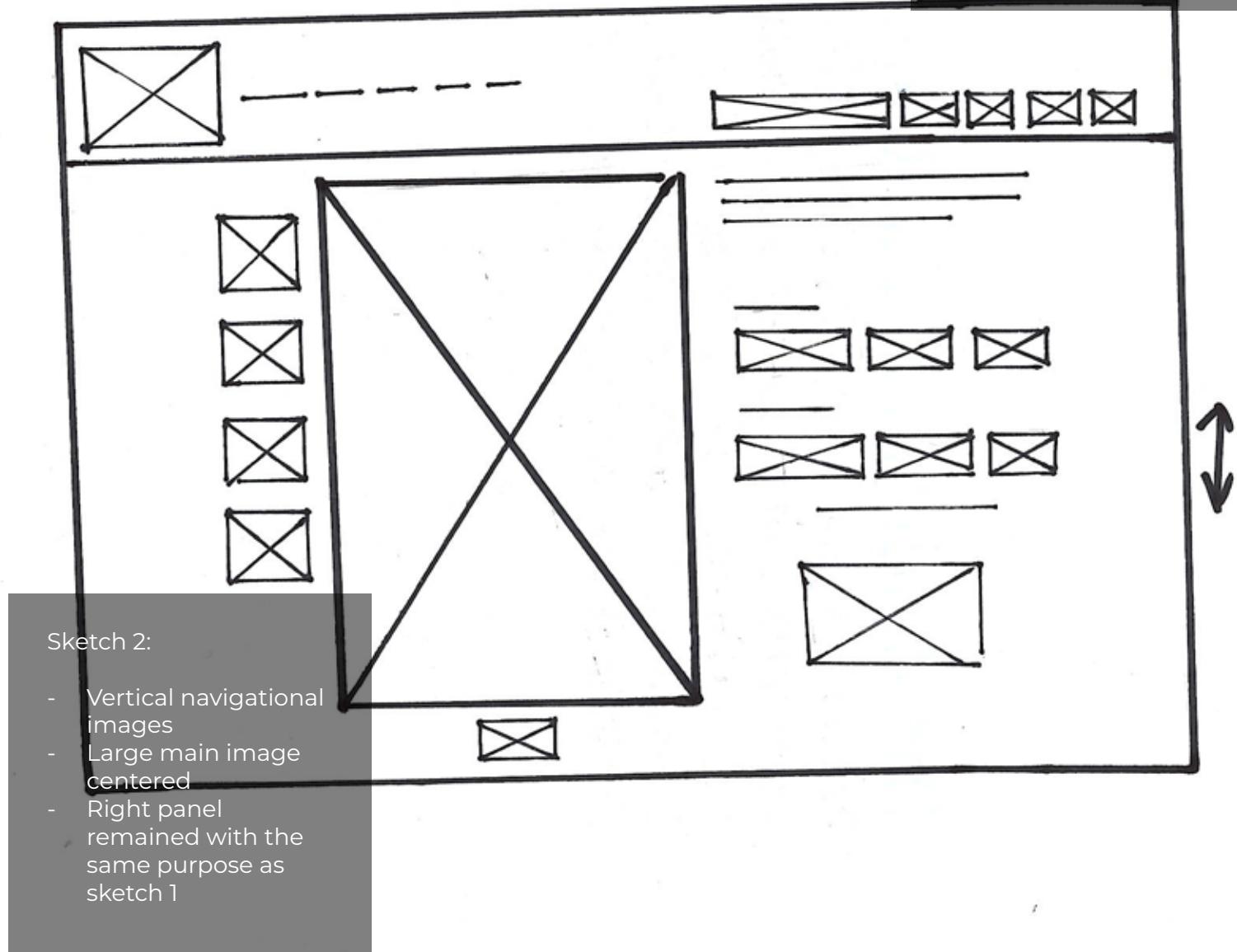


VIEWING OF PRODUCT

1

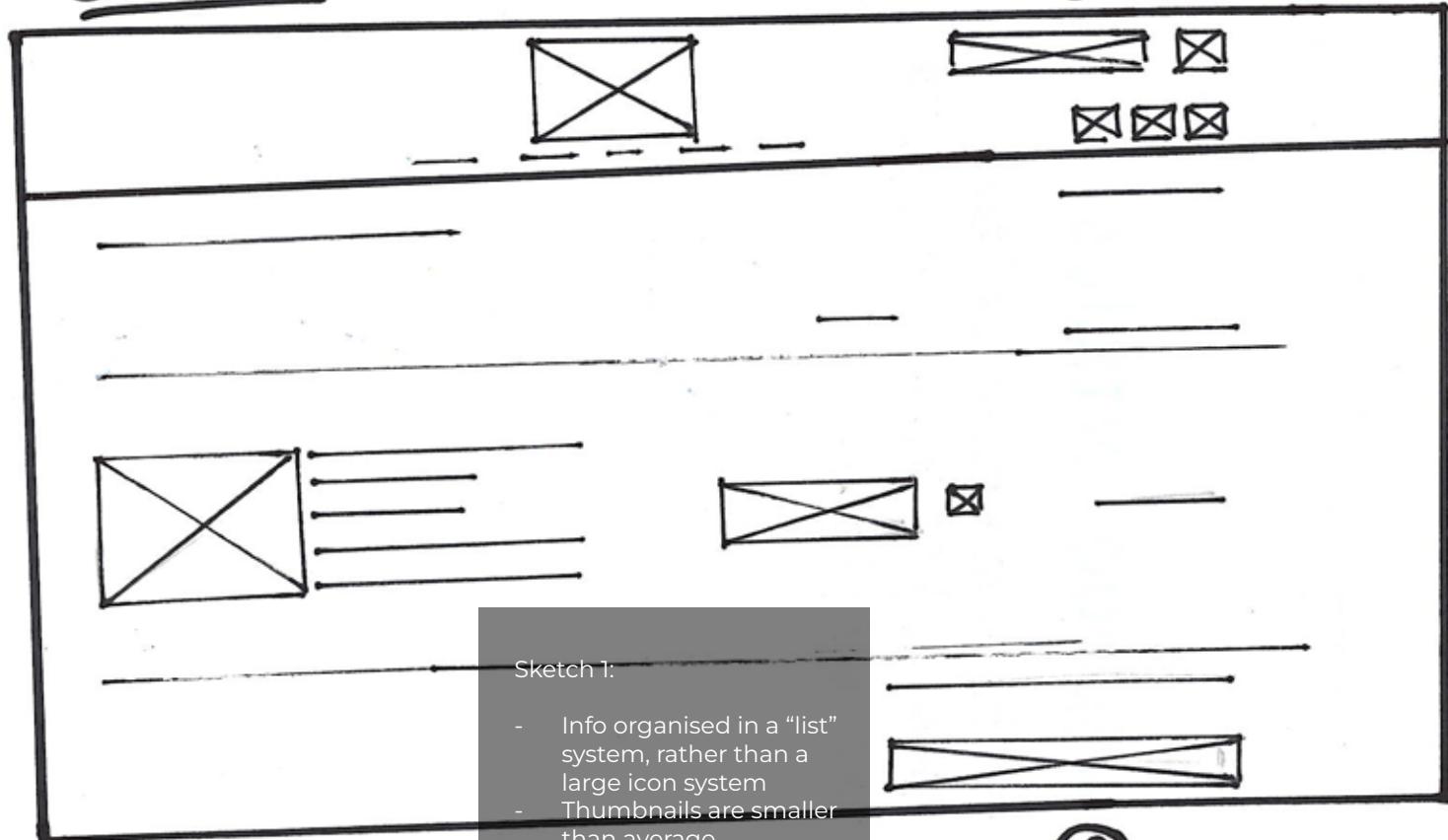


2

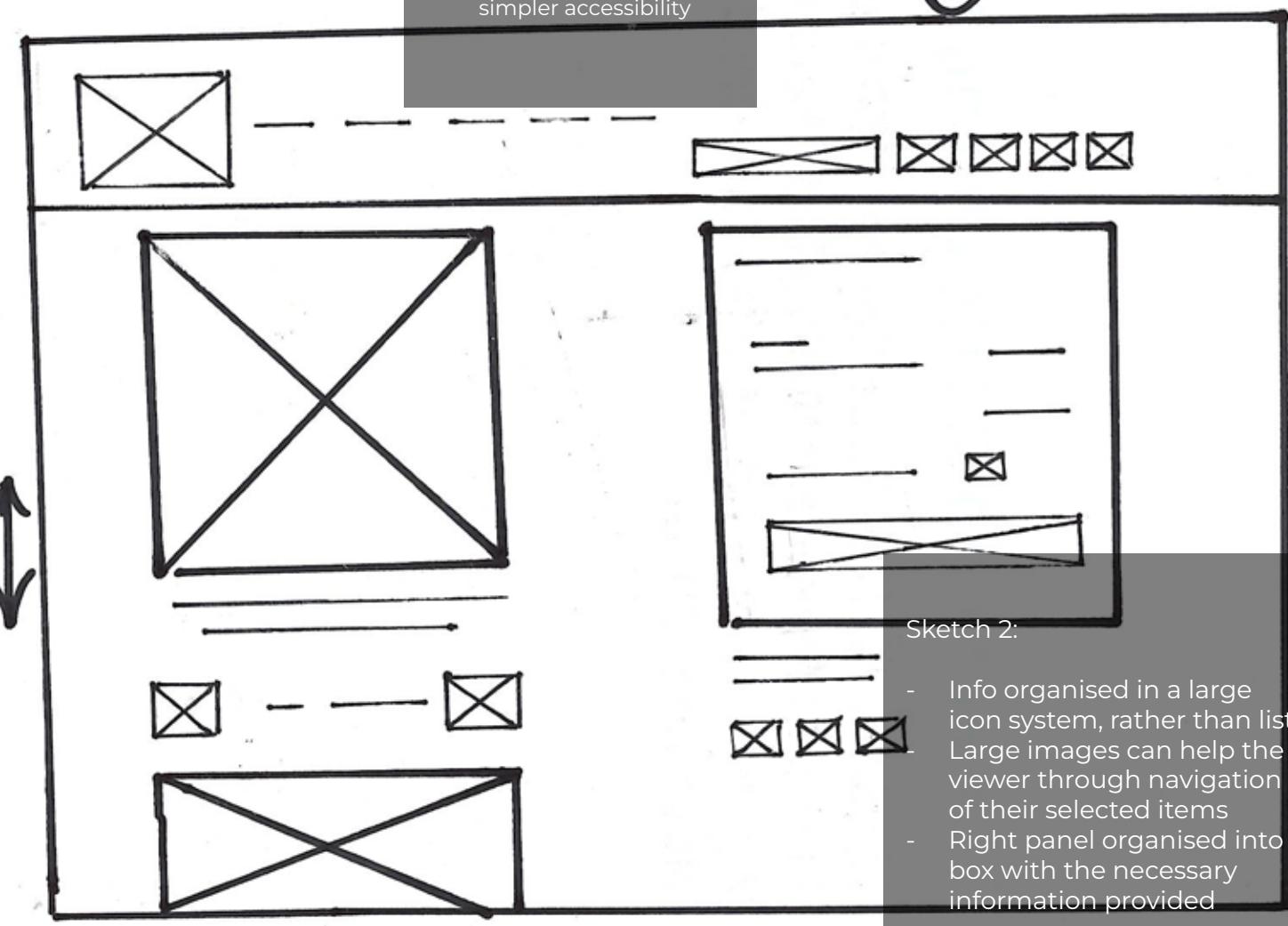


