

## **A. Define Your Product**

Answer the following questions in your document:

1. What problem does your product website solve or address?

My product website solves the problem of endless browsing and decision fatigue that users experience when trying to find movies or TV shows to watch on streaming platforms. Users often spend countless minutes scrolling through Netflix, Hulu, and other services without finding content that interests them, leading to wasted time and frustration.

2. What is your product idea? How does your website support this idea and help solve the problem?

My product is a keyword-based search engine specifically designed for films and TV shows. The website supports this idea by allowing users to enter descriptive keywords (like "90s, peppy, iconic") and the search engine retrieves relevant content based on those descriptions. It also learns from previous searches to recommend personalized content, making the browsing experience more efficient and targeted. This solves the problem by filtering options and reducing scrolling time, helping users find exactly what they're looking for faster.

3. What type of website are you building? (i.e., e-commerce, brochure, portfolio, media, nonprofit, etc.)

I'm building an entertainment/search engine focused website

4. What is your mission statement? Summarize what your product does, who it's for

My mission is to eliminate browsing fatigue for entertainment watchers by providing an intelligent, keyword driven search platform that quickly connects viewers with movies and TV shows that match their unique preferences, saving time and enhancing their viewing experience. and why it matters.

## **B. Profile Of Target Audience**

Answer the following questions in your document:

1. Who is the primary audience that your product is trying to reach? Include the following details about your target audience:

- Demographics

- What is the age range of your target audience?

18-45 years old (primarily millennials and Gen Z who are heavy streaming service users)

- What is the gender distribution?

50% male, 50% female

- Which country do your visitors live in?

United States

- Do they live in urban or rural areas?

primarily urban and suburban areas

- Socioeconomic Details

- What is the average income of visitors?

\$35,000-\$75,000 annually

- What level of education do they have?

College-educated or currently in college

- What is their marital or family status?

Mix of single young professionals

- What is their occupation?

Students, office workers, creative professionals, tech workers, educators

- How many hours do they work per week?

35-50 hours per week

- Web Behavior

- How often do they use the web?

Daily users, highly connected

- What kind of device do they use to access the web?  
Primarily smartphones, desktops, and tablets

2. Create a chart with at least three fictional visitors from your target audience. This chart should include at least their name, sex, age, location, occupation, income and web use. You can create this chart manually or with AI tools like [ChatGPT](#).

Name	Sex	Age	Location	Occupation	Income	Web use	Device Preference
Maya Chen	female	26	LA	Marketing coordinator	52,000	4-6 hours	Smartphone primary, laptop
James Rodriguez	male	34	Austin Tx	Software developer	85,000	5-7 hours	Laptop primary, tablet for streaming
Sarah Thompson	female	22	Boston MA	College student	18,000	6-8 hours	Smartphone almost exclusively
Michael Park	male	31	Chicago IL	High school teacher	58,000	3-4 hours	Desktop at home, smartphone mobile

3. Create a list of reasons why people would be coming to your site and assign the list of tasks to the fictional visitors you created. You can complete this step manually or with AI tools like [ChatGPT](#)

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**Maya Chen:**

- Searches for "feel-good romantic comedy, modern, diverse cast" after a stressful work day
- Uses the site during her commute to queue up weekend viewing options
- Saves searches to revisit later when deciding what to watch with her roommate
- Shares search results with friends via social media

**James Rodriguez:**

- Enters specific keywords like "cerebral sci-fi, slow-burn, philosophical" to find sophisticated content
- Uses advanced filters to narrow down by decade, runtime, and streaming service availability
- Creates saved searches for different moods (relaxing evening vs. weekend binge)
- Reviews search history to track shows he's discovered through the platform

**Sarah Thompson:**

- Quick searches between classes like "funny, short episodes, binge-worthy"
- Uses trending keywords to find what's popular with her peer group
- Mobile-first usage, expects instant results
- Shares discoveries with friends and uses recommendations from previous searches

**Michael Park:**

- Weekend planning: searches for "family-friendly adventure, educational value, engaging for teens"
- Browses by era when looking for classic films to show his film studies class
- Uses the site in the evening after grading to find something specific to his current mood
- Values the time-saving aspect as he has limited free time with work and family responsibilities

## Part III: Planning & Designing Your Product Website

Before you jump into building your site, it's essential to take a step back and plan with purpose. A beautiful website that doesn't meet its goals is a missed opportunity. Use this section to clarify your website's purpose, structure, and style so that your site is usable, accessible, and goal-driven.

### A. Website Requirements

By addressing the questions below, you'll gain valuable insights into how to design a website that meets your goals and expectations.

#### 1. Purpose & Goals

Answer the following questions in your document:

- What is the primary goal of your website (i.e., promote a service, sell a product, educate users, raise awareness, etc.)?

The primary goal of my website is to help users quickly discover movies and TV shows that match their preferences through keyword-based searching. The site aims to eliminate browsing fatigue and reduce the time users spend scrolling through streaming platforms by providing targeted, mood-based search results.

