Design Document \_ Module Two

Minochka Taylor

1. Website Type : Blog

2. Website Purpose and Goals:

1. Purpose

i. Informational, Pictural Gallery of Travel to Paris

1. Goals

I. Primary Goals

1. Primary Goal 1: Mailing for Newsletter
2. Primary Goal 2: Increase Picture Gallery Images

c. Milestones

I.adding email for newsletter

Ii.adding pictures to expand gallery images

d.Metrics

i.All Metrics

1. Metric 1: traffic to website
2. Metric 2: time spend on website

ii.KPIs

1. Number of newsletter requests

2. Number if email addresses received

3. Number of pictures uploaded

e. Key Characteristics

I. Description of characteristics: Colors

Launch Page: DEC2ED

Search Rectangle: DEC2ED

Gallery Rectangle: D2D8C4

Below Travel Tips Rectangle: B4A3B0

Landing Page: DCC3D6

Monaco Rectangle: FEF9E9

Rewards Rectangle: ICI1999

ii.Description of characteristics: Images

Launch Page: Paris with Eiffel overhead drone

Search: Microscope Icon

Landing Page: Yacht

iii . Description of characteristics: Fonts \_ Stylist

Launch Page:

Bespoke Travel Girl: Mixed

Paris: Jacques Francios

Rewards & Travel Tips: Kiwi Maru

Gallery: Bitter

Landing Page:

Rewards: Kiwi Maru

Monaco: Italian

Iiii. Description of layout

Full page image of Paris on Launch page

Search function on right hand box

Words “Bespoke Travel Girl” Top left

Word “ Paris” on picture of image Paris Drone Shot

Three Boxes with List Names:” Travel Tips, Gallery & Rewards”

Each Word will allow navigation to the landing page:

* Travel Tips, Gallery & Rewards”

Accessibility Considerations:

i. Website Only

Ii. Alt Tag

Site Map Link:

<https://www.gloomaps.com/AdqdtbJ3yj>

b. Similar Websites

Website 1 - [Paris (france.fr)](https://www.france.fr/en/paris)

1. Similarities: Pictures of France
2. Similarities: Three Topic Types to select from

Website 2 - [Your Complete Guide to Paris | Information on Paris (bonjourparis.com)](https://bonjourparis.com/)

1. Similarities: Pictures of France

C. Conclusion

I. Statement of conclusion: my website is Blog