



Process & Design

Part II: Identifying Your Product & Target Audience

A. Define Your Product

Answer the following questions in your document:

1. What problem does your product website solve or address?
 - It's easy to lose track of reading goals and watch shows or movies, especially when switching between streaming services, libraries and personal things. People need an organized place to track what they've consumed or plan to.
2. What is your product idea? How does your website support this idea and help solve the problem?
 - My idea is a website to track books read, shows/movies watched, progress on current reading/watching goals. It helps users stay organized and keep track of recommendations.
3. What type of website are you building? (i.e., e-commerce, brochure, portfolio, media, nonprofit, etc.)
 - This is a media website focused on user interaction and personal tracking of media consumption
4. What is your mission statement? Summarize what your product does, who it's for, and why it matters.
 - My mission is to help users stay organized by tracking their books, shows and movies in one place. This product is for people who love media entertainment, to set goals, track progress for what they've read or watched.

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:

- The primary audience is people who love media entertainment, books, shows, movies and want to track their consumption or set goals.
- Demographics
 - What is the age range of your target audience?
 - 16-45 years old
 - What is the gender distribution?
 - Even split
 - Which country do your visitors live in?
 - Primarily US, maybe Worldwide
 - Do they live in urban or rural areas?
 - Mostly urban/suburban, where streaming services and libraries are accessible
- Socioeconomic Details
 - What is the average income of visitors?
 - \$30,000
 - What level of education do they have?
 - HighSchool or Higher
 - What is their marital or family status?
 - Single or married, with family
 - What is their occupation?
 - Any occupation
 - How many hours do they work per week?
 - 20-50 hours
- Web Behavior
 - How often do they use the web?
 - Daily
 - What kind of device do they use to access the web?
 - Phones or computers

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
Sarah Kim	Female	27	Boston, MA	UX Designer	\$70,000	Daily, mostly on mobile & laptop
James Miller	Male	19	Austin, TX	College Student	\$15,000	Daily, mobile first
Priya Shah	Female	34	San Diego, CA	Marketing Lead	\$85,000	Daily, laptop during work & phone at night

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](#).

Reasons for Visiting the Site

1. **Track Reading Progress** – Log books they’re currently reading and mark when they finish
2. **Track Shows/Movies** – Keep a list of watched shows/movies and upcoming ones to watch
3. **Set Goals** – Track yearly goals like “read 20 books” or “watch all Oscar-winning movies”
4. **Recommendations** – Get suggestions based on past entries
5. **Discover Content** – Browse popular books/movies/shows and add them to their lists, if possible
6. **Social Sharing** – Option to share progress with friends or on social media, if possible.

Tasks Assigned to Fictional Visitors

- **Sarah Kim:**
 - Log her recently finished book and rate it
 - Mark her current TV show as “completed” and get recommendations for similar shows
 - Track her progress toward her annual reading goal
- **James Miller:**

- Add a list of movies to watch over the semester
 - Track progress through a comic book series he's reading
 - Share his watchlist with friends
- **Priya Shah:**
 - Plan family movie night by browsing recommendations
 - Track what shows her kids have watched
 - Create a "to-read" list for her upcoming vacation

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 promote a service to users.
- 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 I want users to take is adding books, shows, or movies to their lists so they can start tracking and organizing their media consumption.

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.).

- **Homepage** – Shows a preview of the user's watchlist, favorites, and reading/watching library
 - **Quick Add** – A fast way to add a book, show, or movie to the user's list directly from the homepage.
 - **Books, Shows, and Movies Pages** – Separate pages to browse media, mark as watched/read, and add to personal lists.
 - **Search & Filter** – Easily search for titles and filter by genre, status (watched/unwatched), or progress.
 - **Account Page** – Manage profile settings
 - **Library** – Track full history, view completed books/movies/shows, and manage goals.
 - **Favorites Section** – Allows users to save and revisit their favorite books or shows quickly.
- What will your homepage highlight? Think about the first impression and what visitors need to see right away.
 - A **personalized dashboard** showing the current watchlist/reading list at a glance
 - **Quick Add** button for instantly adding new books, shows, or movies
 - **Featured Recommendations** based on the user's activity
 - **Navigation Menu** linking to Books, Shows, Movies, Library, and Account setting pages
 - **Search Bar** for quickly finding media to add to lists

3. 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.).
 - One website that inspired me is youtube. The homepage serves as a preview of recommended content, with a menu on the left for navigation to different sections.
- How would you describe the overall style of your site (i.e., modern, bold, minimalist, playful, professional, etc.)?
 - I would describe the style as simple and straightforward, no unnecessary clutter, just clear navigation and a focus on the user's media library.