CART

①



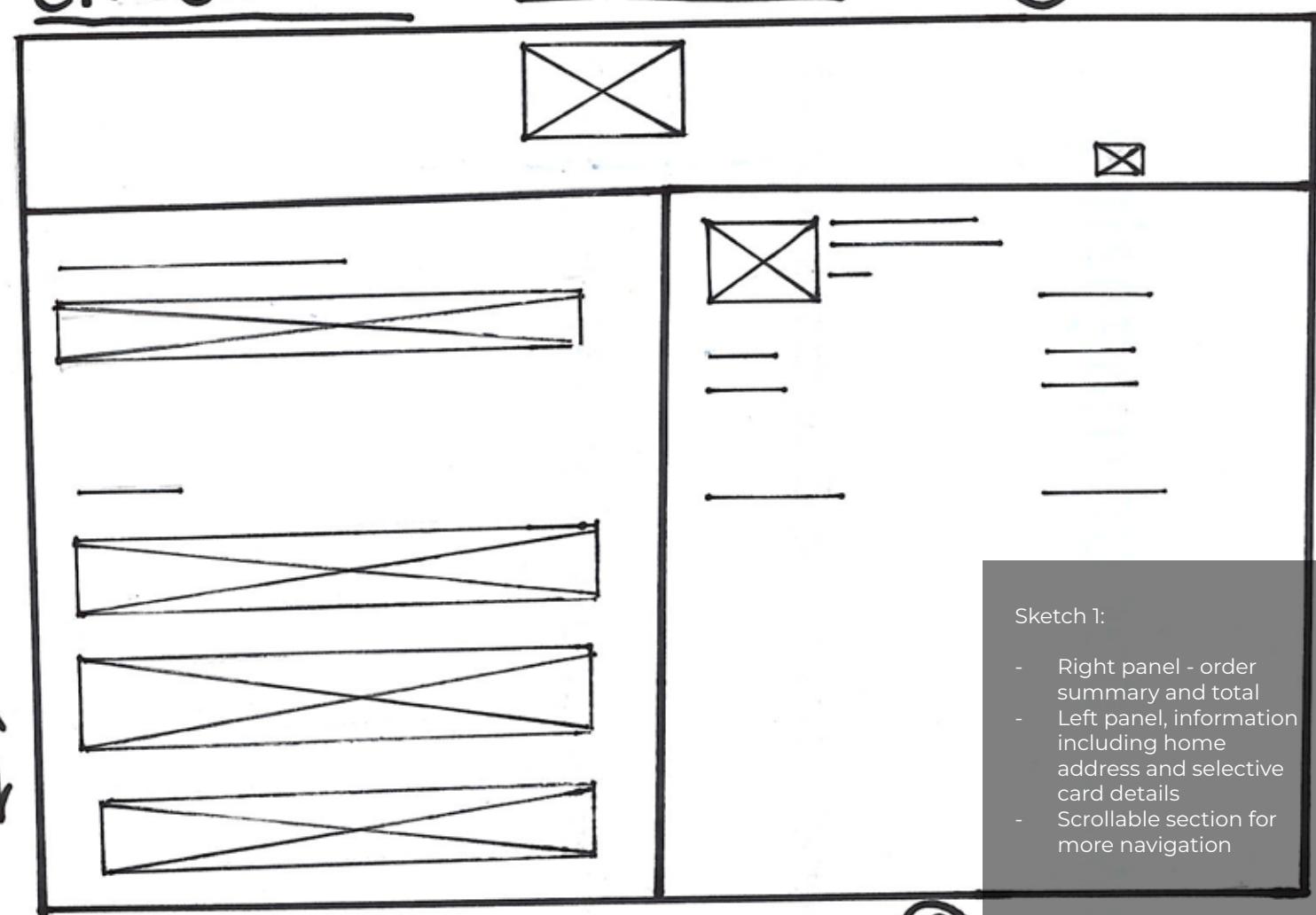
②



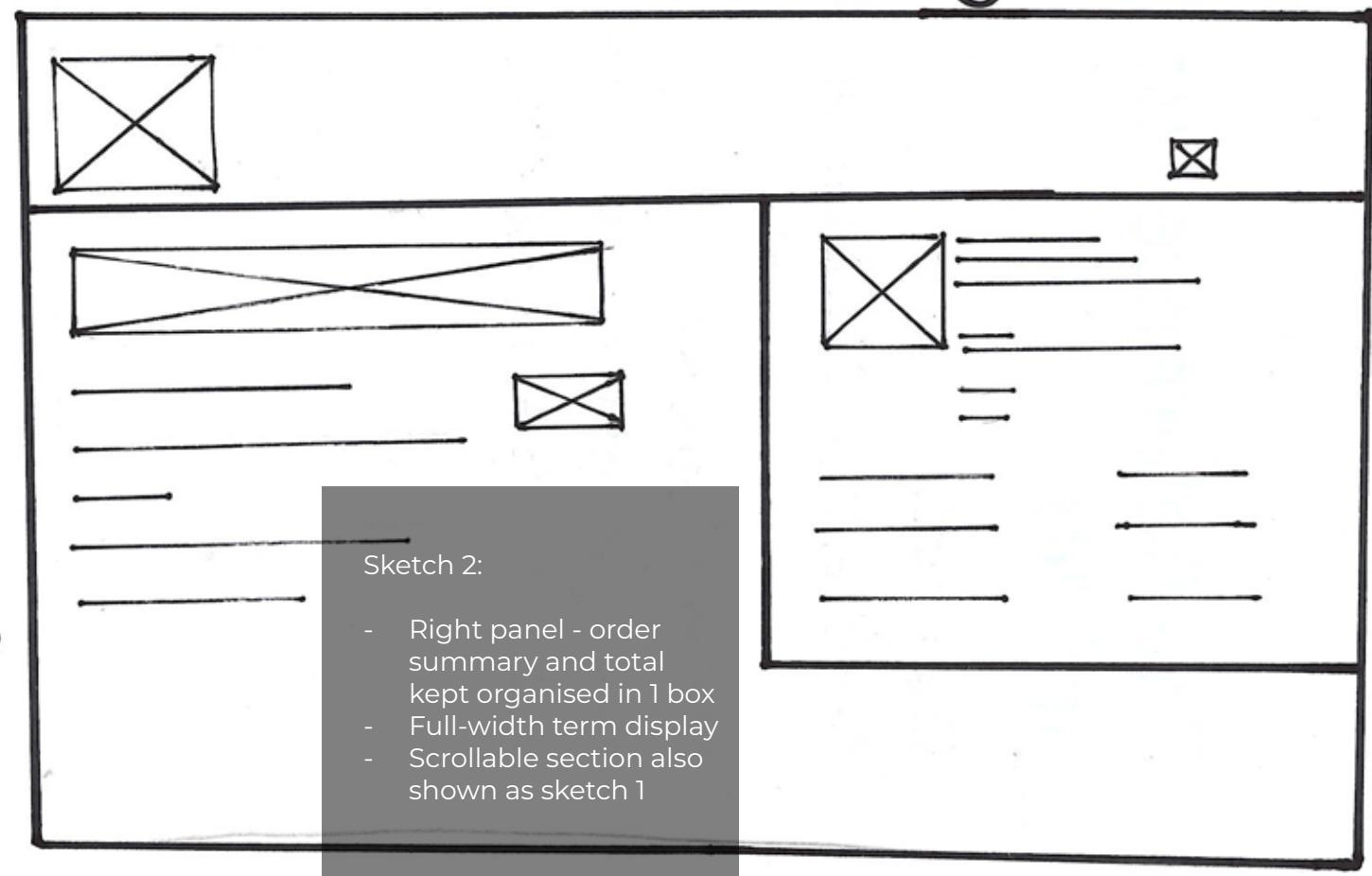
CHECKOUT + PAYMENT*

*SEP.PAGE.

