



PLANNING DOCUMENT

NICOLE MICALLEF
GRD 5.1B
CAWEB-506-1503
INTRODUCTION TO WEB DEVELOPMENT

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1

PROJECT IDEA

WHAT IS THE WEBSITE ABOUT?

WHAT IS THE WEBSITE'S PURPOSE?

The Mumenti Sbieħ website is an e-commerce platform for a local event decor and floral business. It allows users to rent stylish decor for events, buy fresh flower arrangements, and browse a portfolio of previous work to get inspired or assess the brand's style.

The primary objectives for this website are:

- Allowing customers to browse and rent decor items conveniently
- Facilitating the purchase of customized fresh flower arrangements
- Displaying a professional portfolio of completed projects.
- Offering a straightforward means for customers to contact the business

WEBSITE PAGES & FUNCTIONALITIES

Home

Introduction, quick navigation to services, featured products, and recent portfolio highlights.

Shop

E-commerce functionality, product listings for flower arrangements and rentable decor, filtering options by categories and price.

Portfolio

Image galleries categorized by event type, detailed descriptions of past events, and client testimonials.

Interactive Event Board

The ability to mix and match decor items and flower arrangements in a drag-and-drop interface to provide users with a visualisation of how items look together.

About Us

Information about the brand, mission, values, and team.

Client Login

Login form allowing registered users to access their personal dashboard. Includes options to reset forgotten passwords and navigate to account registration. Logged-in users can view their profile, order history or upcoming rentals.

Contact Us

A form to request consultations, inquire about services, submit feedback, or request quotes. Includes business contact details and location map.

Cart

View and manage products selected for rent or purchase.

Checkout

Secure payment gateway, customer details entry, delivery or pickup options.



TARGET AUDIENCE

MARIA CAMILLERI

Age 24

Location Rabat, Malta

Occupation Junior Architect

Income €22,000/year

Status Engaged

Bio Maria is a creative and detail-oriented bride planning her dream wedding. She works full-time in an architectural firm and has limited time to visit suppliers in person. She's looking for elegant, cohesive decor that fits her romantic wedding theme and prefers to handle most bookings online.

Goals

- Easily rent high-quality event decor for her wedding
- Purchase a custom flower bouquet for her big day
- Browse ideas and past setups for inspiration
- Finalize bookings from her laptop during evenings

Frustrations

- Other decor websites lack clear visuals or package info
- Hidden fees for rentals and delivery
- Difficulty contacting vendors or getting quotations that are easy to understand



USER PERSONA FOR MUMENTI SBIEH - THE EVENT PLANNER

DAVID FARRUGIA

Age 36

Location Sliema, Malta

Occupation Freelance Event Planner

Income €40,000/year

Status Single

Bio David is a well-established event planner who manages everything from weddings to high-end corporate events. He's always on the hunt for reliable vendors and stylish decor that aligns with client expectations. He values speed, clarity, and professional presentation when choosing suppliers.

- Goals*
- Access an up-to-date catalog of rentable items with clear availability
 - Purchase themed flower arrangements for various events
 - Save and reuse past event setups for recurring clients

- Frustrations*
- Slow or no responses from vendors
 - Inaccurate item availability
 - Portfolio images that don't reflect real-life quality
 - Having to use separate sites for rentals and flowers

JANE GRECH

Age 51

Location Mosta, Malta

Occupation Primary School Teacher

Income €25,000/year

Status Married with two children

Bio Jane enjoys buying fresh flowers regularly to brighten up her home and occasionally gifts arrangements for friends and family. She values ease of use in a website and wants a quick, reliable shopping experience without needing to browse too much.

Goals

- Purchase fresh flower arrangements online with delivery
- Save her favorite bouquet styles for repeat orders
- Easily customize flower messages and delivery dates
- Checkout in just a few steps with no hassle

