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Web Masters  
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May 29<sup>th</sup>, 2015

**Project:** Site Specification Document

Mr. Smith,

As outlined in the Statement of Work delivered on 5/11/2015, the first step we have taken in making your website is Planning. Attached you will find a Site Specification Document. This document aids the Web Architect, Web Designer, Web Developer, and even you, in the creation of your site. As each team members' work affects each other, and because you have the ultimate say it is essential that we all have a consolidated place to start and work from.

This document is important to you because it gives you the first glimpse of what is to come. In it you will find wireframes, navigational structure, color choices, and other imperative functions of the site. If anything within this document is unclear please do not hesitate to contact us, we will happily clarify it for you.

At this point we encourage you to state any and all changes you would like made, as after you approve this document we will dive into the Design Phase and we want it to be exactly what you are looking for.

*We kindly request a meeting within three business days to review this document with you.*

Again, please do not hesitate to contact us with any questions, comments, or concerns you might have.

Thank you,

*Nichol Suchy*

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Nichol Suchy  
Owner  
Web Masters



# Smithville Bowling Web Site Specifications

We will be keeping your current domain name as: [www.smithvillebowling.com](http://www.smithvillebowling.com)

## 1.0 OVERVIEW OF WEB SITE REQUIREMENT

The main purpose of your business's website is to be informative. You desire a site that is up to date and well-organized; you could be open to future developments on your site such as online booking for parties.

This summarization results from previous communications with you:

"I feel we can attract more customers if the website presents information in a more organized manner. I feel it is time to put a fresh new look on our website. I like simplicity and clarity when I am visiting a website."

## 2.0 SEARCH ENGINE OPTIMIZATION

### 2.1 Search Engine Ranking

- The website should be accessible to search engine spiders and be coded with good on-page search engine optimization.
- The designer should propose separately a budget for link building required to make the site reasonably competitive in the target market

## 3.0 LIST OF PAGES

Below is a brief description of the purpose of each page that will be on your site:

### 3.1 Home Page

The home page is an introduction to your business. This is where we tell them who you are and what you do.

### 3.2 Contact

This page will give users a multitude of ways to get in touch with you, including social media links. It will provide information on how to get to your business's location. These items will all be provided on one page.

### 3.3 Rates



This page will let your viewer know how much your each of your various services cost.

### **3.4 Reservations**

This page will give your viewer information on what type of reservations you offer, and instruct them on how to go about making them.

### **3.5 Food and Drink**

This page will provide your menu selections.

### **3.6 FAQ**

This page will give your viewers a quick reference to frequently asked questions.

### **3.7 About**

This page will give your viewers a menu of options that give a deeper look into your business: History, Press, Testimonials, Fundraisers, Photos, and Videos.

### **3.8 History**

This page will give your viewers the history of your bowling alley.

### **3.9 Press**

This page will give your viewers access to the articles in which you've been written about.

### **3.10 Testimonials**

This page will give your viewers a place to see the praise you've received from past customers.

### **3.11 Fundraisers**

This page will give your viewers a look into how past customers have done fundraising with your company, and give them instructions on how to go about doing so themselves.

### **3.12 Photos**

This page will give you a place to put photos of customers, your facilities, and people involved with your business.



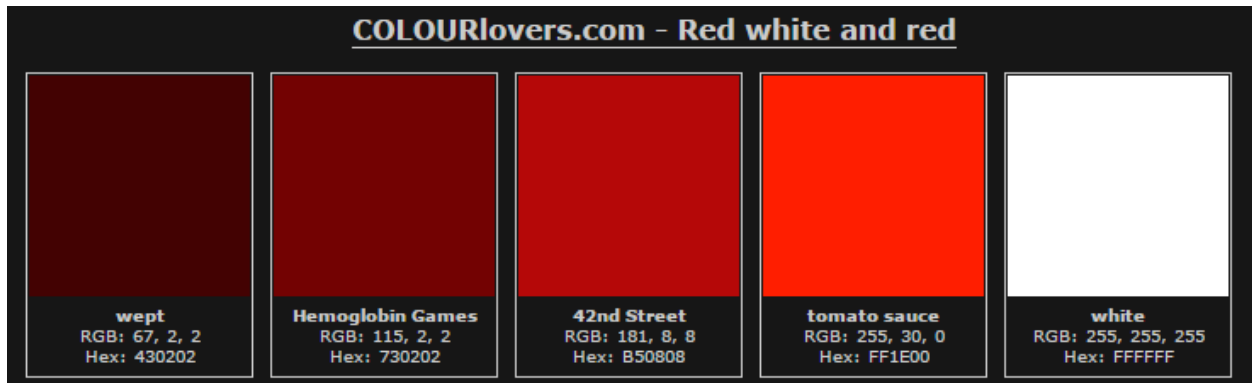
### 3.13 Videos

This page will give your viewers access to videos you want to post.