- Do you have preferences for color, fonts, or imagery? If not, what mood or personality do you want the site to convey?
 - No preference for fonts, color or imagery yet. The mood I want to convey is calm, organized and efficient.

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

Phases & Milestones (Progressive Implementation)

- 1. Planning & Requirements (Week 1)**
 - Define core pages: Homepage, Books/Shows/Movies, library, account setting
 - Identify must-have features: watchlist, quick add, history
 - Document target audience and goals
- 2. Design (Week 2)**
 - Create wireframes for core pages
 - Select color palette, typography, and layout style
 - Build mockups to guide development
- 3. Development – Core Functionality (Weeks 3–4)**
 - Build homepage with navigation and watchlist preview
 - Implement quick add for books, shows, and movies
 - Create account page to manage history and lists
- 4. Testing Core Features (Week 5)**
 - Test navigation, quick add, and list display
 - Fix usability issues and improve responsiveness
- 5. Development – Advanced Features (Weeks 6–7)**
 - Add progress tracker for reading/watching goals
 - Add search and filtering for easier browsing
 - Implement recommendations (optional)
- 6. Testing & Refinement (Week 8)**
 - Test advanced features and overall site performance
 - Collect feedback and make UI/UX improvements
- 7. Deployment (End of Week 8)**
 - Launch website prototype
 - Gather user feedback for next iteration of features

- A visual representation of your timeline (e.g., Gantt chart, flowchart, or detailed bullet list).
 - **Week 1:** Planning & Requirements
 - **Week 2:** Design & Wireframes
 - **Weeks 3–4: Core Development** (Homepage, watchlist, library, account setting)
 - **Week 5: Core Testing**
 - **Weeks 6–7: Advanced Features Development** (progress tracker, search/filter, recommendations)
 - **Week 8: Final Testing & Deployment**

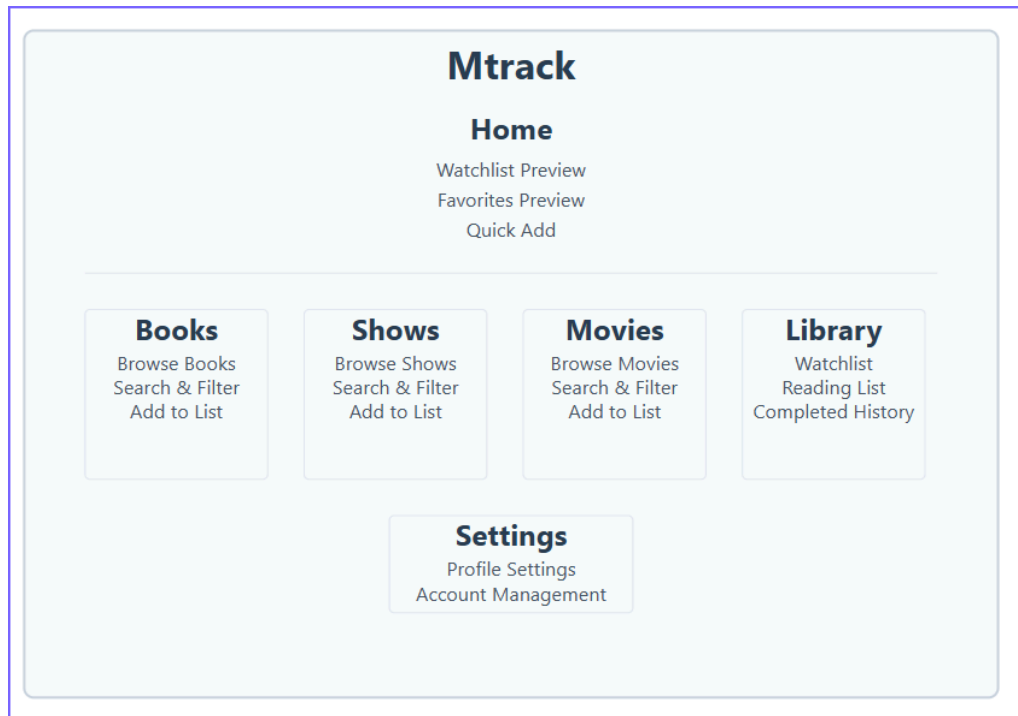
8. Original Logo

Design a logo for your product website that visually captures your brand identity..



