1. **Web application topic:**

Our web application provides programming materials such as lectures, books, assignments for the users to purchase. Users can store and use our materials online after purchasing. This topic includes target audience of our website, the reason why people visit our site, key tasks and motivations of visitors and what information they need in order to achieve their goals.

1. **Target Audience:**

* **About the target audience(individuals):**
* age range: 8years old – *25years old;*
* gender: *60% man – 40% women;*
* location: *The Netherlands, England, USA, Belarus, India;*
* areas: *urban areas;*
* average income: *300 euros/month;*
* level of education: *high-school, university*
* marital status: s*ingle;*
* occupation: *students, freelancers, web developers;*
* working hours: *>20hours/week;*
* usage of the website: *3 times/week;*
* device used: *laptops;*
* **About the target audience(companies):**
* size of the company: *1 - 30 employees;*
* position of people who visit the website: *interns;*
* *the visitors will be using the website for themselves;*
* *budget of the company: 8000 euros/month;*

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| --- | --- | --- | --- | --- | --- |
| NAME | Ann | Jeremy | Josh | Bianca | Gerijs |
| Gender | F | M | M | F | M |
| Age | 20 | 23 | 15 | 17 | 24 |
| Location | Netherlands | England | USA | Romania | India |
| Occupation | Intern | Freelancer | High school | Student | Web developer |
| Income | 1200 | 2000 | 317 | 349 | 4000 |
| Web use | 3/week | 2/week | 5/week | 4/week | 1/week |

1. **Why people visit my website?**

* **Key motivations:**
* Our visitors are looking to achieve a specific goal; their purpose is to broaden their knowledge, professional wise in programming
* Spending time on the website it’s essential for out visitors because they are in a process of learning and developing themselves, so they need information.
* **Specific goals:**
* Our visitors don’t want general information, but particular ones, depending on their specialization or interests.
* They are people that are familiar with our type of service;
* My clients are looking for the latest news in the IT field;
* They want to discover information about a specific product or service to help them decide whether to buy it;
* Our visitors don’t need to visit us in person, but they can give us recommendations directly by messaging us.

1. **What our visitors are trying to achieve?**

* Ann: She is assigned to a project from her company and she needs some extra knowledge for solving this.
* Jeremy: He found a new project that’s a challenge for his and he needs a lot of documentation in order to proceed.
* Josh: He is fascinated about the IT world and his desire is to become a professional in this field;
* Bianca: She wants to apply for a programming course and she needs to prepare herself in advance.
* Gerisj: He is a senior programmer who admires our dedication and he enjoy spending time checking our new updates.
* **Key Information:**
* Visitors are familiar with products and services that we are covering. However, introduction and background information are necessary.
  + - * Visitors want to know how to use the site.
      * We provide our video lectures as well as other programming materials in digital forms. Users can purchase their products and use them directly in their storage libraries.
      * Users want to get information about products that they are going to purchase.
      * Visitors may ask for general information about our staff (lecturer, book authors, …)
* The difference between our site and other sites that offer something similar is that we also provide assignments (with answers) for purchase beside 2 learning materials: video lectures and books.
* Visitors may ask questions about learning curves, learning duration, job opportunity in ICT-software area, … upon their visit.

1. **How often will people visit our site?**
2. How often do the same people return to purchase from you?

* It depends on their web usage per week. If an average user visits our website for 3 times per week, he/she will be likely to return to purchase.

1. How often is your stock updated or your service changed?

* Our material stocks should be updated monthly for videos lectures and books. For assignment materials, they are updated weekly.

1. How often is the subject updated?

* Our subject is updated yearly as we can add programming materials for other programming languages.

1. What percentage of your visitors would return for regular updates on the subjects, compared with those who will just need the information once?

* Users that return for regular updates on the subjects are often interested in other programming languages or need updates for theirs personal/professional use of knowledge. We don’t have yet any statistic for the percentage of users that return for updates on the subjects, but we estimate that there will be around 60% of our users would return.

# WireFrame

# Created on February 11 2019

# Table of Contents

1.0. Page

1. 1. HomePage

1.2. Sign-up Page

1.3. Contact Page

1.4. About Us Page

1.5. Preview Page

1.6. Check-out Page

1.7. Payment Page

1.8. Library Page

# 1. 0. Login Page

A screenshot of a cell phone

Description automatically generated

1. 1. HomePage A screenshot of a social media post

Description automatically generated

# 1.2. Sign-up Page

A screenshot of a cell phone

Description automatically generated

# 1.3. Contact Page

A screenshot of a social media post

Description automatically generated

# 1.4. About Us Page

A screenshot of a social media post

Description automatically generated

# 1.5. Preview Page

A screenshot of a cell phone

Description automatically generated

# 1.6. Check-out Page

A screenshot of a social media post

Description automatically generated

# 1.7. Payment Page

A screenshot of a social media post

Description automatically generated

# 1.8. Library Page

A screenshot of a cell phone

Description automatically generated

# Sitemap

# Created on February 11 2019

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