## 4.0 STYLE AND LAYOUT

### 4.1 Overall Style

As per your request, your site will be styled in red, white, and natural wood tones to give the feeling of being in a bowling alley. Below is a color palette the designer will be using to create the visual style of your site. Your company logo will be incorporated into the site's design.



RGB Color	Hex Value	Description	Usage
67, 2, 2	#430202	Very Dark Red	Font Color
115, 2, 2	#730202	Dark Red	Highlight when selected
181, 8, 8	#B50808	Straight Red	**Site background
255, 30, 0	#FF1E00	Tomato Red	Rollover highlight
255, 255, 255	#FFFFFF	White	Title Font (when outside of information boxes), Information and Navigation background, Font when selected

\*\*A bonus design option is to have an image of natural wood as the background of your site. As declared in the Statement of Work, any images we add to your site will cost an extra \$100 per image; if chosen, this will be added to your final bill. Below are three options for bonus background images.

Option 1:



Option 2:



Option 3:

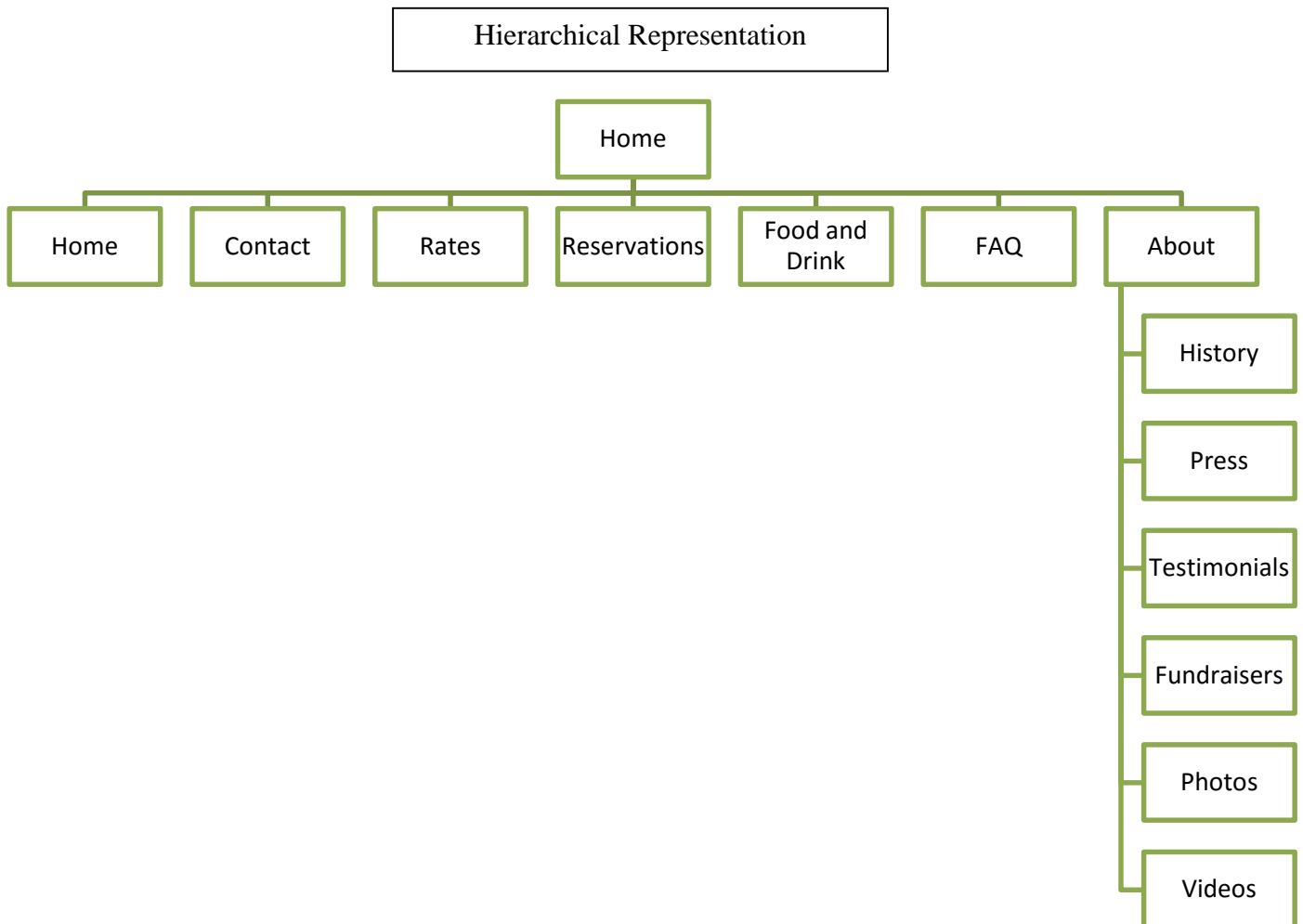


## 4.2 Navigation

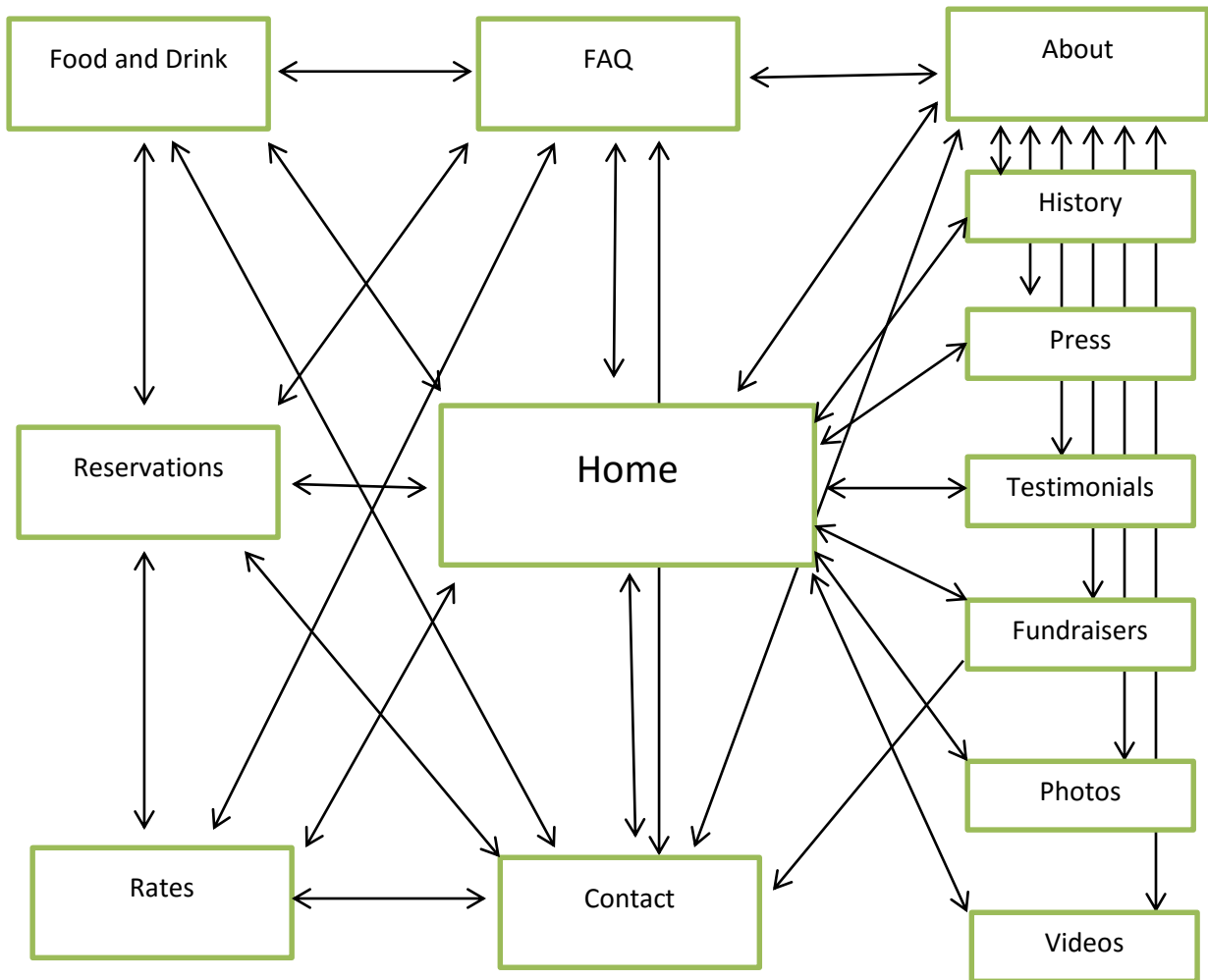
We are including the same navigation bar on each web page. This main navigation bar provides links to: Home, Contact, Rates, Reservations, Food and Drink, FAQ, and About. The About section will lead your visitors to the sub-pages: History, Press, Testimonials, Fundraisers, Photos, and Videos. Below are two different graphical representations that illustrate the path your site visitors will be able to travel.