- What is the most important action you want users to take on your site (i.e., sign up, purchase, read articles, submit a form, etc.)?

The most important action is for users to enter keywords into the search bar and receive personalized movie/TV show recommendations.

Secondary actions:

- Saving searches for future reference
- Creating an account to track search history
- Clicking through to streaming platforms to watch discovered content

#### 2. Content & Features

Answer the following questions in your document:

- What content and features are essential to help users achieve their goals? List critical pages and features (i.e., About, Contact Form, Product Gallery, FAQs, Reviews, etc.).

## Important Pages:

1. **Homepage/Search Page** - Main keyword search interface
2. **Results Page** - Display of matched movies/TV shows with filtering options
3. **About Page** - Explains the product and how it solves browsing fatigue
4. **How It Works** - Tutorial on using keyword search effectively
5. **User Dashboard** - Saved searches and viewing history
6. **Contact/Feedback Page** - User support and suggestions

## Essential Features:

3. **Smart keyword search bar** - Main search functionality with autocomplete
4. **Filtering system** - By streaming service, year, rating, runtime
5. **Personalized recommendations** - Based on previous searches
6. **Keyword suggestions** - Popular/trending search terms
7. **Results display** - Movie/show cards with posters, descriptions, ratings
8. **Direct links** - To streaming platforms where content is available
9. **Save functionality** - Bookmark searches and favorites
10. **Responsive design** - Mobile-first approach for on-the-go searching

- What will your homepage highlight? Think about the first impression and what visitors need to see right away.

**Prominent search bar** - Center stage with example keywords/prompts

**Value headline** - EX: "Find Your Perfect Watch in Seconds" or "Stop Scrolling, Start Watching"

**Quick keyword examples** - Clickable chips like "90s nostalgia," "feel-good comedy," "Nerdy comedy"

**Trending searches** - What others are discovering right now

**Clean, uncluttered design** - Minimalist aesthetic that focuses attention on search

## 11. Look & Feel

Answer the following questions in your document:

- Do you have examples of websites that inspire your design? List 1–2 examples and what you like about them (i.e., layout, colors, interactivity, etc.).

I really love Netflix's dark aesthetic. The black and dark gray background creates this dark atmosphere that makes all the colorful movie posters really pop and grab your attention. The way they use large, high-quality imagery as the focal point is perfect for an entertainment platform

because the visuals do most of the talking. I'm also drawn to their smooth hover interactions where the film scales plays and reveals more information about it. The bold red accent color is recognizable and does a great job drawing your eye to important buttons and actions. Their navigation is super minimal too, which I appreciate because it doesn't distract from the actual content.

- How would you describe the overall style of your site (i.e., modern, bold, minimalist, playful, professional, etc.)?

I'd describe my site as modern, minimalist, and cinematic. I'm going for a clean, uncluttered interface that only includes essential elements. The design should feel contemporary with smooth animations and responsive interactions that you'd expect from modern web experiences. The cinematic aspect comes from that dark, sophisticated aesthetic inspired by movie theaters and streaming platforms like Netflix. There's also a boldness to it through strong contrast and vibrant accent colors that make key actions really stand out. Above all, it needs to be user-focused and functional, where ease of use takes priority over decorative flourishes.

- Do you have preferences for color, fonts, or imagery? If not, what mood or personality do you want the site to convey?

For colors I want my elements to be light, colors such as gray, off white, black and so on would do. I want modern day polished fonts that are readable. When it comes to imagery, the movie and TV show posters should be the stars. I don't want any generic stock photos, I want everything to feel authentic to entertainment and film. Icons should be minimal and clean, used only when necessary for things like play buttons, bookmarks, or filters. I want consistent poster aspect ratios so the grid layout looks organized and professional.

## **B. Design & Prototyping**

In this final section, you'll bring together your ideas and planning to shape the visual direction of your product website. You'll document your design choices and development strategy through diagrams, sketches, and visuals that guide your build process.

### **1. SDLC Approach & Timeline**

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Agile approach

# Development Timeline

## Phase 1: Planning & Requirements (Weeks 1-2) COMPLETE

Already done. I've identified the problem, researched my audience, created personas, and defined my core features.