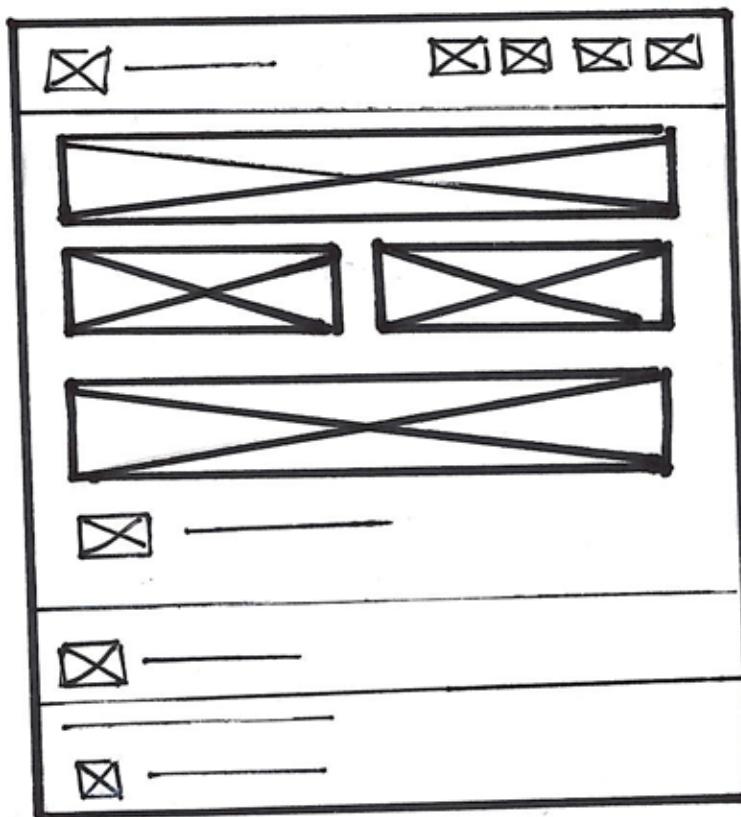
①



②



PAYMENT (CONT. FROM CHECKOUT)



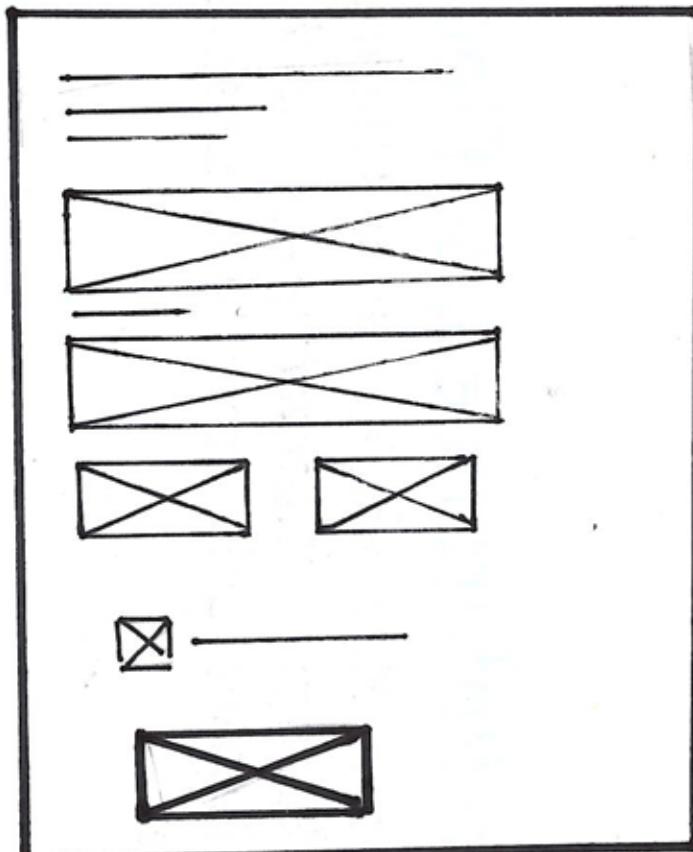
①

Sketch 1:

- Payment options open to more variety
- Sections divided into a "list" system
- Scrollable section for more navigation



②

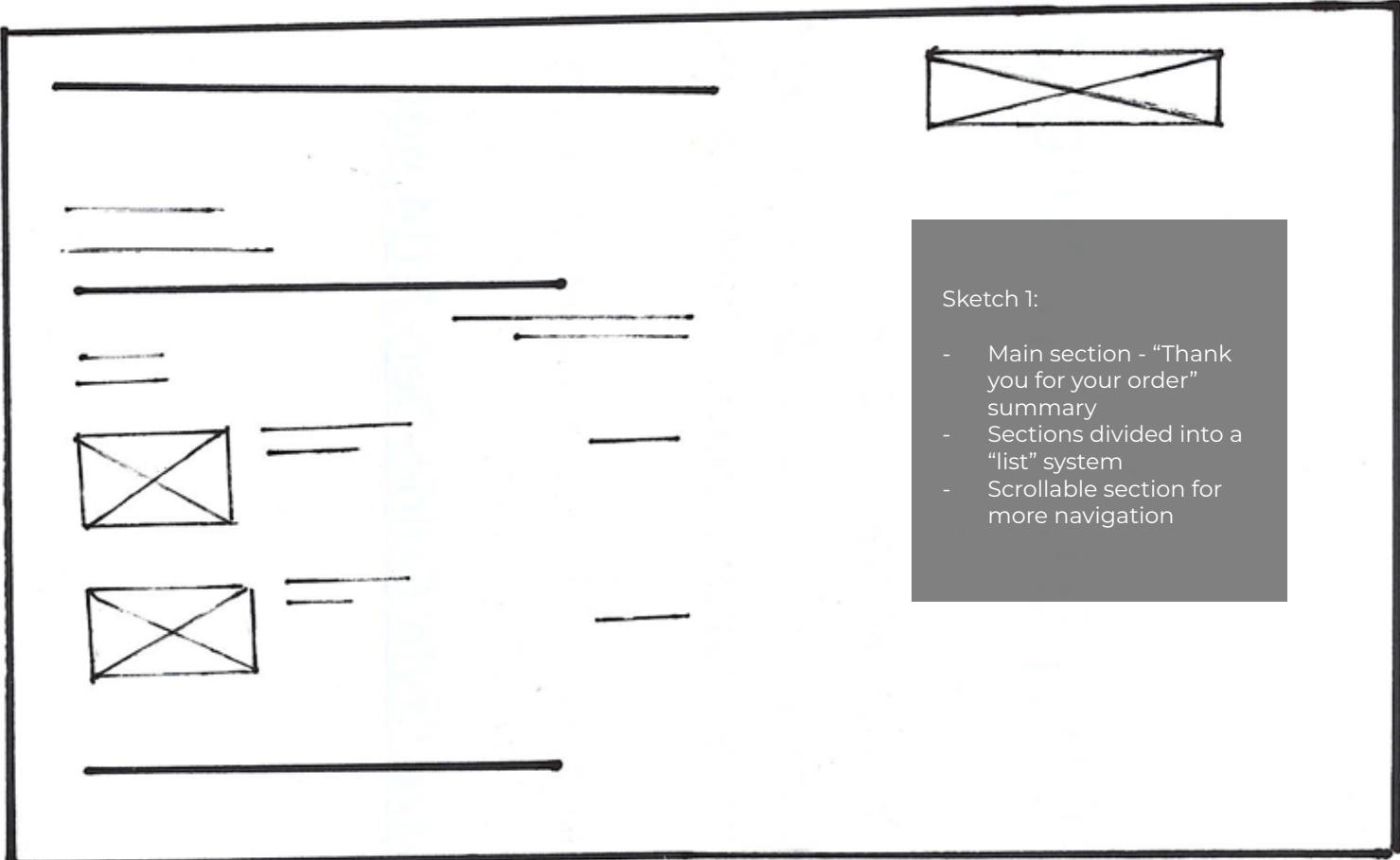


Sketch 2:

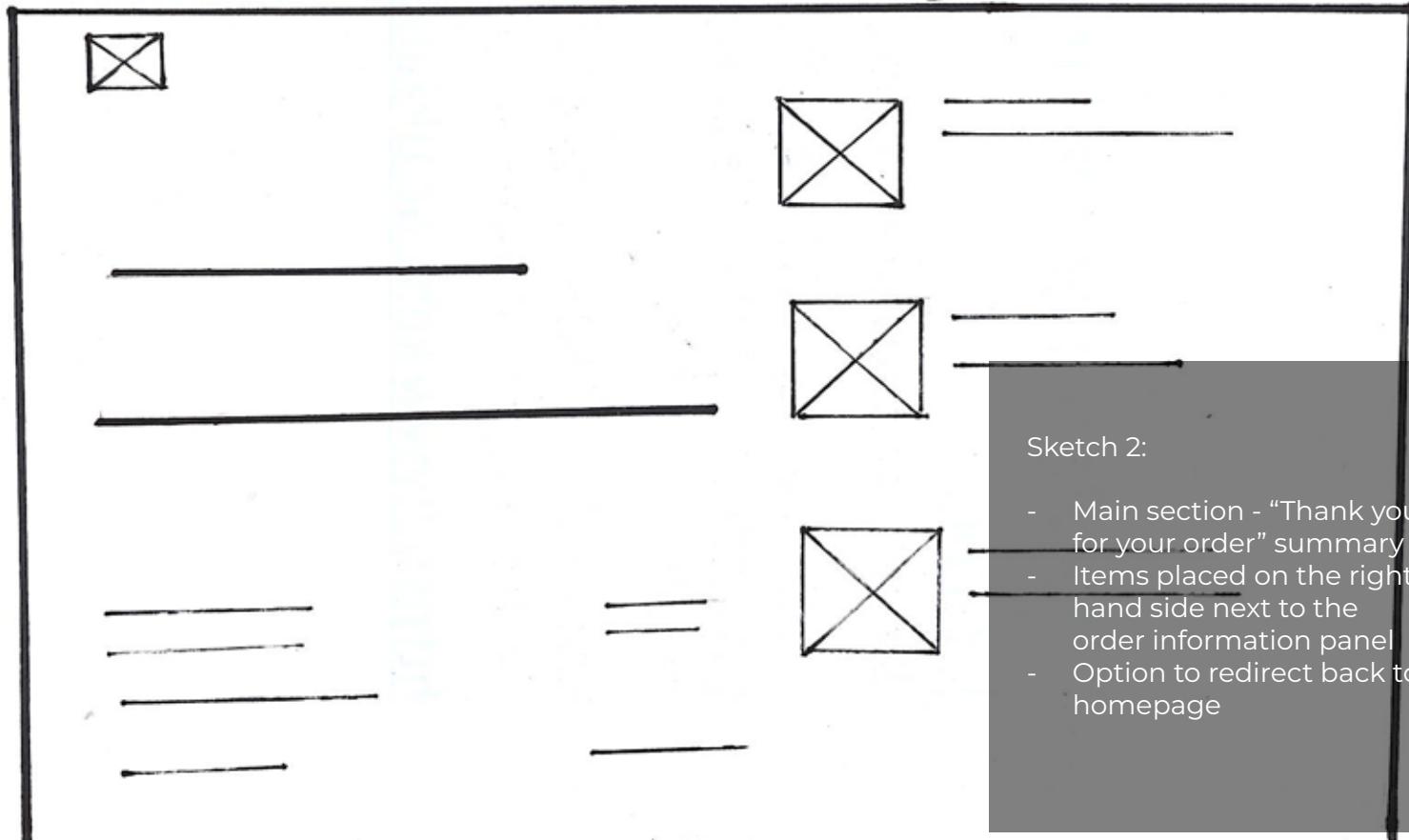
- Payment options kept simpler in terms of filling in information
- Save info checkbox
- Final payment button largely placed for simpler web accessibility

