



WEB DESIGN – PLANNING DOCUMENT

Task 1 – GoldEase Website

Luna Candida Cosmano
Group 5.1B

1. Project Idea

GoldEase serves as an educational site dedicated to the care of goldfish, including their aquariums and pond maintenance.

The aim of the site is to deliver information in an organized way that's easy for users to navigate and understand.

2. Target Audience & User Personas

The target audience is people who are willing to learn more about the basics of goldfish keeping, as well as beginners and intermediates already in the hobby. The target age range is 12 to 30s.



JAMES SMITH

- 14 Years Old
- Student
- London, England

James has never kept fish before, but became interested after a visit to the Aquarium. He knows goldfish are popular pets, and wants to learn more about their care to determine if they could be a good fit for him.

Goals

- Learn about the different types of goldfish varieties and their basic care requirements.
- Understand the reality vs misconceptions about the breed.
- Understand the importance of water quality and how to start setting up a tank.

Frustrations

- Struggles finding trustworthy sources with consistent information.
- Feels overwhelmed by the cluttered layouts of existing websites.
- Needs a lot of visual aids to better understand the information being explained.



SARAH WILLIAMS

- 24 Years Old
- Graduate
- Toronto, Canada

Sarah, a recent psychology graduate, wants to get back into the fishkeeping hobby. She has some experience with freshwater aquariums, but it's her first time keeping fancy goldfish.

Goals

- Learn about the specific dietary needs and water parameters for her goldfish.
- Create a beautiful aquascape using the most suitable plants and decor.
- Learn about the potential health risks for fancies and how to treat them.

Frustrations

- Struggles to find concise information tailored to the needs of fancy goldfish varieties.
- Dislikes single page sites.



JIN XUē

- 34 Years Old
- Lab Analyst
- Beijing, China

Jin is an experienced fishkeeper in both freshwater and marine tanks. He'd like to start breeding his goldfish and set up a pond to expand his hobby.

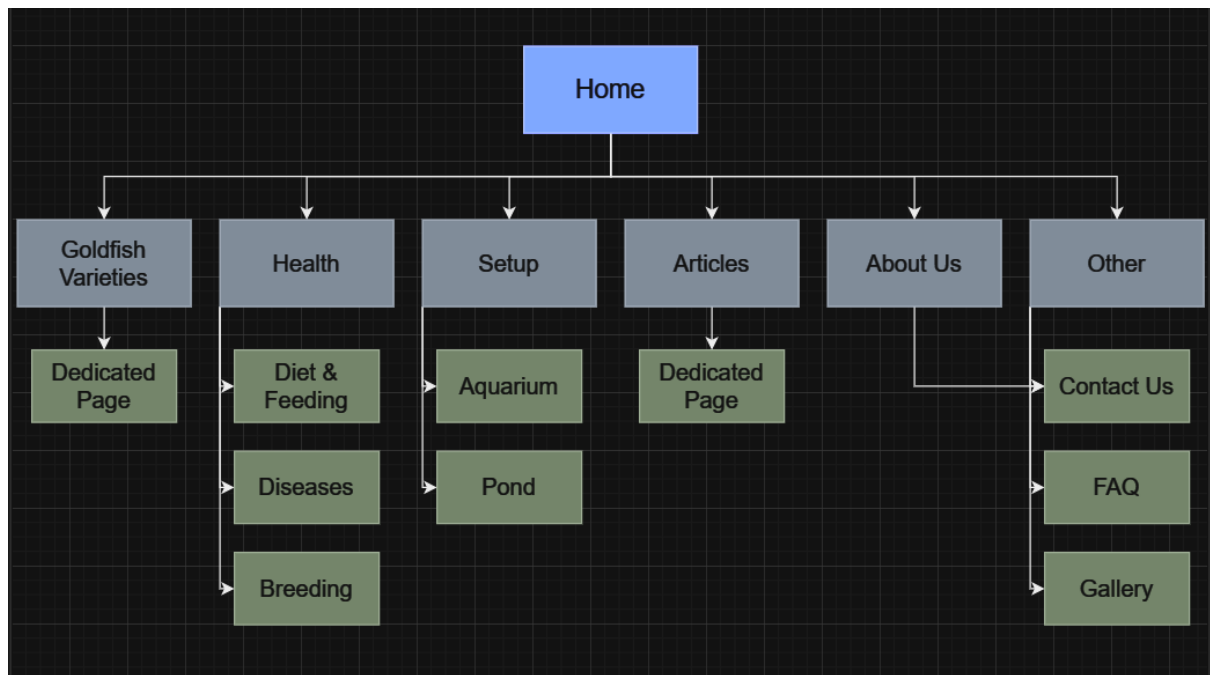
Goals

- Explore goldfish breeding and genetics.
- Find instructions on setting up a pond.
- Share his aquascapes with others.
- Navigate a website that's informative but not overwhelming.