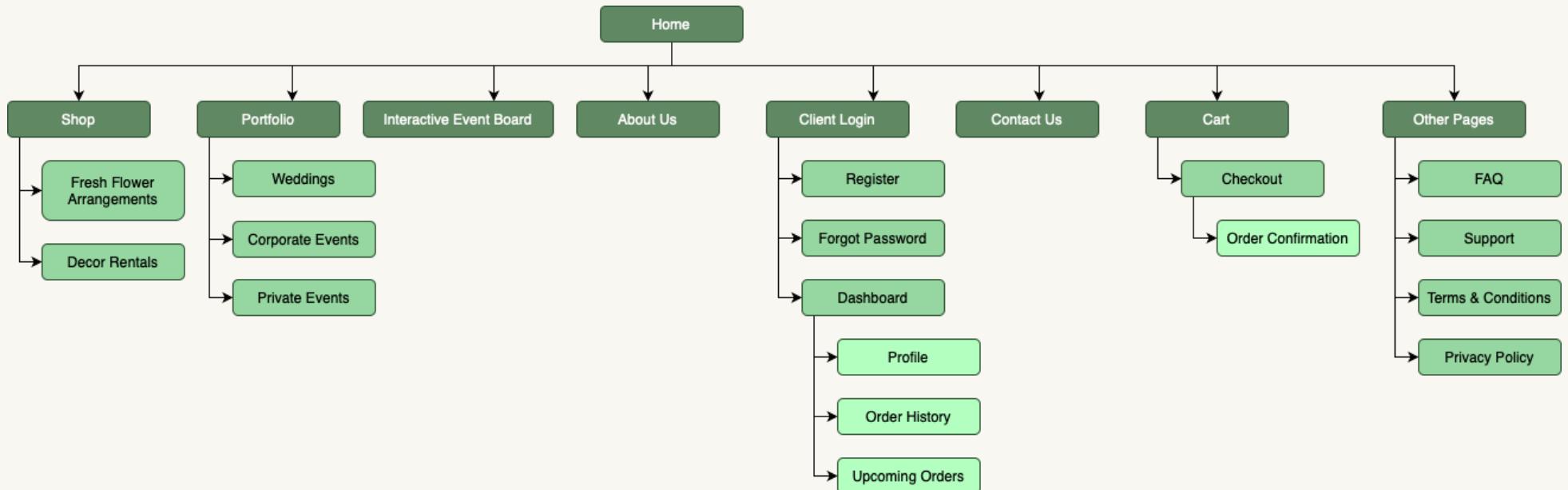
Frustrations

- Limited flower choices on competitor websites
- Confusing checkout processes
- No delivery tracking or updates
- Lack of customization options for flower arrangements



DESIGN PLANNING

SITEPLAN



STYLE GUIDE

Brand Logo

100px width minimum when using the primary logo

Minimum clear space equal to the height of the logomark must be maintained on all sides



Primary Logo



Logomark & Variation

Tagline & Brand Voice

Tone of language, personality traits

Mumenti Sbieħ's voice is warm and inspiring. We aim to speak to our clients with the same care and creativity that we bring to every event. When writing product descriptions or portfolio captions, our tone should feel personal, polished, and expressive – with a focus on evoking beauty and joy.

Brand Voice

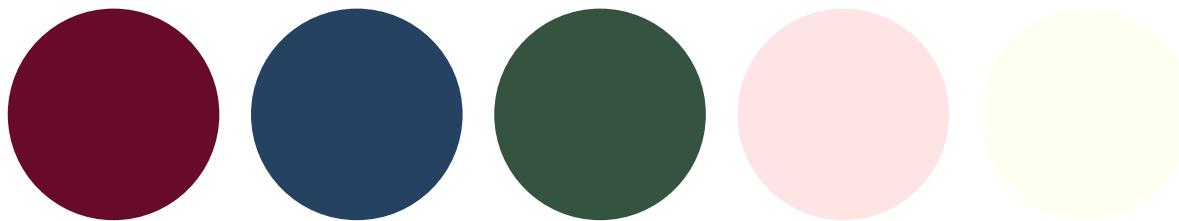
Creating Moments
Worth Remembering

Tagline

Colour Palette

Primary Colours

The main brand color(s) used for buttons, highlights, or major call-to-actions



#59132E #334462 #415543 #FAE3E4 #FFFFF1

Colour Ramps

Incremental changes from the primary colours that can be used as secondaries for hover states or decorative elements



#64293B #7C4D55 #967274 #BBA3A3 #E3D9D8



#43577C #6F7899 #8E94AE #B5B6C8 #E2E2EA



#5A765F #819280 #9EAA9C #BFC6BE #E8EAE7

Grays

Used for text, select backgrounds and borders



#333333 #626061 #84807F #A9A8A6 #DDDDDD

Typography

Headers

Nave set with the perfect-fifth modular type scale

HEADERS *H1 Bold | 81px*

Header

H2 Bold | 54px

Header 2

H3 Medium | 36px

Header 3

H4 Medium | 24px

Header 4

Body & Other
Poppins set with the perfect-fifth modular type scale

BODY TEXT *P1 Regular | 16px*

Body Text

CAPTIONS *Regular | 10.667px*

Caption Text

SMALL PRINT *Regular | ALL CAPS | 7.111px*

SMALL PRINT

Buttons & CTAs

Button Styles

Primary

BUTTON

Use of the primary colours depending on the colour of the background chosen

Secondary

BUTTON

Use of the primary colours for the text and colour ramps for the border against the button background depending on other colours used in the page