CONFIRMATION SCREEN (ORDER)

①



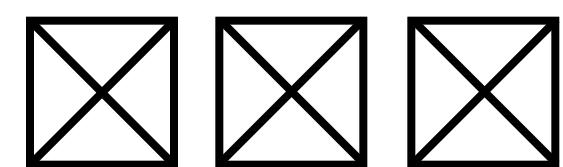
②



LOGO

OPT OPT OPT OPT OPT

SEARCH



HOMEPAGE

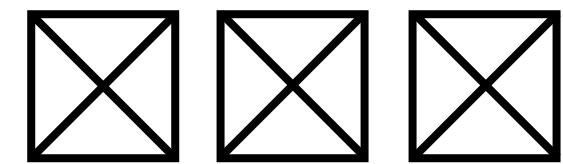
**TEXT TEXT TEXT TEXT
TEXT TEXT TEXT
TEXT TEXT**

OPT

LOGO

OPT OPT OPT OPT OPT

SEARCH



TEXT TEXT TEXT TEXT

TEXT TEXT

TEXT TEXT

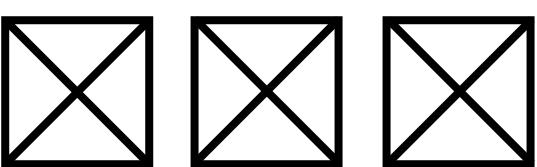
LOGIN

CREATE ACCOUNT

LOGO

OPT OPT OPT OPT OPT

SEARCH



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TEXT TEXT

TEXT TEXT

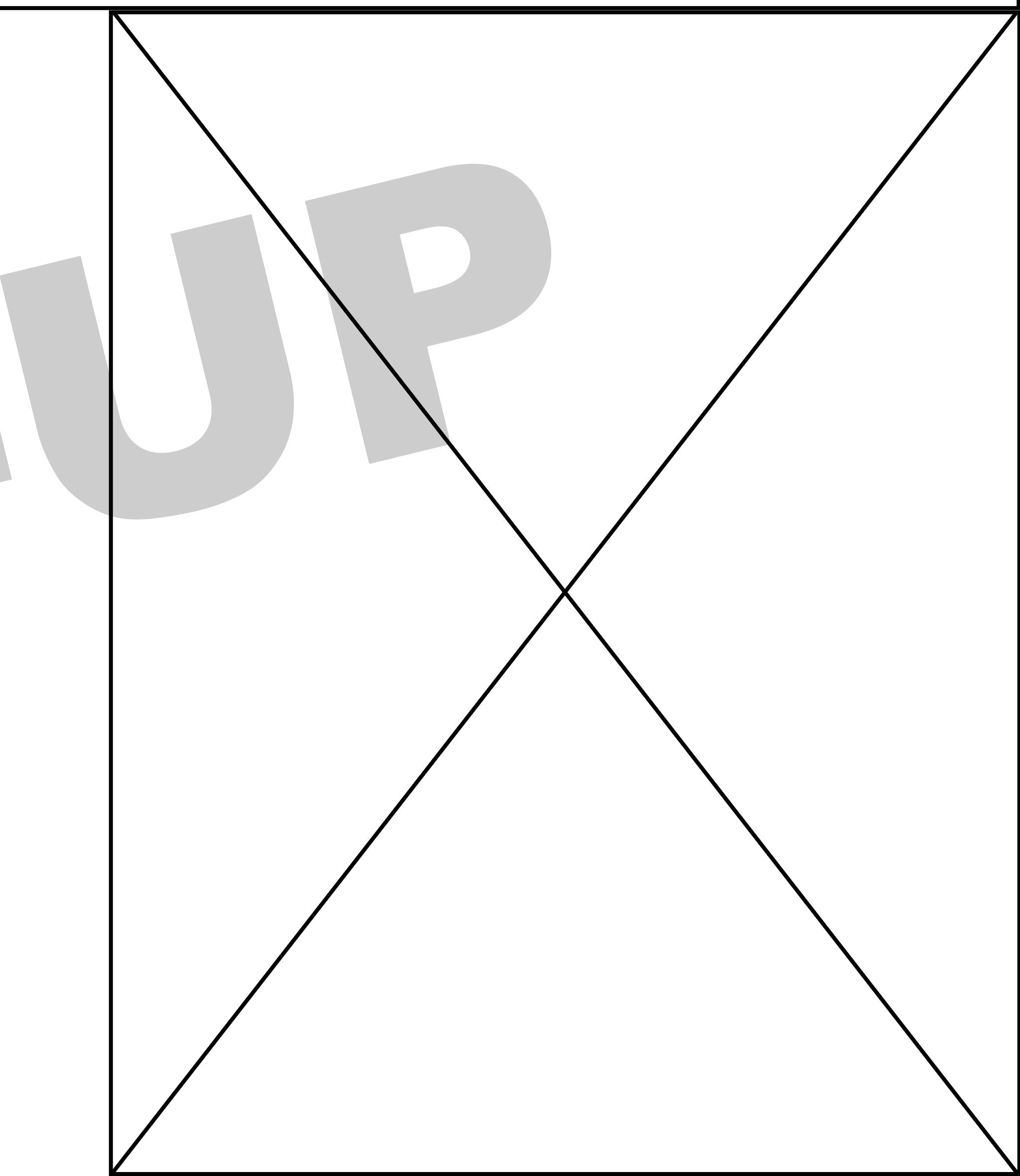
OPT

OPT

TEXT TEXT

CREATE ACCOUNT

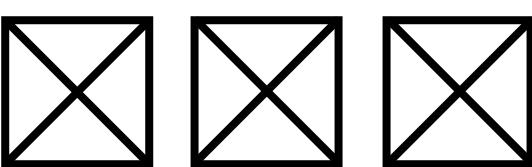
SIGN-UP



LOGO

OPT OPT OPT OPT OPT

