



**CAPSTONE FINAL REPORT**  
**TRANQUIL WATERS WEBSITE DESIGN**

**PROJECT MANAGER: KATELYN MEINTS**

**SPONSORING ORGANIZATION:**  
**NEW LEAF TIME DESIGNS**  
**3000 SPARKS ROAD**  
**ALEXANDER, AR 72002**

**5/10/2021**



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## CLIENT INTRODUCTION

This project is for a small, family-owned business here in central Arkansas called Tranquil Waters. This is a start-up company and the first of its name. Tranquil Waters sells both fresh and saltwater fish along with all the necessary aquatic accessories needed to start up an aquarium. In addition to its products, Tranquil Waters offers a mobile service for anyone interested in having their aquariums maintained either at their home or place of business.

The goal of Tranquil Waters is to provide an all-inclusive shopping destination for anyone interested in fishkeeping. With a team of six dedicated aquarium enthusiasts, Tranquil Waters aims to provide a fun, relaxed, and educational atmosphere for its patrons.

## ANALYSIS WORK PERFORMED

### Business Need/Case

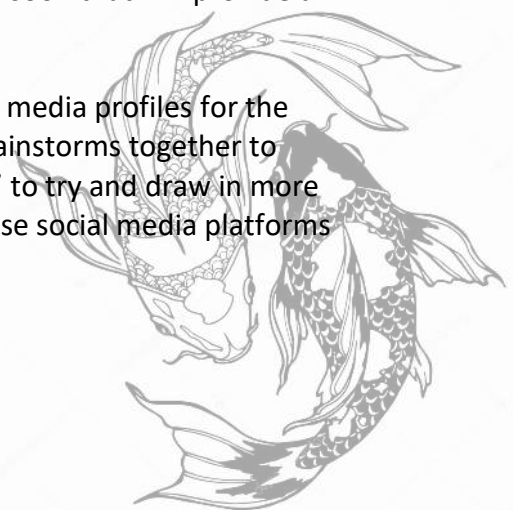
Since Tranquil Waters is a start-up company, they are in the beginning stages of opening their business. My client recognized the need for an online presence and requested help building a website for the company. The following key elements were requested by my client to be included on the website:

- An introduction/contact page for the store.
- A place to purchase/look up store products.
- Educational guides for beginners.
- A way for customers to request specific products.
- A way for customers to sign up for maintenance services.

### Business Current State

Currently, Tranquil Waters has no online presence. They are relying solely on walk-in customers and word of mouth. They currently have a bulletin board at the front of the store which will display store news/upcoming events. As they are a brand-new business, they are promising their customers that they will have a company website soon that will provide all the store's information and more.

As of this time, there is one employee in charge of creating social media profiles for the company for both Facebook and Twitter. The rest of the team brainstorms together to come up with future events like "Setting Up Your First Aquarium" to try and draw in more customers. They would like a way to connect their website to these social media platforms to promote these events to a larger audience.



## Business Objectives

The desired outcomes of incorporating a company website are as follows:

- Have one employee in charge of maintaining online presence on social media outlets as well as writing informative blogs on business plans or special events.
- Designate one employee to keep track of inventory updates/changes in online store as well as the physical inventory count.
- Have website regularly maintained to keep information relevant and accurate.
- Promote company website in-store to bring awareness.

## Project Options

Below is a list of possible options to fulfill the needs of Tranquil Waters:

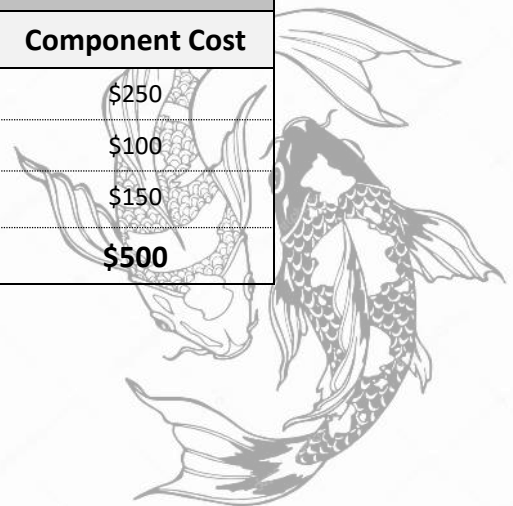
- The website could be built from scratch for total customizable capabilities (longest option).
- A website building platform like WordPress, Wix or Bootstrap could be used for more plug and play options (fastest option).
- An eCommerce store like Shopify could be used which would import Tranquil Water's current system and bring it online (simplest way to create an online store).