Tertiary

BUTTON

Use of the primary colours for the text against the gray button background depending on other colours used in the page

Button Styles

Hover

BUTTON

BUTTON

BUTTON

Inactive

BUTTON

BUTTON

BUTTON

Icons

Minimalist, clear, cohesive visual style matching the overall theme



Imagery

Image Style

Rounded corners, no borders, & shadows only on select pages



Accessibility Considerations

Contrast Ratios

These colour pairings ensure text and background colors are sufficiently high contrast



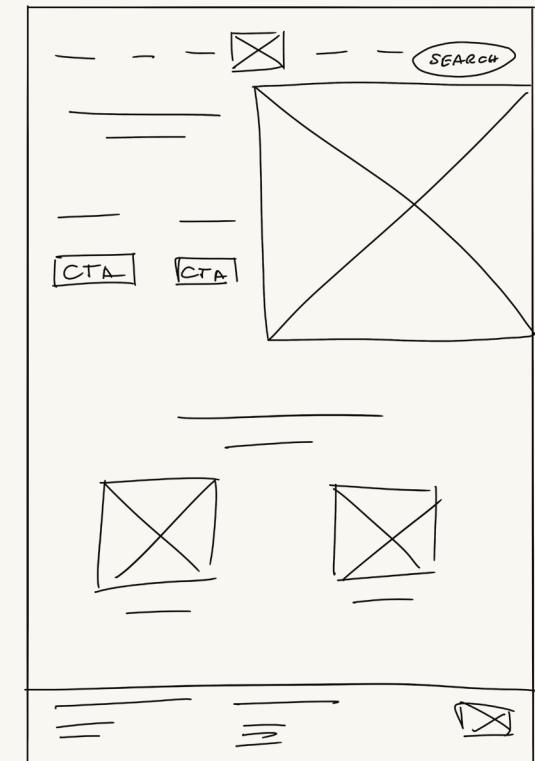
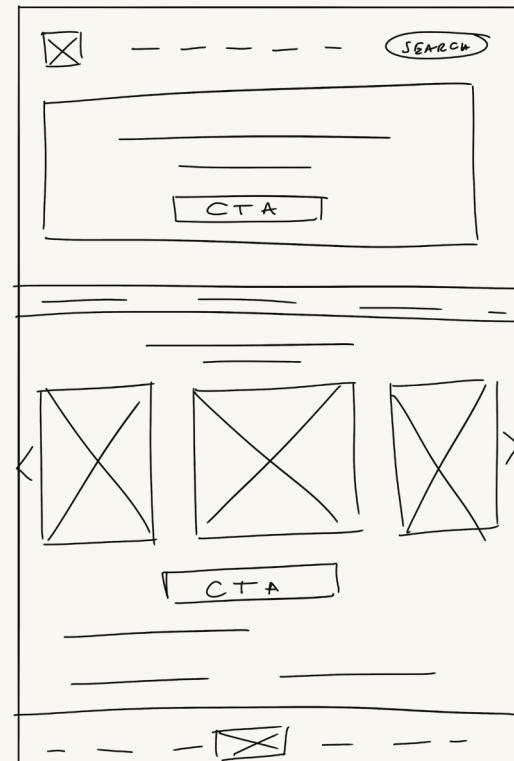
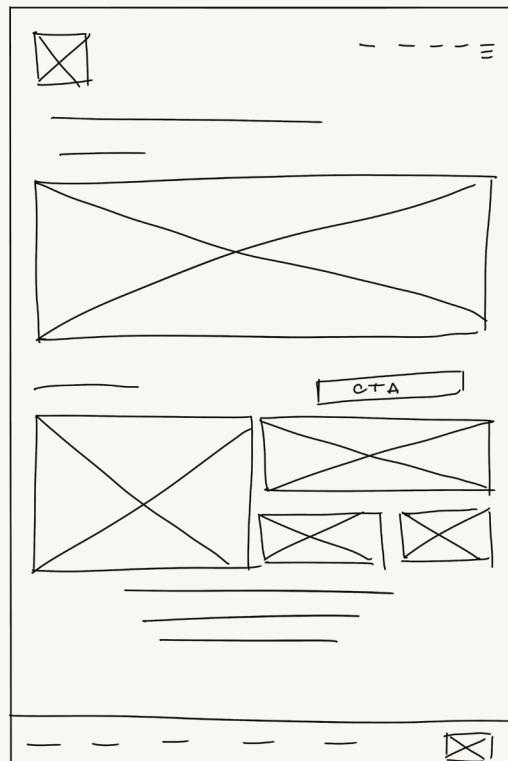
Focusable States
Outline or highlight on tab navigation

