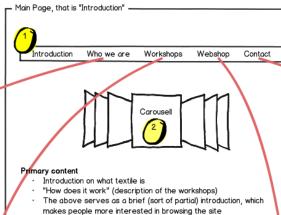


Introduction is the "main page", which visitors woud presumably see as the first page



The top level links must be extremely clear (in both layout and concepts), so that people know which way to go once they

have become interested

Who we are

Primary content

- Who are the persons behind this concept
- · Personal description and background
- · This is a ship that sails around Europe
- · The workshops are held on the ship

Links to promote relating pages

· Link to workshops/timetable "see the timetables where the Salina is at"

There will be duplicate content on the "Contact information", "Workshops" and "Webshop" pages. This is still intentional. The site visitors are new to the concept and it is good that things are clarified on each page relating to particular services you offer.

- Workshops

Primary content

- Presenting the workshops "we arrange workshops
- · How to participate in a workshop
- · What do people do in a workshop
- · Price policy of the workshops (pricing per item

Timetables

· This is where the timetable information is found on the site

Listing of example items

- · A few appealing images, so that people get more interested
- Category: Cuddlies
- Category: Hats
- · etc...

- Webshop -

Primary content · Presenting the concept of the webshop (this is quite different from

- usual webshops) · You can order items
- · You can order products by mailorder
- · The items are not (necessarily??) the same as made in workshops
- · Notes on delivery times

Terms and conditions

- Full listing of terms
- · (this is relatively short compared to usual webshops, as we do not want to be lawyers)

Contact information

- Primary Content · General contact information (we would like that the workshop and webshop inquiries are done with the corresponding forms)
 - Names
 - · Street Addresses
 - · Email and other electronic addresses

Links to promote relating pages

- Links to workshops "see our workshops"
- · Links to webshop "order our products"
- · Link to timetables

A product group (e.g. Cuddlies)

Primary content

- · Meintioning of that this is a group of products which you make in workshops
- · Description of the product group "You can make cuddlies from patterns we offer...."
- · Example images of products in the group (three images)

Listing of the items in the group

For each item:

- Label for work phase (knitwork, lining, etc.)
- · Time for work phase · Fabric/wool for work phase
- Yarn for work phase
- · (do we need additional specific materials???)
- · Other materials for work phase
- · Subtotal for work phase (in euro)
- · The total price for the item (in euro)

Other

· Notes on taxes (VAT included)



Primary content

- · A separate page for making the inquiry, so that people can focus on this task (usability point of view)
- · Who/how to contact for the workshop

A form

- Name
- · Telephone, e-mail, street address, etc.
- · Time and place to participate

There is a confirmation when the form is submitted

Webshop inquiry form

Primary content

- · A separate page for making the inquiry, so that people can focus on this task (usability point of view)
- · How to order some item

A form

- Name
- · Telephone, e-mail, street address, etc.
- · What to order

There is a confirmation when the form is submitted