SEARCH



TEXT TEXT TEXT TEXT

TEXT TEXT

TEXT TEXT

OPT OPT

TEXT TEXT

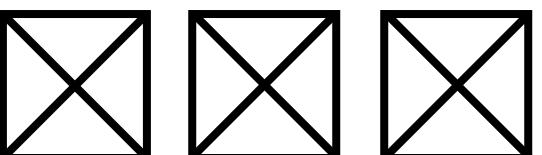
SEND

CONTACT FORM

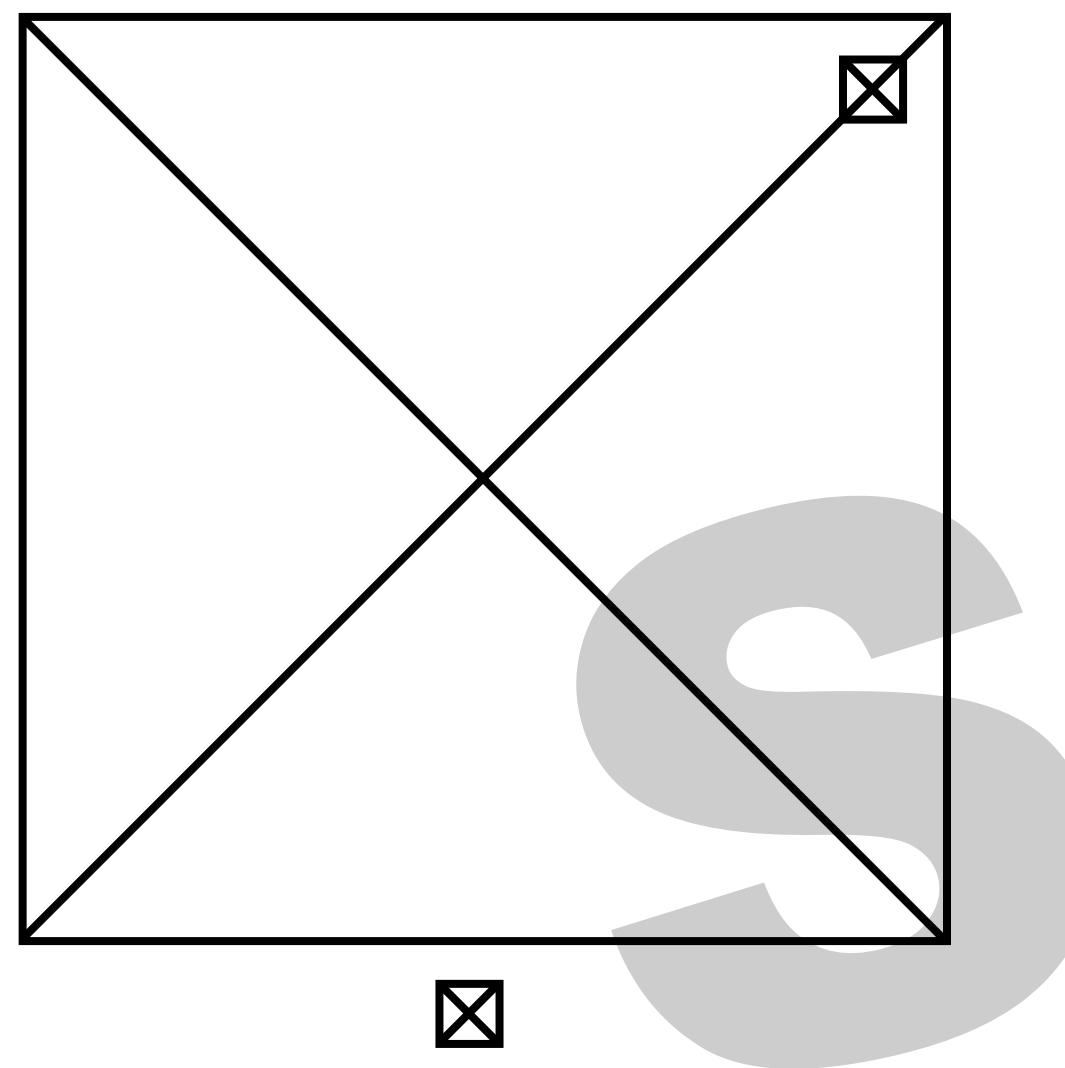
LOGO

OPT OPT OPT OPT OPT

SEARCH

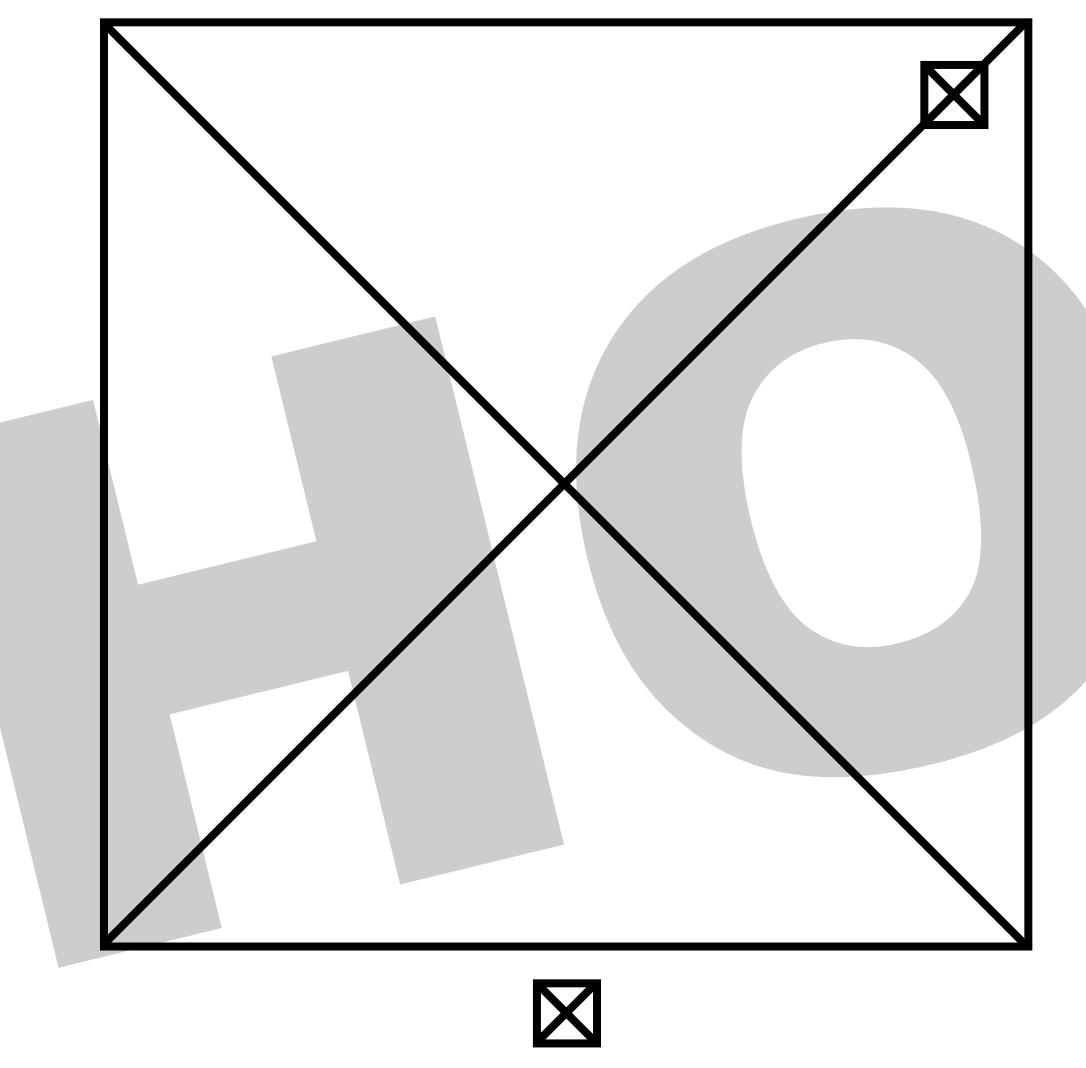


TEXT TEXT TEXT 



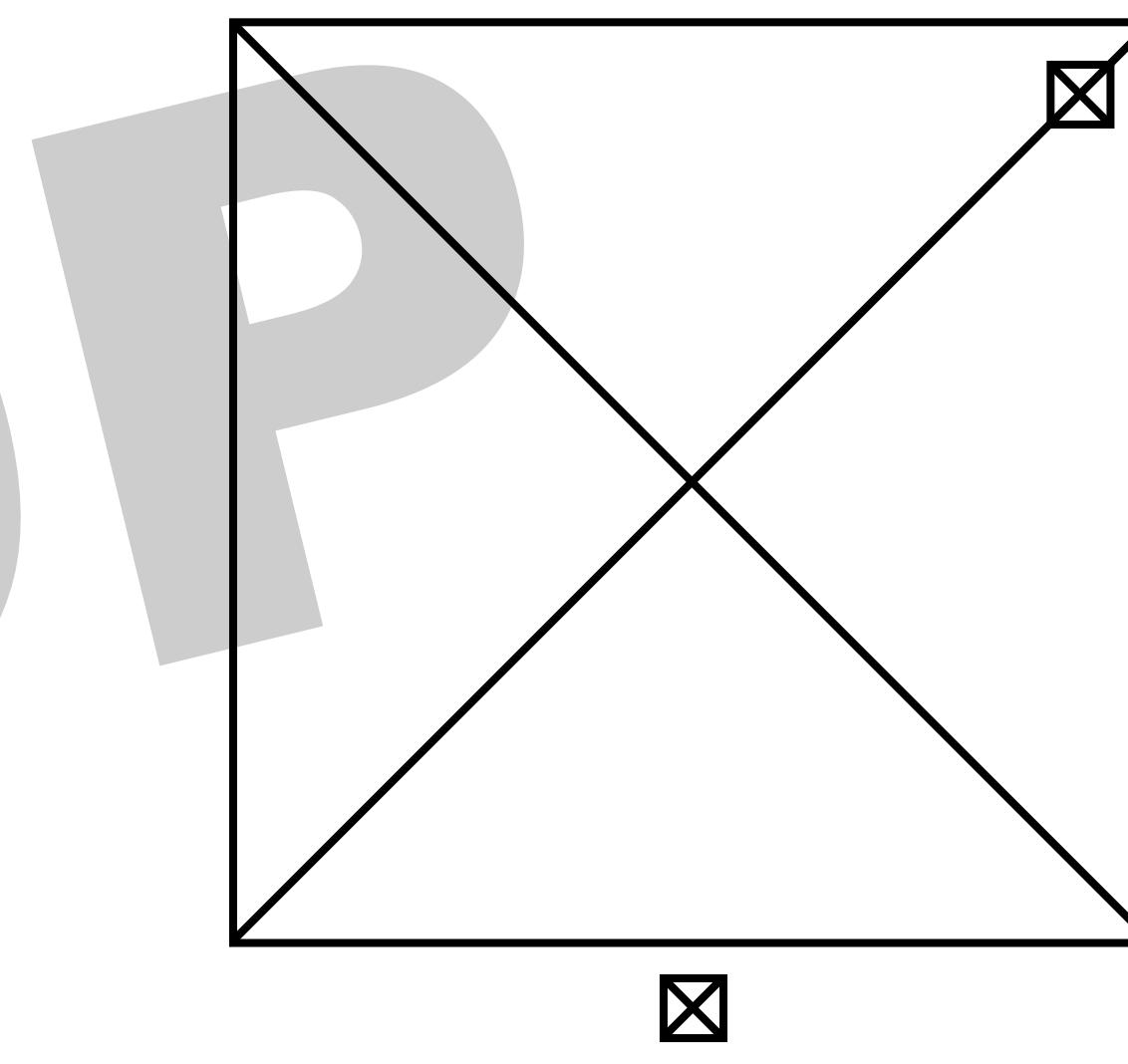
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OPT



TEXT TEXT TEXT TEXT
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OPT



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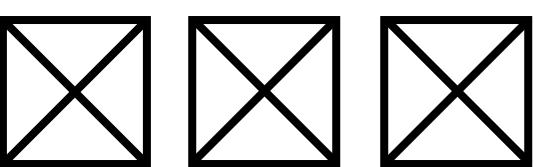
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TEXT TEXT TEXT 