The first is a hierarchical navigation graph; this graph visually represents the main navigation items and shows how a visitor would get to sub-pages related to the main items.

The second is a matrix navigation graph; this graph visually represents how pages are related to one another.



Matrix Representation





## 4.3 Font Selection

An easily readable, sans-serif font will be used on all of your web pages. Below are examples of Arial, the font that will be on your page:

Arial

*Arial Italic*

**Arial Bold**

Arial 12pt

Arial 18pt

Arial 24pt

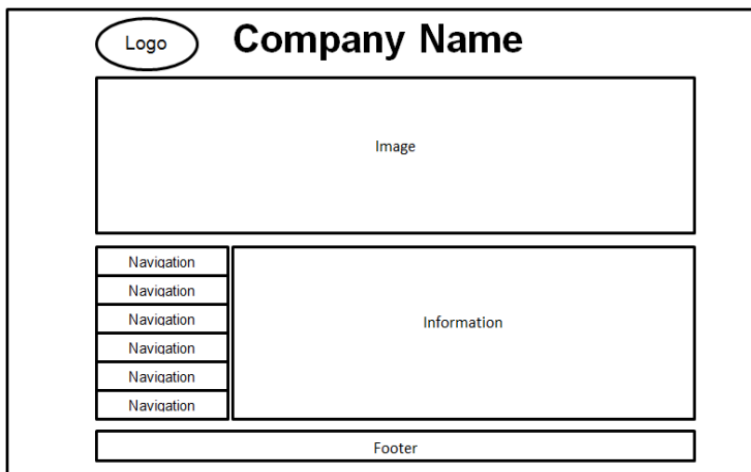
## 5.0 SITE LAYOUT

### 5.1 Wireframe

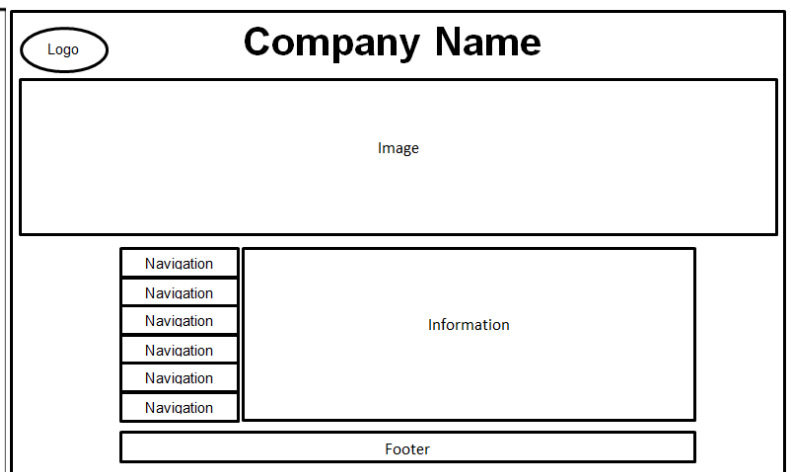
As promised in the Statement of Work, we are now providing you with three wireframe (WF) layouts. The structure will be consistent across all pages of your site; the header, footer, and navigation will be identical on every page.

WF 1: As you requested, this layout includes a left-side navigation bar. The emphasis is on the image, followed by your company's name. We would only suggest this layout if you feel that your front page image sends a strong message that represents your company. Below are two variations of the same concept, the difference mostly being that the image spans the whole page in the second version. Additionally, we would like to mention that a large image such as this is trending in website design.

