

woud presumably see as the first page



#### 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

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 for

- Main Page, that is "Introduction"

Who we are

Introduction on what textile is

have become interested

"How does it work" (description of the workshops) The above serves as a brief (sort of partial) introduction, which makes people more interested in browsing the site The top level links must be extremely clear (in both layout and concepts), so that people know which way to go once they

Workshops

Webshop

Contact

Introduction

Primary content

- · How to participate in a workshop
- · What do people do in a workshop
- Price policy of the workshops (pricing per item made)

· This is where the timetable information is foound on

#### 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

#### Terms and conditions

- · Full listing of terms
- · (this is relatively short compared to

# 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)

#### Workshop inquiry form -

#### 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