LOGO

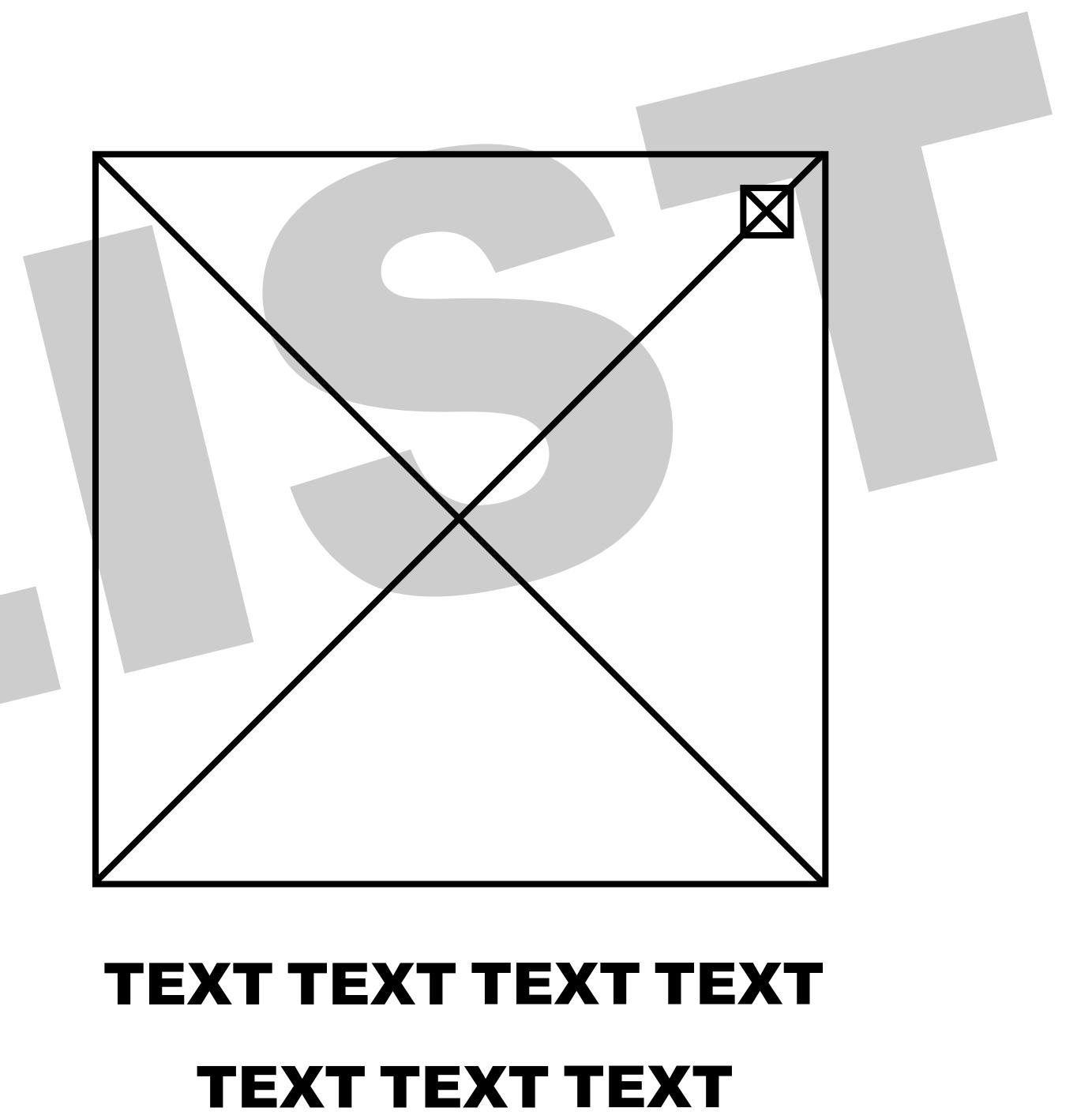
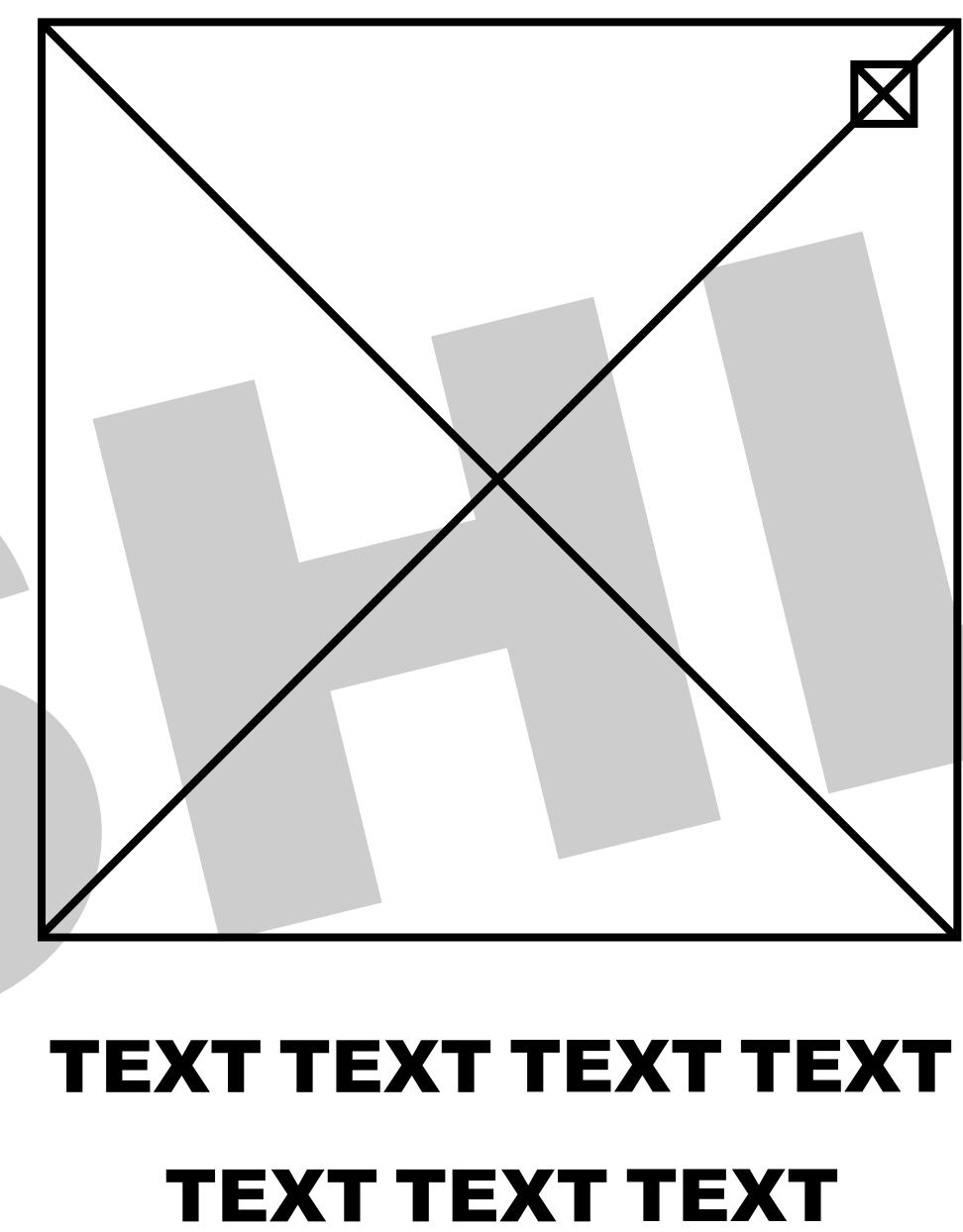
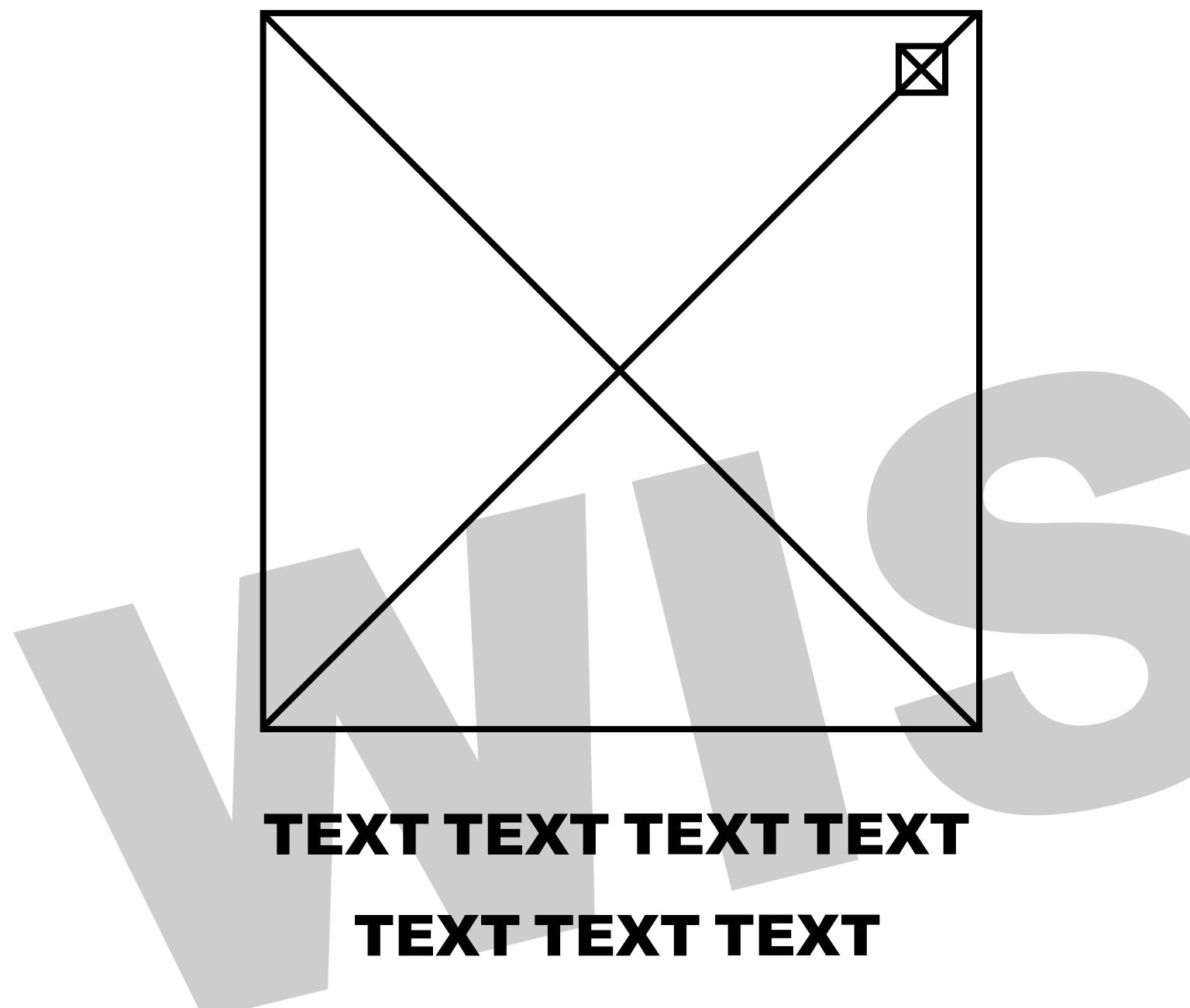
OPT OPT OPT OPT OPT