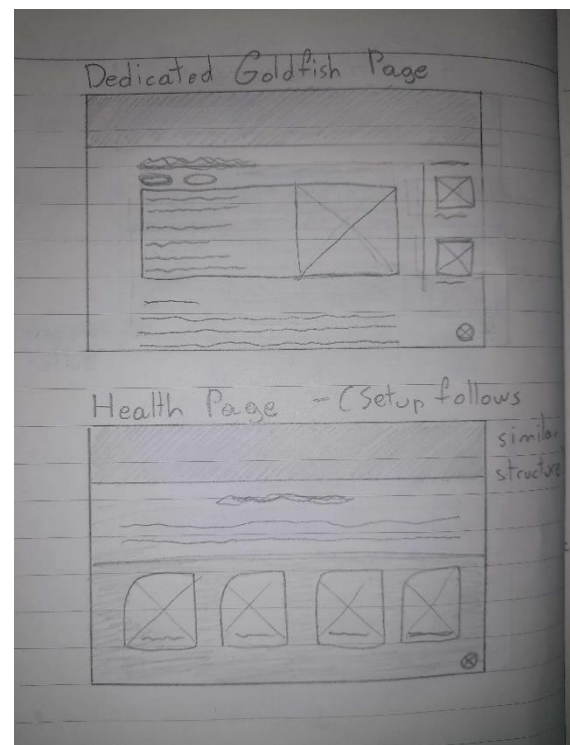
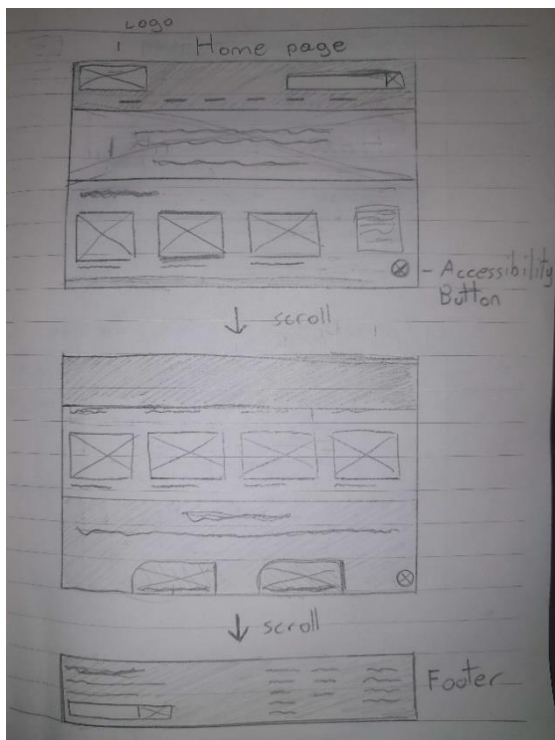
Frustrations