WF1 A

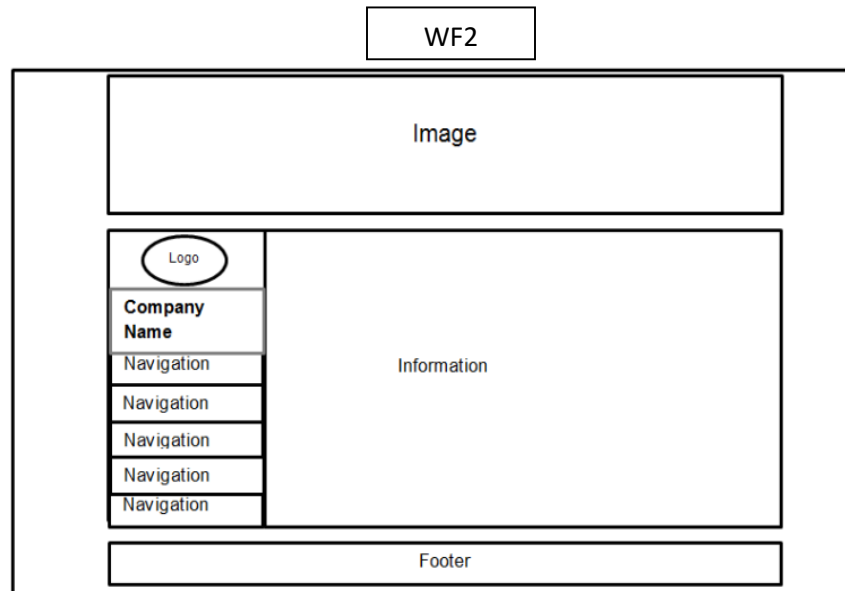


WF1 B

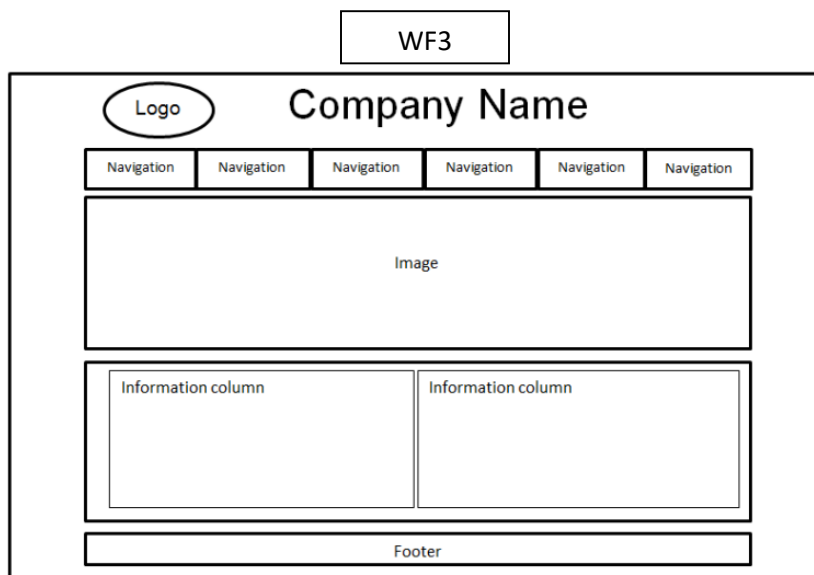




WF 2: This layout also utilizes a left-side navigation bar as well as the emphasis being on the image. Your logo has been placed inside of the navigation bar, along with your company name. The benefit to this is that your name and image are placed in a high traffic area. Your company's name and the logo double as a way to return to the home page.



WF 3: This wireframe has a navigation bar situated at the top of the page. Emphasis is equally placed on the image and on the information provided below it (they each take-up the same amount of space). By placing the navigation bar at the top more room is left on the sides for information, thus the text is broken into columns. Columns are easier to read than text being spread across a whole page, and they are easier for visitors to scan when they want quick information. As discussed, we will be creating your site to be adaptive to mobile devices, rather than making a mobile site. With mobile devices in mind, we recommend this layout. You want your site to look very similar across every device it is viewed on because it is less perplexing to visitors who switch between devices. This layout is the best solution to that significant situation.