SEARCH



TEXT TEXT TEXT 

TEXT TEXT TEXT 



TEXT TEXT

OPT

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TEXT TEXT

OPT

OPT

TEXT TEXT

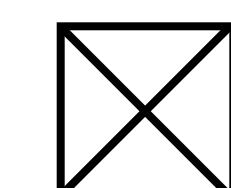
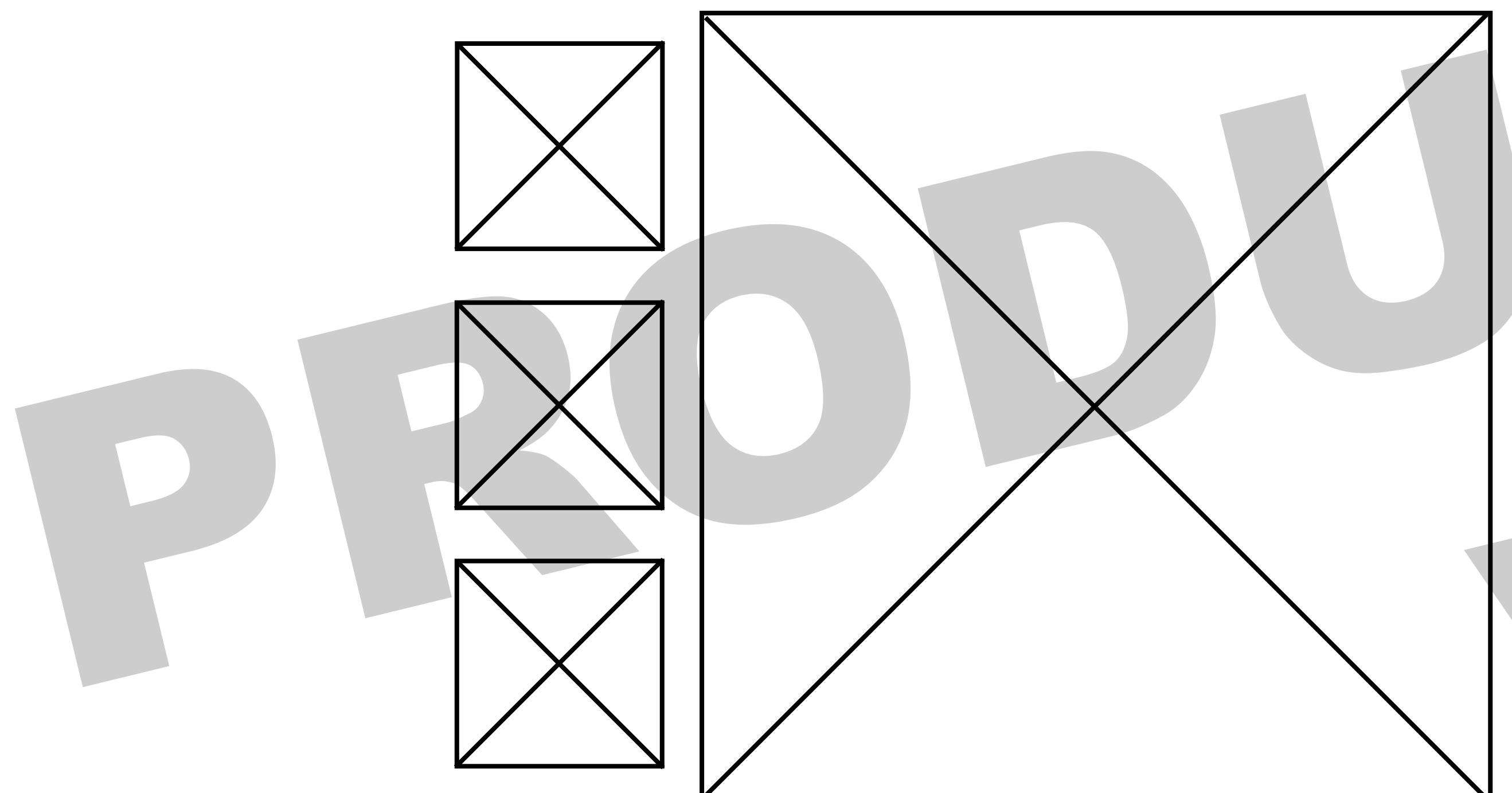
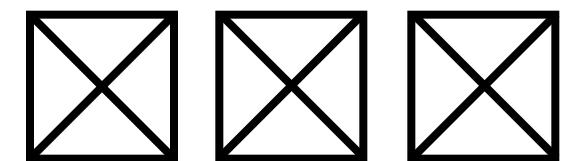
OPT