## Project Plans

To suit all the needs of Tranquil Waters, the decision was made to go with the website building platform known as Wix.com. This will enable quick website designs and enhancements as well as being relatively straight-forward when it comes to the maintenance of the website. Additionally, Wix.com enables the creation and use of both an eCommerce store and website blog.

The following table contains a summary budget based on the planned cost components and estimated costs required for successful completion of the project.

Summary Budget – List component project costs	
Project Component	Component Cost
• Personnel Resources	\$250
• Hardware	\$100
• Software and Licensing	\$150
<b>Total</b>	<b>\$500</b>



The project Summary Milestone Schedule is presented below. As requirements become more clearly defined, this schedule may be changed. Any changes will be communicated with client appropriately.

Summary Milestone Schedule	
Project Milestone	Target Date (mm/dd/yyyy)
• Project Start	9/30/2020
• Complete Project Design	11/30/2020
• Acquire Hardware and Software	2/1/2021
• Complete Project Simulation with New Hardware/Software	04/25/2021
• Perform Project Simulation and Testing	04/26/2021
• Submit Final Report	05/10/2021
• Project Complete	05/10/2021

## PROJECT DESIGN AND DEVELOPMENT

The Tranquil Waters website project will be an educational tool and resource – as well as an introduction to the Tranquil Waters business – for aquarium hobbyists. The website will be created using the cloud-based web developer Wix.com. The goal of this project is to create a fresh, innovative website that is attractive to customers and compatible with mobile platforms.

### IT Infrastructure

As Wix.com is a cloud-based software program, it can be accessed from any device via logging into the correct account. To complete this project, all that was required was a working computer, the internet, and a subscription to the service.

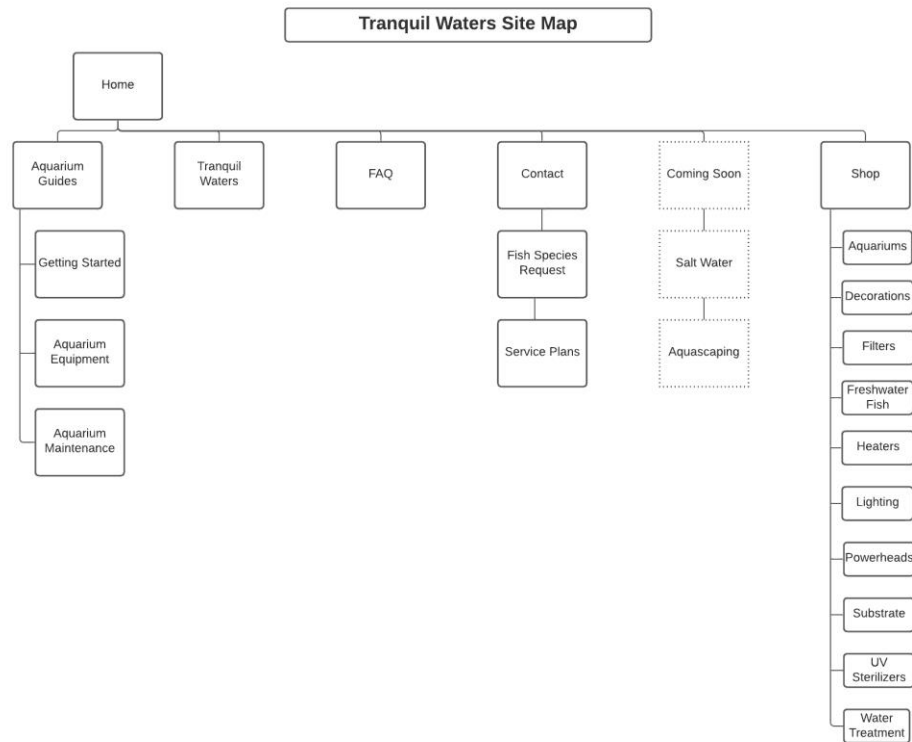
### Data Architecture

To help with project planning, the following data schemas were created:

- A site map for the website
- A list of “what-if” scenarios and their solutions

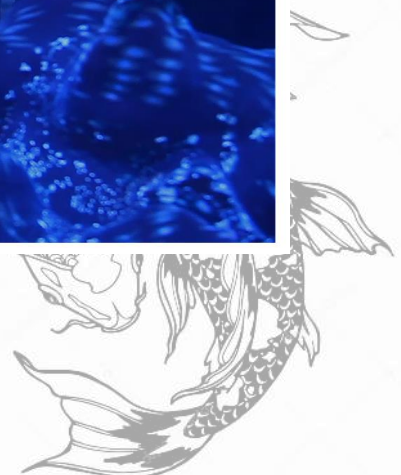
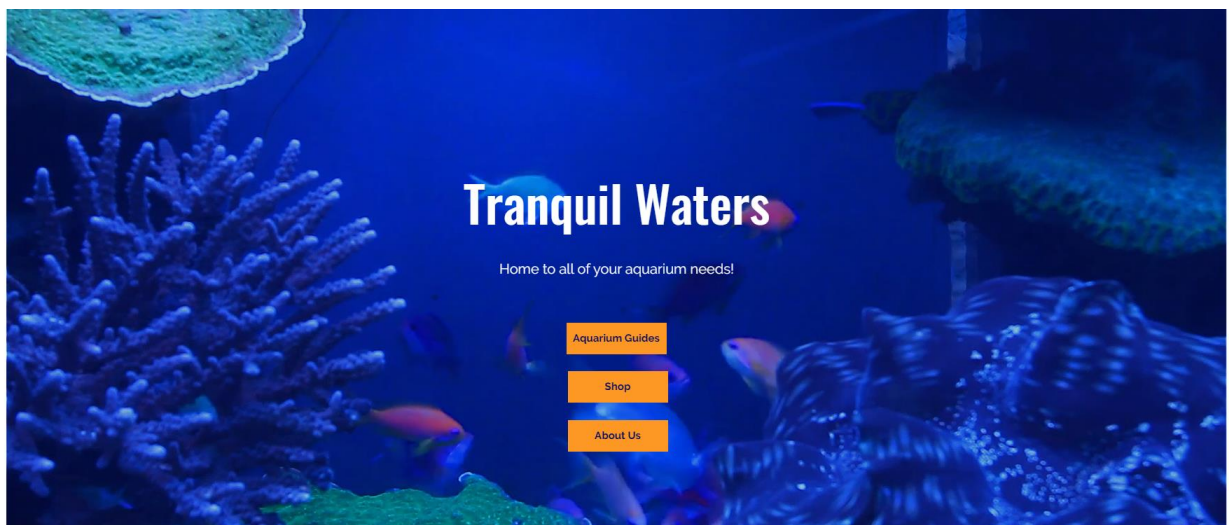
Additional requirements may be added as they become necessary.





### Application Interface/Interactions

Design-wise, my goal for this website was to make it appealing to the user's eye. To really draw in the user, I incorporated a looping video of a beautiful reef tank to be the first thing they see once they land on the home page.





Additionally, I added several images to highlight key areas of the site. I wanted each user to be able to pinpoint reading sections by images if they so needed to.

## YOUR JOURNEY BEGINS NOW!

Click the Images Below To Learn More



[Getting Started](#)



[Aquarium Equipment](#)



[Aquarium Maintenance](#)

One of the best parts of owning an aquarium is looking at the beautiful fish, so I tried to bring that beauty to the website itself.

## ABOUT TRANQUIL WATERS



Tranquil Waters started out as an idea from a girl who loved the fishkeeping hobby. This childhood passion slowly grew and formulated itself into a full-fledged entrepreneurial goal over the years. What drives us here at Tranquil Waters is sharing our passions for fishkeeping with all those around us who are interested in learning how rewarding and fun it can be.

We breed and sell all manner of freshwater fish ranging from exotic to common. If we do not have a particular species of fish you are looking for, you can always make a request [here](#) and we will see if we can get it for you from one of our trusted breeders!

Whether you are setting up an aquarium at your home or business, we are here for you! We offer onsite setup and maintenance for any of our local customers. Please click [here](#) for more details.

Feel free to contact us with any questions or proposals you might have. We are happy to assist in any way we can!

[Contact Store](#)



I wanted the Tranquil Waters website to be easy to navigate, so I added a streamlined menu which scrolls with the user, so they always have access to it.



The hardest part of designing this website was the shop. There are so many different ways go about it, but I tried to keep it as simple as possible. I wanted to incorporate the ability to sort and filter shop items. The tricky part here was finding a way to add appropriate filters to the wide variety of items a fish shop might sell. And of course, those filters had to play off one another which is where my user testing really came in handy. I had to consider each possible way a customer might wish to interact with the shop and try to provide the easiest methods for them.