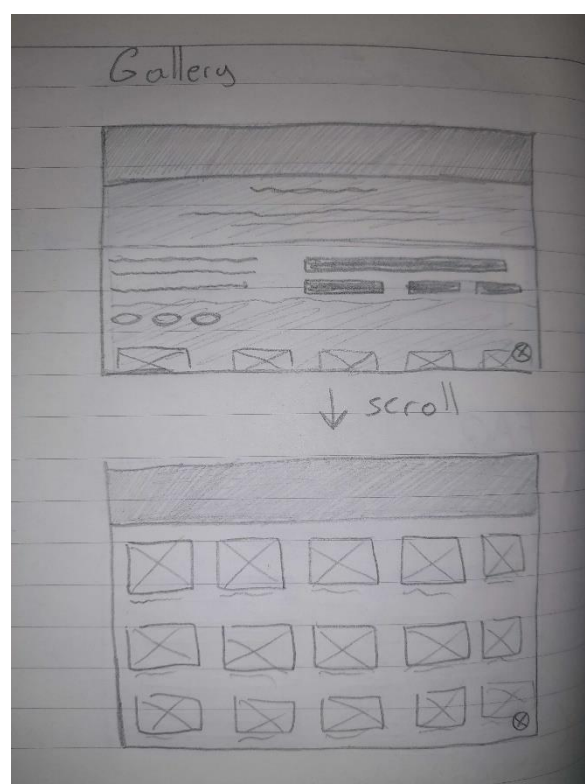
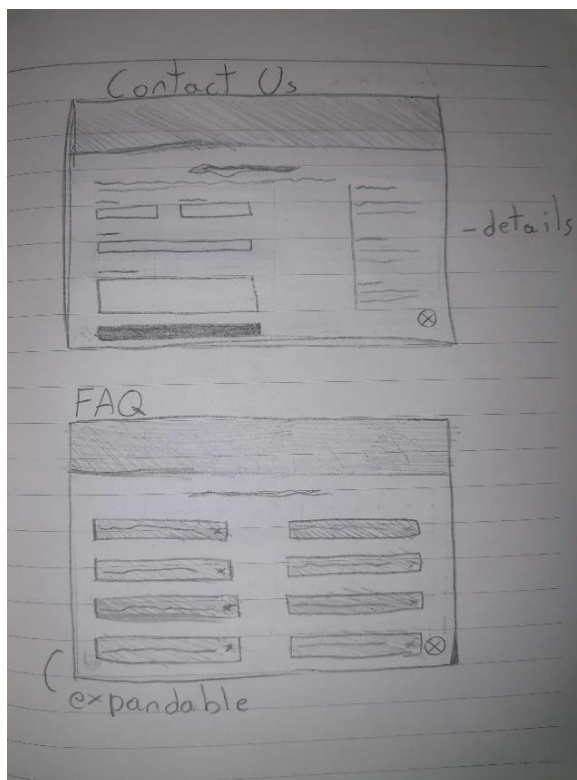
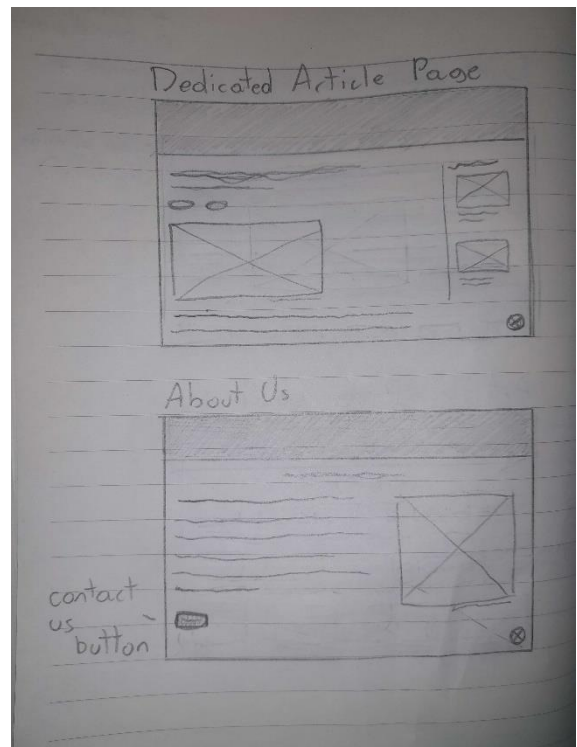
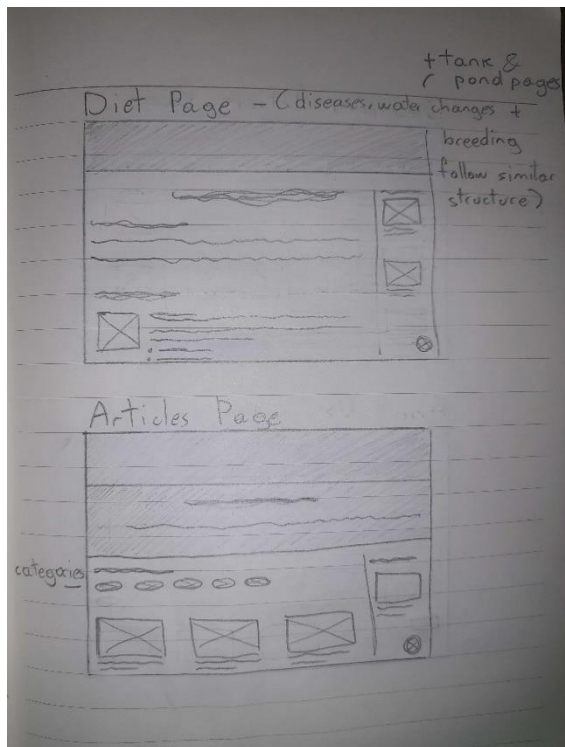
- Difficulty finding in-depth guidance on goldfish genetics.
- Prone to eye-strain, prefers larger text and high contrast themes.