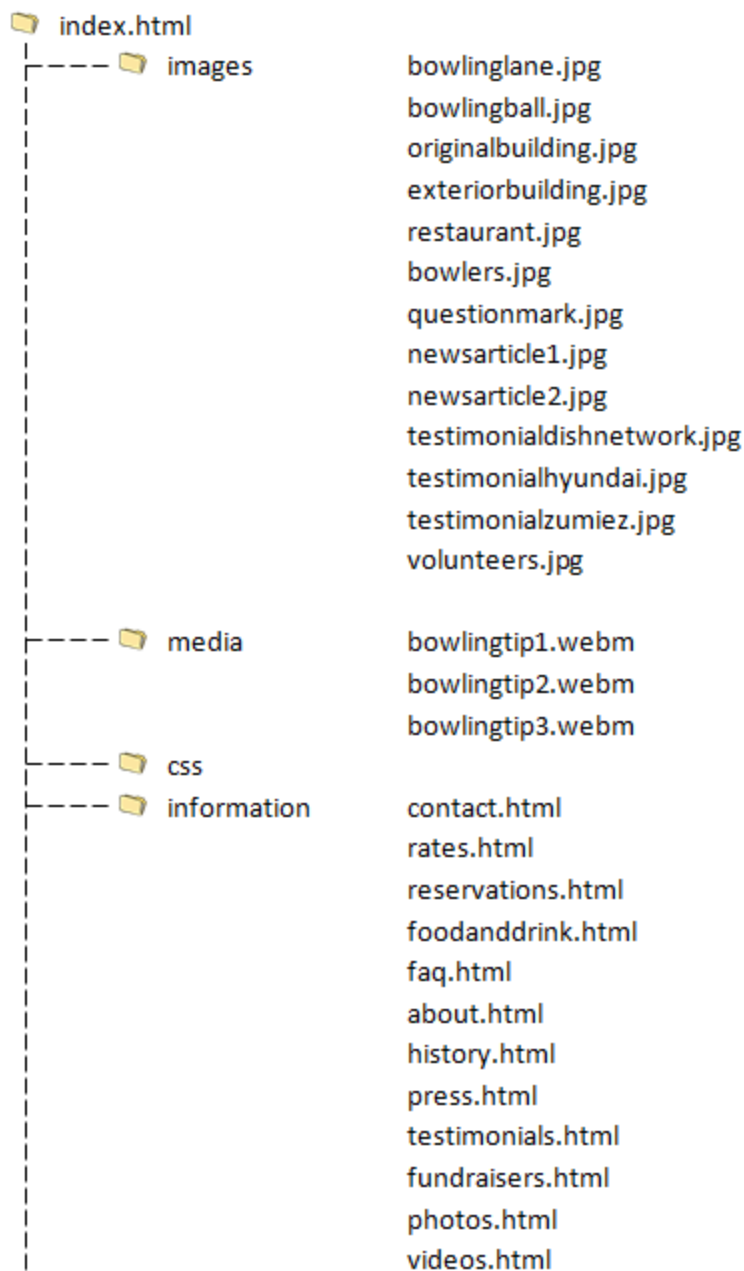






## 5.2 Site Folder Structure

Below is a graphic of how your website's folder structure will be set up. We are using a hybrid structure for your site because it is very organized and efficient to maintain. Additionally, we have considered two other items in the decision to structure your site in this manner. (1) During our first meeting with you we discussed possibly including online booking on your site in the future. (2) It has also been our experience with past clients to eventually add a products page after their initial site launch. A hybrid site will make either of these future growth items a smooth addition to smithvillebowling.com.





## **6.0 ADDITIONAL REQUIREMENTS**

### **6.1 Accessibility**

Your site will comply with the standards of accessibility as found in W3C WAI (World Wide Web Consortium Web Accessibility Initiative) level A Guidelines.

The WAI “develops strategies, guidelines, and resources to help make the Web accessible to people with disabilities.” For more information on this subject please visit:

<http://www.w3.org/WAI/gettingstarted/Overview.html>

### **6.2 Valid Code**

All code that we write for your site will validate to W3C (World Wide Web Consortium) specifications.

There are a number of reasons we do this including ease of future maintenance, quality checking, and debugging. For more information on this subject please visit: <https://validator.w3.org/docs/why.html>



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## Acceptance

By signing below, the parties named are accepting the terms outlined in this Site Specification Document, and agreeing that they are signing under the authority of their company to do so.

Smithville Bowling

Company name

Full name

Title

Signature

Date

Web Masters

Company name

Nichol Suchy

Full name

Owner of Web Masters

Title

*Nichol Suchy*

Signature

05/29/2015

Date



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<[http%3A%2F%2Fwww.houzz.com%2Fphotos%2F16713058%2FNatural-Ambiance-Red-Oak-Select-and-Better-Hardwood-Flooring-from-Lauzon-contemporary-hardwood-flooring-ottawa](http%3A%2F%2Fwww.houzz.com%2Fphotos%2F16713058%2FNatural-Ambiance-Red-Oak-Select-and-Better-Hardwood-Flooring-from-Lauzon-contemporary-hardwood-flooring-ottawa%3Fphoto_id=16713058)>.
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<<http://www.urbanata.com/sustainable/flooring/wood.html>>.