### Filter by

#### Products

##### All

- Aquariums
- Artificial Plants
- Decorations
- Filters
- Fish Food
- Freshwater Fish
- Heaters
- Lighting
- Misc. Equipment
- Ornaments
- Powerheads
- Substrate
- UV Sterilizers
- Water Treatment

#### Aggression Level



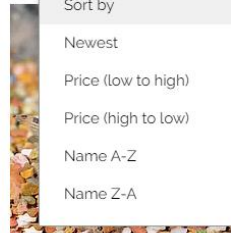
Red Empress African Cichlid  
\$24.99

Add to Cart



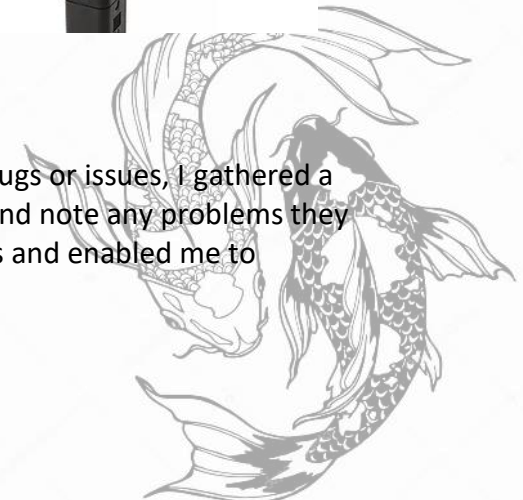
Electric Blue Jack Dempsey  
\$39.99

Add to Cart



African Featherfin Catfish  
\$14.99

Add to Cart



## Testing Methods

To test the website for functionality and highlight any possible bugs or issues, I gathered a small pool of diverse users and had them navigate the website and note any problems they ran into. This was incredibly helpful in highlighting my oversights and enabled me to increase the website's accessibility and ease of use.



## PROFESSIONAL RESPONSIBILITIES

Katelyn Meints will be the project manager for the entirety of the Tranquil Waters website project. Ms. Meints will be responsible for all tasks, funds, scheduling, communication, and research regarding the project. Ms. Meints will also be responsible for finding a target audience to test the project website for proper usage and potential bugs. Any additional funding requirements will be made at the discretion of Ms. Meints. Updates on project advancements will be given to the client at regular intervals.

### Ethical Self-Awareness

Under ACM's Code of Ethics and Professional Conduct, the following guidelines were outlined and highlighted throughout this project

- The acknowledgement of each stakeholder in this project and the possible impacts actions taken towards building this website might have.
- To avoid harm, the security of user information will be protected and only used for its intended purposes. User privacy will be just as secure.
- All measures of honesty will be used when in communication with my client. Previews of the company's website will be shown to my client for the measurement of accuracy and honesty.
- Discrimination will never be an issue as this company website will be meant for any and everyone.
- The highest quality of work will be given and extensively tested before project deployment.

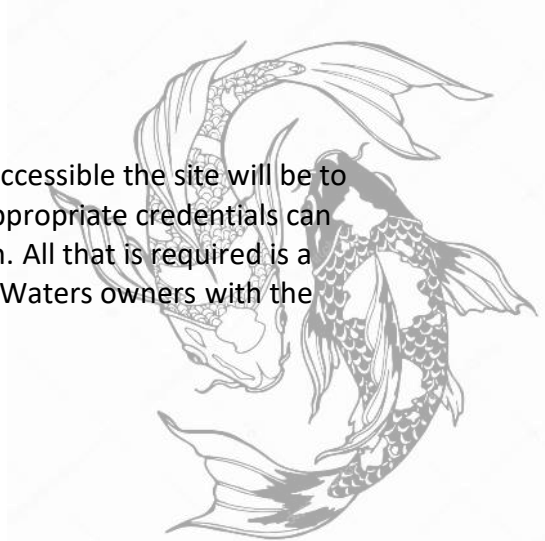
### Ethical/Legal Issues Encounters

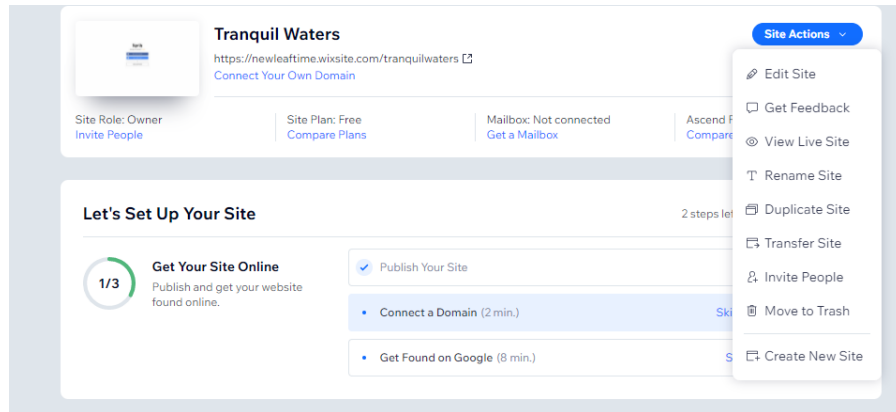
Ethical and legal issues that may be encountered:

- Protecting user information and payment methods
- Copyright images
- Being appropriate brand ambassadors for Top Fin and Fluval products.