3. Site Map

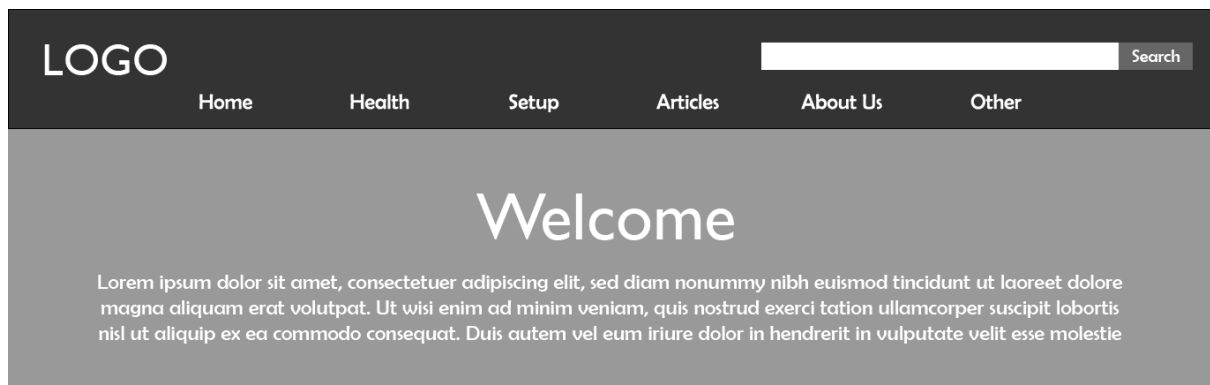


4. Low Fidelity Wireframes

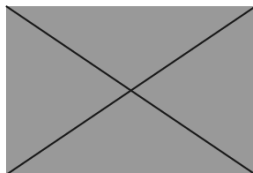




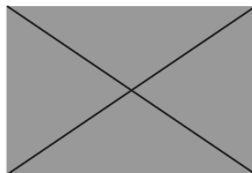
5. Medium Fidelity Wireframes



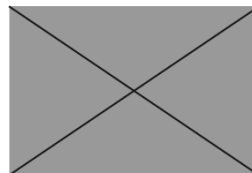
Common Goldfish



Goldfish 1

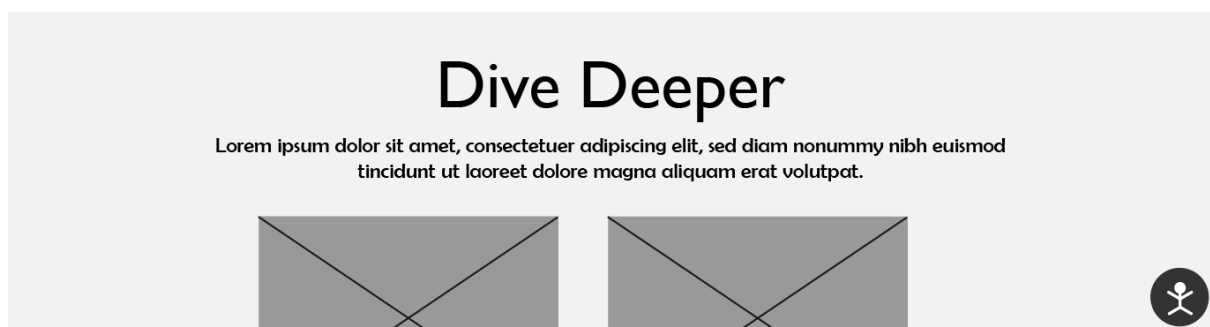
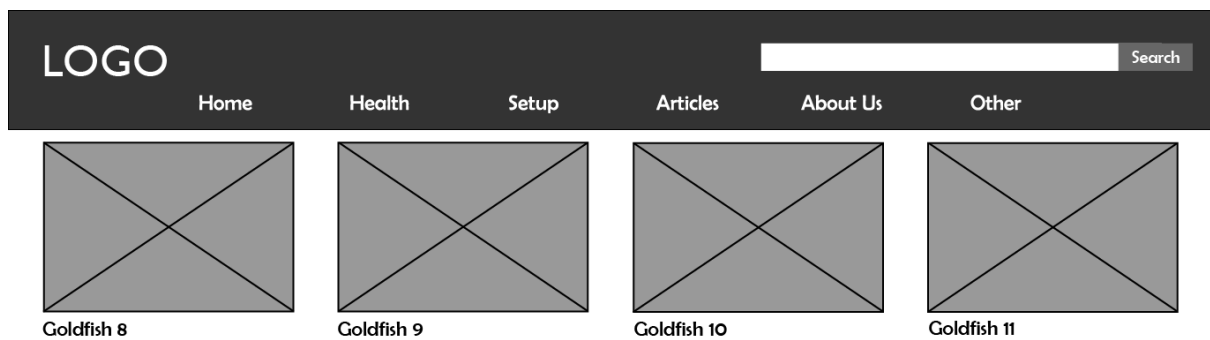