**Deliverable:** Product proposal document

## Phase 2: Design & Prototyping (Weeks 3-4)

### Week 3:

- Sketch wireframes for homepage, results page, and mobile views
- Pick exact colors, fonts, and create a style guide
- Map out how the search interaction works

### Week 4:

- Create a simple clickable prototype in Figma
- Get feedback from a couple friends
- Finalize design specs

**Deliverable:** Design mockups and prototype

**Milestone:** Design approved by end of Week 4

## Phase 3: Core Development (Weeks 5-7)

### Week 5:

- Set up project and build basic HTML structure
- Add CSS styling with my color scheme and fonts
- Make it responsive

### Week 6:

- Build the search bar functionality
- Create mock movie/show data to search through
- Get keyword matching working

### Week 7:



- Build results page that displays matches
- Add basic filters (year, genre, etc.)
- Test on mobile

**Deliverable:** Working website with search functionality

**Milestone:** MVP complete by end of Week 7

## **Phase 4: Enhanced Features (Weeks 8-9)**

### **Week 8:**

- Add trending keywords section
- Build About page
- Add smooth animations and transitions

### **Week 9:**

- Try to integrate a movie database API (if time allows)
- Polish the UI details
- Fix any bugs I find

**Deliverable:** Polished, feature-complete website

**Milestone:** All main features done by end of Week 9

## **Phase 5: Testing & Final Polish (Weeks 10-11)**

### **Week 10:**

- Test on different browsers (Chrome, Safari)
- Test on different phones/tablets
- Have friends try it and give feedback
- Fix bugs

### **Week 11:**

- Final design tweaks
- Check accessibility basics
- Make sure everything loads fast
- Proofread all content

**Deliverable:** Tested, ready-to-launch website

**Milestone:** Site ready for deployment by end of Week 11

## Phase 6: Deployment (Week 12)

- Deploy website to hosting platform
- Final check that everything works
- Prepare presentation
- Submit final project

**Deliverable:** Live website and presentation

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WEEK 1-2: Planning ✅ [DONE]
↓
WEEK 3-4: Design & Wireframes 🎨
→ Milestone: Design Complete
↓
WEEK 5-7: Build Core Features 🖥️
→ Milestone: Working MVP
↓
WEEK 8-9: Add Polish & Features ✨
→ Milestone: Feature Complete
↓
WEEK 10-11: Testing & Fixes 🔍
→ Milestone: Ready to Launch
↓
WEEK 12: Deploy & Present 🚀
→ Final Submission
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## 2. Original Logo



## **Accessibility**

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# **How My Product Website Will Be Made Accessible**

I want to make sure my entertainment search engine works for everyone, including people with disabilities. Since this is my first time really focusing on accessibility, I'll be learning as I go, but I want to build these features in from the start rather than trying to add them later.

## **Specific Features for Different Impairments**

### **Visual Impairments**

For users who can't see well or are blind, I need to make sure screen readers can understand my site. Every movie and TV show poster will have alt text describing what it shows, like "Poster for The Shawshank Redemption." The search bar will have a clear label so screen readers know what it's for, and all my buttons will say what they do.

I'm using light colors like grays, off-whites, and black, so I need to make sure there's enough contrast between the text and background so people with low vision can read it easily. I'll also make sure text can be made bigger without breaking the layout, and I won't use only color to show something important—like if there's an error, I'll use text too, not just turn something red.

When people use Tab to navigate, I'll make sure there's a visible outline or indicator showing where they are on the page.

### **Hearing Impairments**

My site is mostly text and images, so it should naturally work fine for people who are deaf or hard of hearing. If I add any videos later, like a tutorial, I'll make sure to include captions or a written transcript.

### **Motor Impairments**

For people who can't use a mouse easily or at all, I'll make sure everything on my site works with just a keyboard. They should be able to Tab through all the links, buttons, and the search bar, and press Enter to activate things. All my clickable elements will be big enough to click easily—at least 44x44 pixels—which is especially important on mobile.

I'll also add a "skip to main content" link at the top so keyboard users don't have to tab through the whole navigation menu just to get to the search bar.

### **Cognitive Impairments**

For people with learning disabilities or who have trouble focusing, I'll keep things simple and consistent. The navigation will stay in the same place on every page, and I'll use clear, simple language. If someone makes a mistake, like trying to search without typing anything, I'll show a helpful error message that explains what to do, like "Please enter at least one keyword."

I won't use any auto-playing videos or flashing content that could be distracting. I'll also use proper headings (H1 for the main title, H2 for sections, etc.) so the page structure makes sense and is easy to scan.

## Tools for Auditing Accessibility

To check if my site is actually accessible, I'll use these tools:

**WAVE Browser Extension** - This is free and shows me accessibility problems right on my page, like missing alt text or low contrast. I can install it in Chrome or Firefox.

**Lighthouse in Chrome** - This is already built into Chrome's DevTools (right-click > Inspect > Lighthouse tab). It gives me an accessibility score and tells me what needs to be fixed. I'll aim for at least 90 out of 100.

**Keyboard Testing** - I'll just unplug my mouse and try navigating my whole site using only Tab, Enter, and the arrow keys. If I get stuck or can't do something, I know I need to fix it.

**Color Contrast Checker** - I'll use WebAIM's online contrast checker to make sure my text colors meet the minimum standards before I finalize my design.

**Screen Reader Testing** - I'll try using my site with a screen reader. On Mac, VoiceOver is built-in, and on Windows, NVDA is free to download. I'll just listen to make sure everything makes sense when it's read out loud.

I'll check these things after I finish my design mockups, again after I build the main pages, and one more time before I submit the final project.