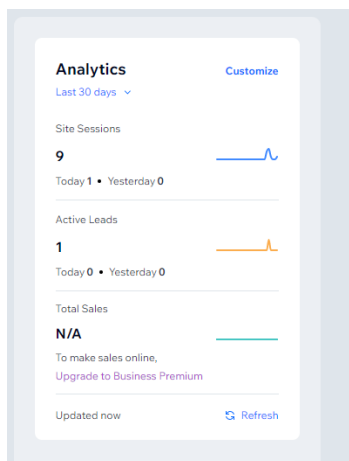
## SUPPORT AND INTEGRATION

The great thing about using Wix.com to build this website is how accessible the site will be to edit/maintain. Since it is a cloud-based system, anyone with the appropriate credentials can log-in and edit the site from anywhere with an internet connection. All that is required is a subscription to Wix.com and I can transfer the site to the Tranquil Waters owners with the simple click of a button.





The landing page for your site also shares analytics data on web traffic to your site so it will be a good tool for the store's owner to see if the site is trending well or not.






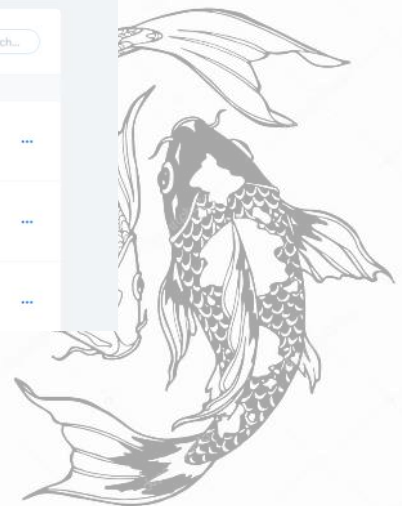
I made sure to set up the online shop in such a way where it will be easy to edit/add products for the store. I would share how to navigate the website and the store with whoever would be in charge of maintaining the website.

Products 100 of 116

+ New Product

Select all Collection: All products Filter by: All Search...

	NAME	TYPE	SKU	PRICE	INVENTORY	
<input type="checkbox"/>	 Red Empress African Cichlid	Physical		\$24.99	In stock	...
<input type="checkbox"/>	 Electric Blue Jack Dempsey	Physical		\$39.99	In stock	...
<input type="checkbox"/>	 African Featherfin Catfish	Physical		\$14.99	In stock	...



Of course, if the shop owners would rather not maintain the Tranquil Waters website themselves, Ms. Meints would be willing to update and maintain the website and shop for an agreed upon price.

## CONCLUSIONS

All-in-all, I am happy with the finished product of the Tranquil Waters website. Creating the ecommerce shop was a bit bigger of an undertaking that I originally expected. I believe most of my time was spent designing and populating it than the actual website itself. Since I was working with a new program (Wix), I was learning as I was going. I would attempt one design, only to figure out a better, more efficient one later (which would result in going back and re-doing a lot of things). I want to state this is of course not a real shop (nor am I actually sponsored or affiliated with Top Fin or Fluval). However, I wanted to include various products to really make the website feel “complete” and functional.

I learned that creating a website is truly a time investment. It took me several multi-hour sessions to come up with and develop the shop alone. If I had to do it again, I would have categorized products better so that I had a more complete understanding of what ways I would end up filtering the shop. I believe knowing that would have saved me a lot of time on the front end.

Here is a link to the website: <https://newlevertime.wixsite.com/tranquilwaters>. It does require log-in credentials since I did not want it to be accessible to random people that may have stumbled upon it (since it is for a hypothetical business).

## REFERENCE SOURCES

W3Schools, Wix.com, Petsmart.com, Petco.com, Fluvalaquatics.com.

## APPENDICES

This website took me approximately 55 hours (30 of which were spent creating the store) to complete. Since I was the only one working on it, I did it all. The original concept came from me and what I would like to do if I were to ever go into business for myself. Tranquil Waters started out as a blogging concept, but turned into a more comprehensive website suited for a business instead. I originally hand-drew out the site map on a napkin while eating at Waffle House one night. Once I got more serious about it, I used Lucidchart to create an actual site map (as seen on page 6). I slowly began populating each page with content. I finished by creating the store and then went back and tied certain store products into the other pages of the site. The goal of a business is to sell products, so while I wanted to educate people on fishkeeping, I also had to think like a businesswoman and promote my store’s “products.”