Goldfish 2

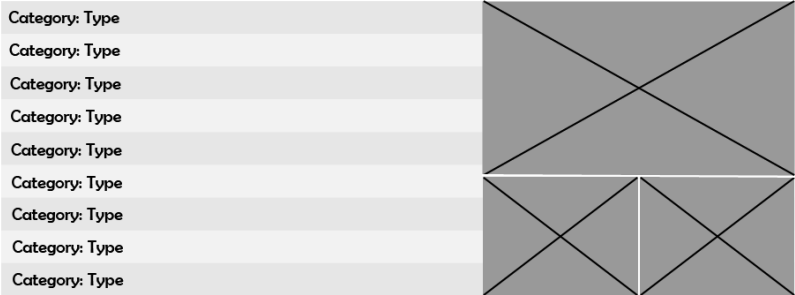


Goldfish 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex



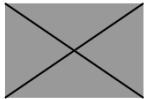
Goldfish I



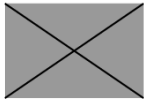
Overview

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

See Also



Goldfish 2

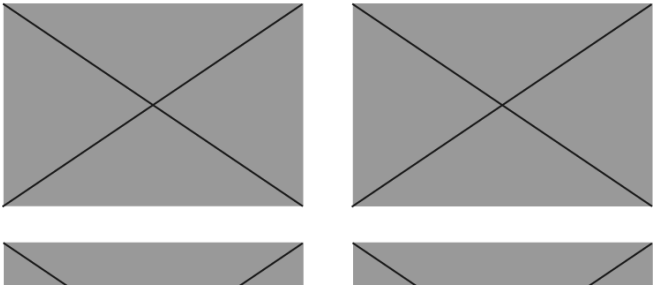


Goldfish 3



Health

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



LOGO

Search

HomeHealthSetupArticlesAbout UsOther

Diet & Feeding

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Getting Started

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Dry Food

 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

See Also



Article 1
Date



LOGO

Search

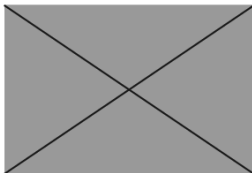
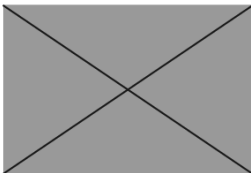
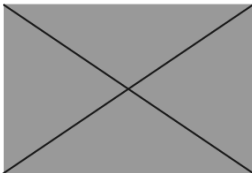
HomeHealthSetupArticlesAbout UsOther

Articles

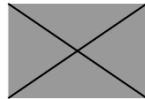
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Filter

- Category
- Category
- Category
- Category



See Also



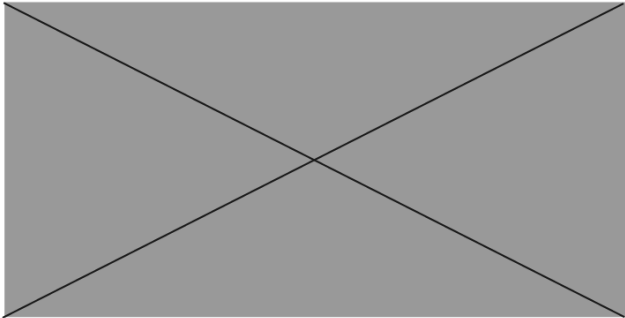
Article 1
Date



Article Headline

By Author Name, Published on 01/01/01

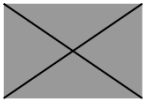
Category



Alt Text

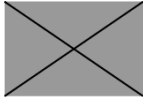
>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt

See Also



Article 1

Date



Article 2

Date

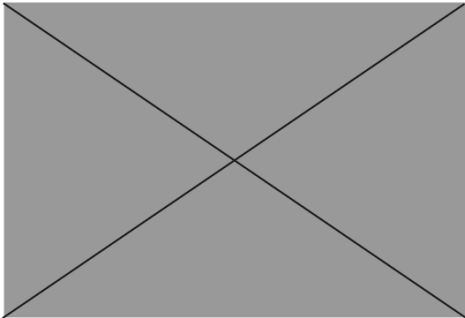


About GoldEase

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobor

Contact Us



Alt Text



LOGO

Search

Home

Health

Setup

Articles

About Us

Other

Contact Us

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Form

Name

Surname

Email

Subject

Message

Details

Email

goldeasebusiness@email.com

Telephone

+000 123456789

Address

Random Adress

Line 2

Line 3

Business Hours



LOGO

Search

Home

Health

Setup

Articles

About Us

Other

Frequently Asked Questions

Question

+

Question

+

Question

+

Question

+

Question

+

Question

+

Question

+

Question

+

Question

+

Question

+

Upload

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

File

Category

Your Name (Optional)

Image Description

Submit

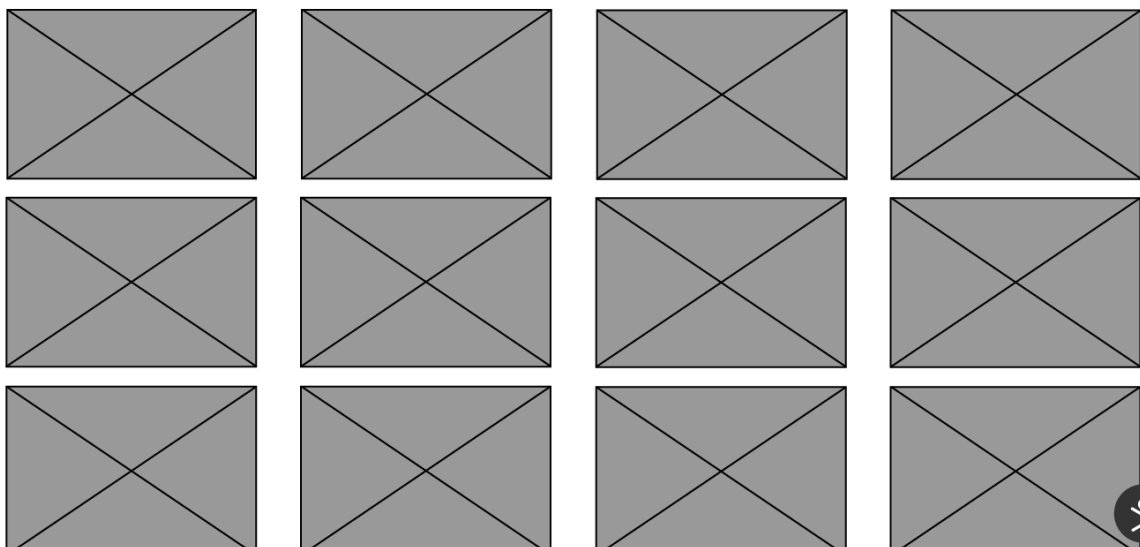
Filter

Category

Category

Category

Category



6. Style Guide

Colours



#272729



#205769



#E77636



#C2DDE6



#F8B28A



#B63D10

Fonts

Gill Sans MT

Roboto

Buttons

Static

Hover

7. IPO Chart

IPO Chart

INPUT

- User inputs words into search bar and hits 'search'
- User interacts with menu button
- User interacts with item (i.e Article)
- User submits inquiries or feedback through contact forms.
- User clicks on filter category

PROCESS

- Website processes user request by locating results with matching data
- Website retrieves page and content
- Website retrieves page and content, identifying related pages through keywords
- Website reads data and shares it with external email app
- Website identifies and isolates content with matching category

OUTPUT

- User sees search results
- User can interact with the new page
- User can interact with the new page featuring a side bar with links to similar content
- User can send email
- User views specific content