9. Site Map

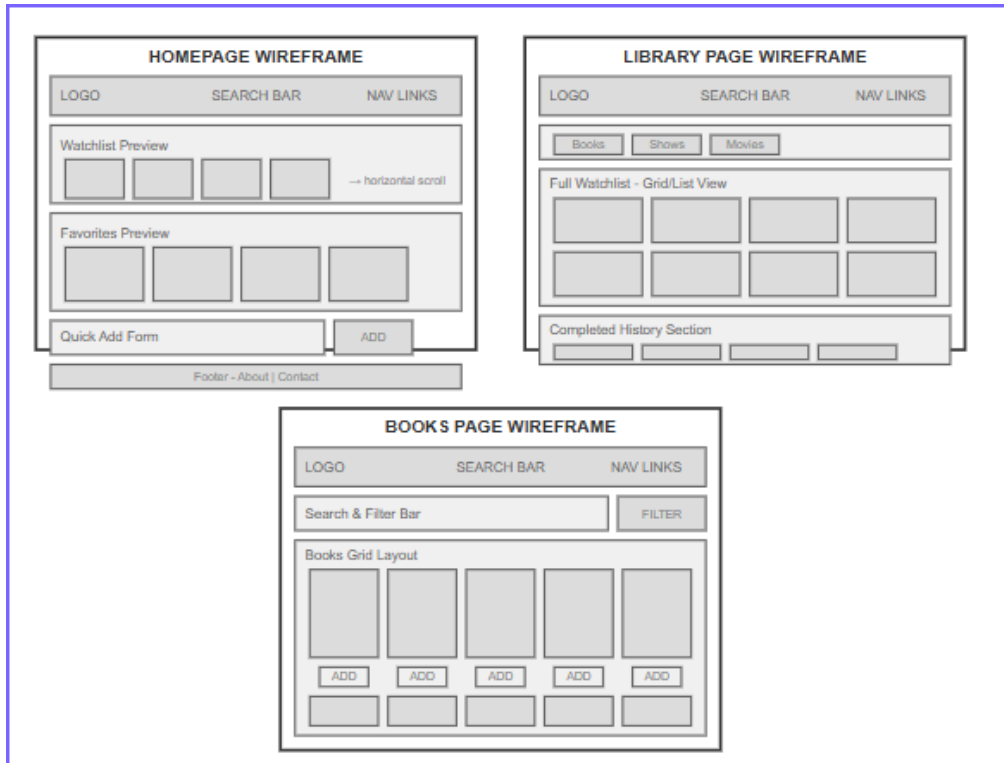
Create a site map that shows how your site will be structured and how users will navigate between pages.



The sitemap shows how users can navigate between the homepage, library, books, shows, movies, and account settings. Subsections like watchlist and history are under Library

10. Wireframes

Design wireframes for your homepage and at least two other core pages.



The wireframes illustrate the layout for the homepage, library, and books page, including navigation bar placement, watchlist previews, quick add button, and grid layouts.

11. Accessibility

- Specific features you will implement to support users with visual, hearing, motor and cognitive impairments.

1. Visual Impairments

- **Alt Text on Images** – All book, show, and movie images will have descriptive alternative text for screen readers.
- **High-Contrast Color Scheme** – Text and background colors will meet WCAG 2.1 AA contrast ratio guidelines.
- **Keyboard Navigation** – All interactive elements (buttons, links, search) will be accessible via keyboard navigation (tab, enter, space).
- **Scalable Text** – Fonts will use relative units (em/rem) so users can resize text without breaking the layout.

2. Hearing Impairments

- **Captions for Video Content** – Any trailers or video previews will include captions or transcripts.
- **No Audio-Only Information** – Critical info will always have a visual alternative (never rely only on sound).

3. Motor Impairments

- **Large Clickable Areas** – Buttons and links will have adequate size and spacing (at least 44x44px target).
- **Skip to Content Link** – Users can skip navigation menus to jump directly to main content.
- **Full Keyboard Control** – Site will not rely on drag-and-drop or mouse-only actions.

4. Cognitive Impairments

- 12. **Consistent Layout** – Navigation and UI components will be consistent across all pages.
- 13. **Clear Language** – Simple, straightforward labels (e.g., “Add to List,” “Search,” “Library”).
- 14. **Minimal Distractions** – No autoplay media or flashing animations that could cause confusion or seizures.
 - Tools you will use to audit your site for accessibility.
- **WAVE Web Accessibility Evaluation Tool** – to check for missing alt text, low contrast, or ARIA issues.
- **axe DevTools** (browser extension) – to run automated accessibility audits during development.
- **Keyboard-Only Testing** – manually tab through the site to ensure all elements are focusable and usable.
- **Screen Reader Testing** – test with NVDA or VoiceOver to confirm the site is understandable without sight.