OPT

LOGO

OPT OPT OPT OPT OPT

SEARCH



TEXT TEXT TEXT TEXT

**TEXT TEXT TEXT
TEXT TEXT**

OPT OPT

**TEXT TEXT TEXT
TEXT TEXT**

OPT OPT

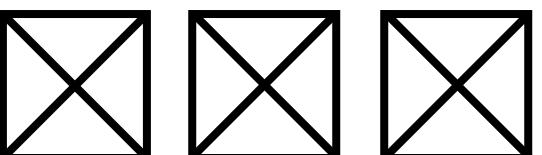
ADD TO CART

TEXT TEXT TEXT TEXT

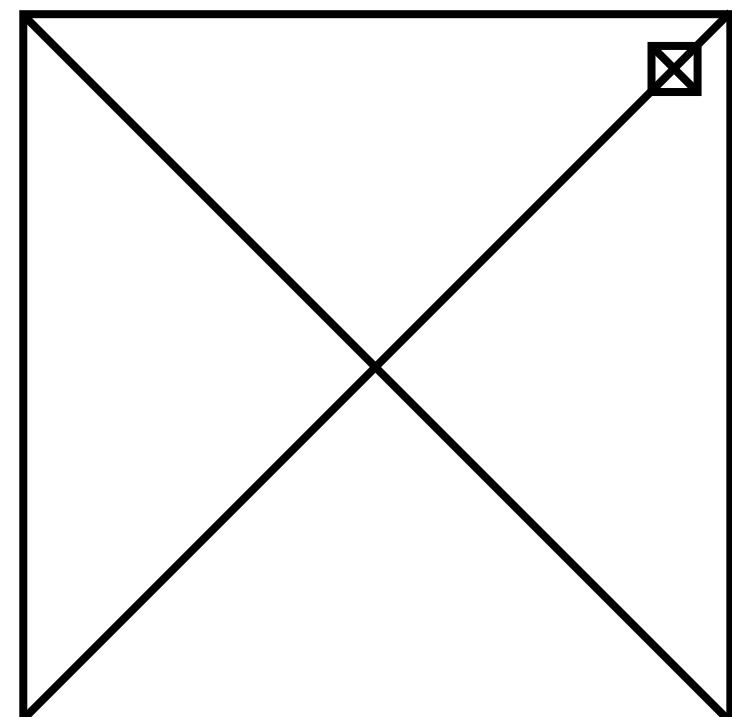
LOGO

OPT OPT OPT OPT OPT

SEARCH



TEXT TEXT TEXT TEXT



TEXT TEXT TEXT TEXT
TEXT TEXT TEXT TEXT

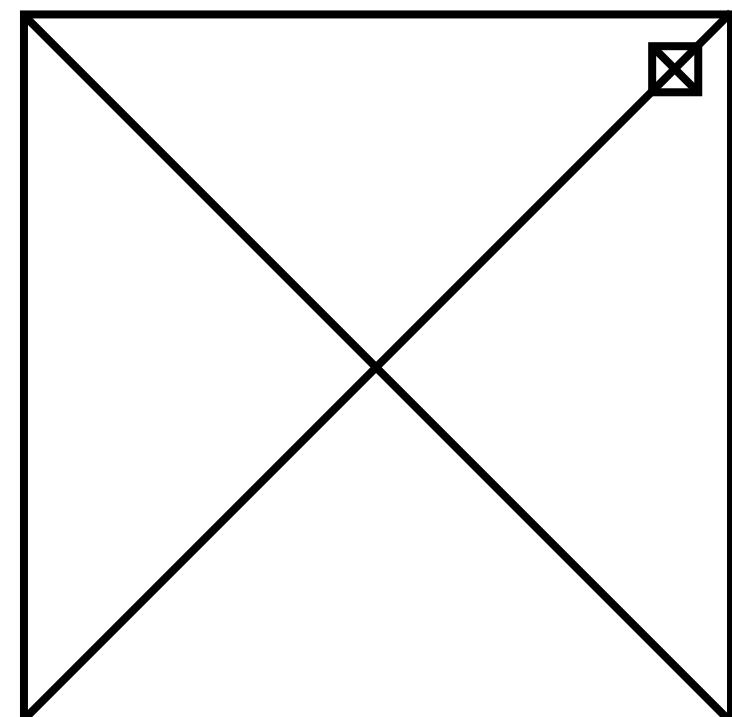
OPT

OPT

CAR



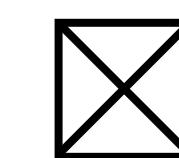
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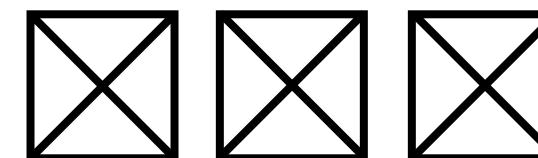
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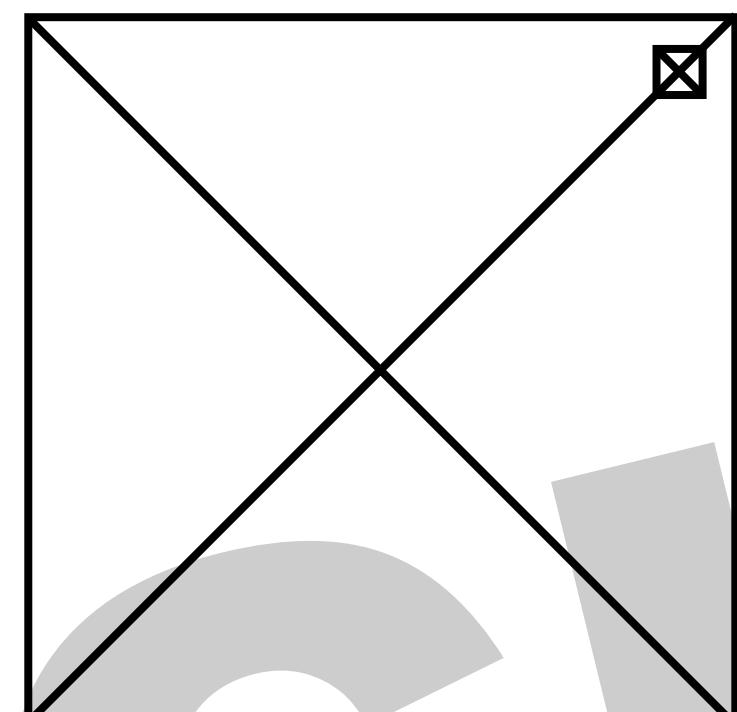
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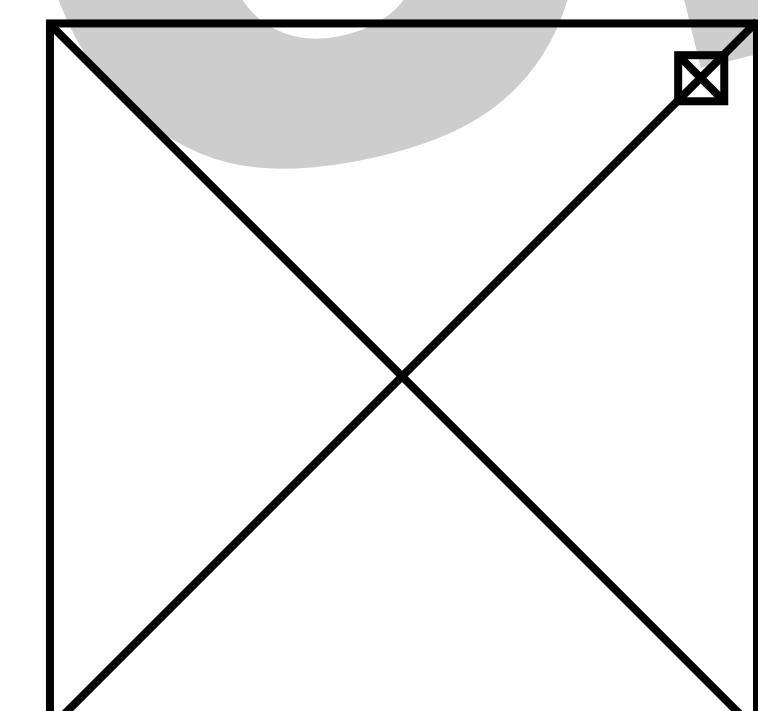


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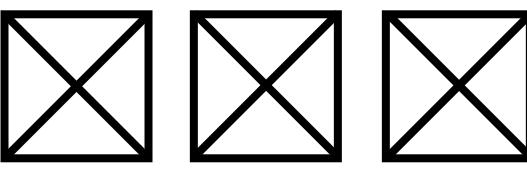
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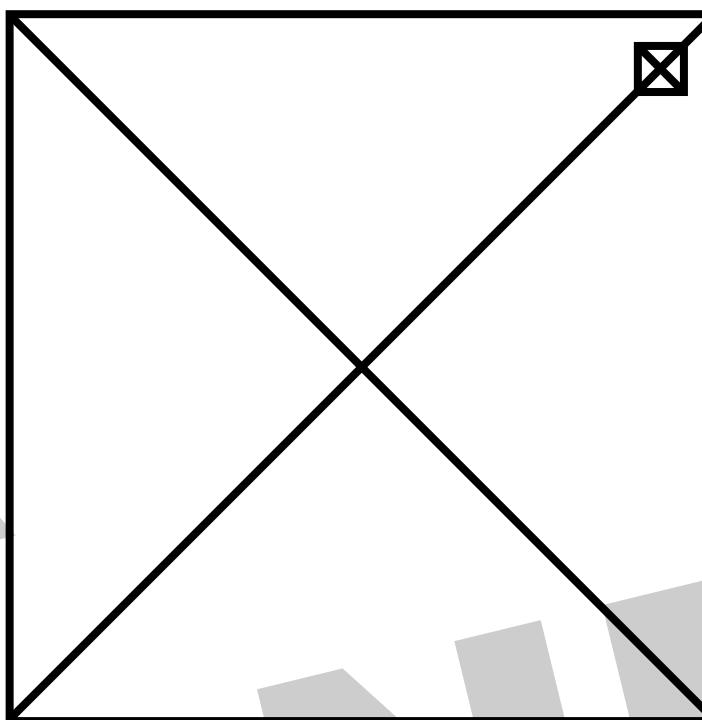
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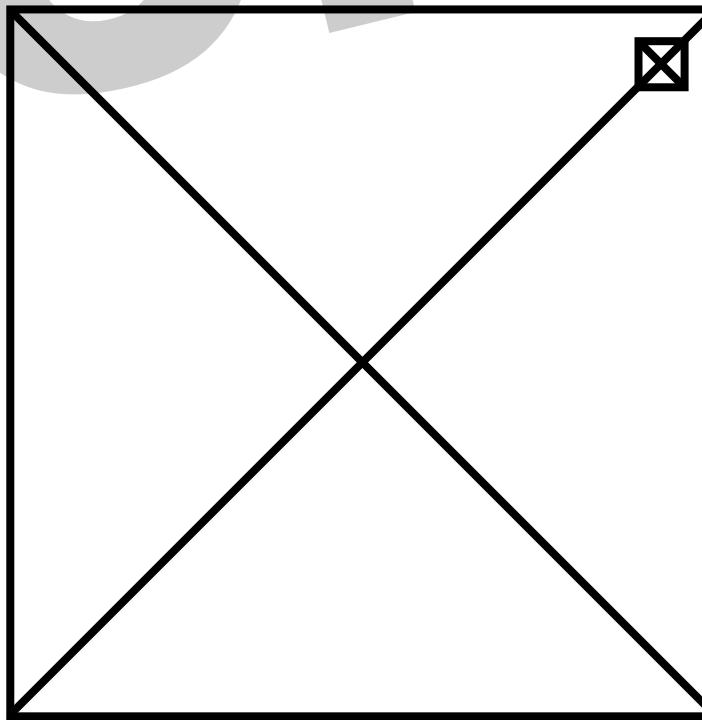
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Part 4 – Test Plan (KU4)

1. Construct an IPO chart which will illustrate the list of functionalities for your website and serve as your testing strategy

FUNCTIONALITY	INPUT	PROCESS	OUTPUT
User Login/Register	Email, password	Validate input, authenticate user or create new account	User is redirected to their account; error shown on invalid input
Search Bar	Keywords	Search database for matching product names/tags	Display relevant product results or "No results found" message
Sort/Filter Products	User selection (e.g., price low to high, most popular)	Reorder or filter product list based on chosen criteria	Product list updates accordingly
Add to Cart	Selected product, quantity, variation	Store selected item in session/cart	Cart updates with correct item, price, and quantity
Update Cart	Change quantity, remove item	Modify cart state in real time	Cart reflects changes accurately
Wishlist	User clicks "Add to Wishlist"	Store product in user's wishlist	Wishlist page displays saved products
Apply Coupon Code	Inputted promo code	Check code validity, adjust total price	Discount applied or error message if invalid
Checkout	User details, shipping info, payment method	Validate inputs, process payment, confirm order	Confirmation page + order summary displayed
Responsive Design	Access via different devices (mobile, tablet, desktop)	CSS adjusts layout based on screen size	All features usable and readable on all devices
Alt Text for Images	Product images	Alt tags read by screen readers	Alt text matches image content (manual screen reader testing)
Form Validation	User input in login/checkout forms	Check for empty, invalid, or incorrect inputs	Inline error messages appear when needed
Navigation Bar	Click on nav links (Home, Sets, Contact, etc.)	Directs to the appropriate page	Page loads correctly, and link is active
Email Subscription	User email address	Validate format and store to mailing list	Success confirmation shown, email saved correctly
Pop-Ups (Offers)	Page load or timer triggers pop-up	Trigger logic based on user activity or entry	Pop-up appears as intended, dismissible and mobile-friendly
Track Order Button	Click on "Track Order" in footer	Opens external tracking window or fetches tracking info	Link opens correctly in a new tab or embedded frame