Text Alternatives
For images and icons, providing alt text

WIREFRAMES

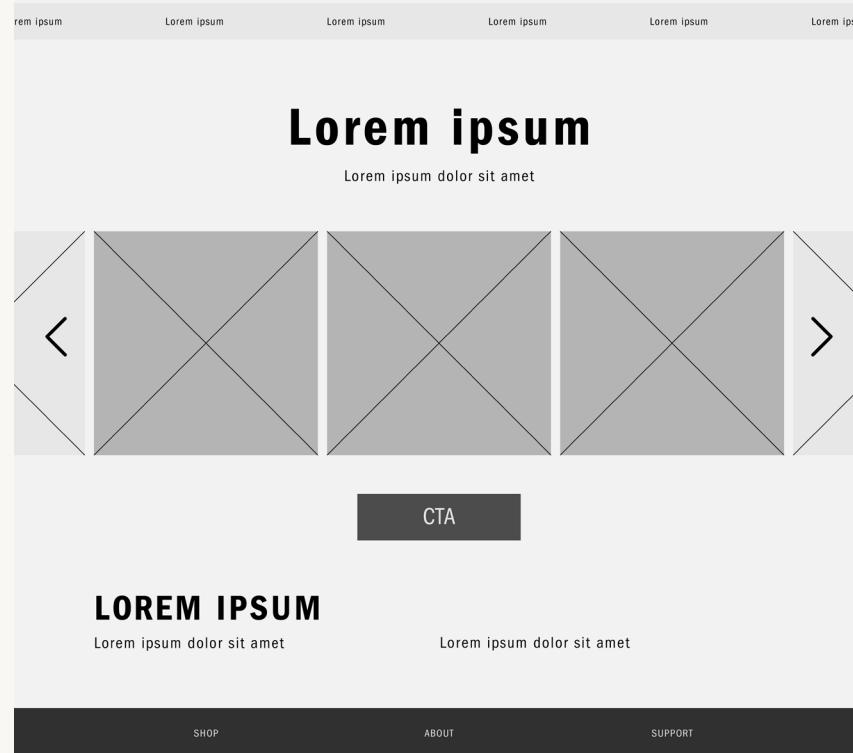
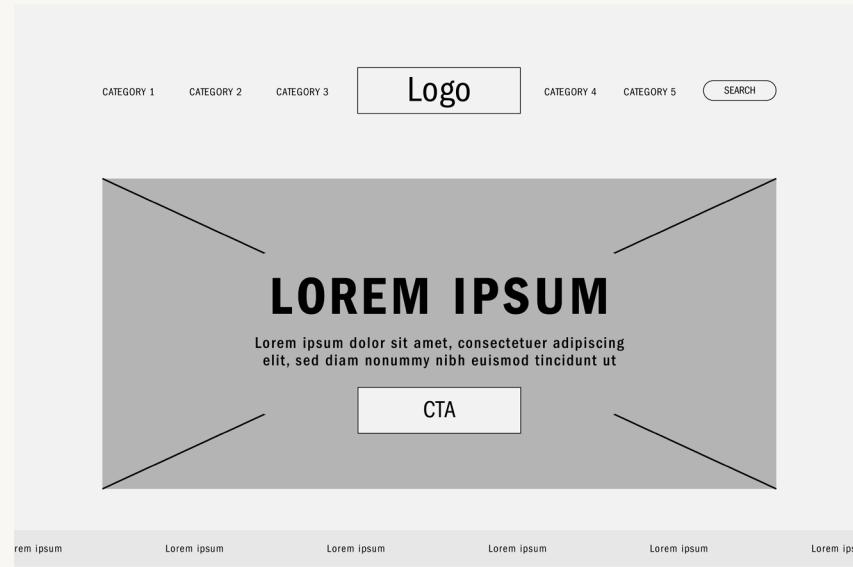
Home Page

Low Fidelity



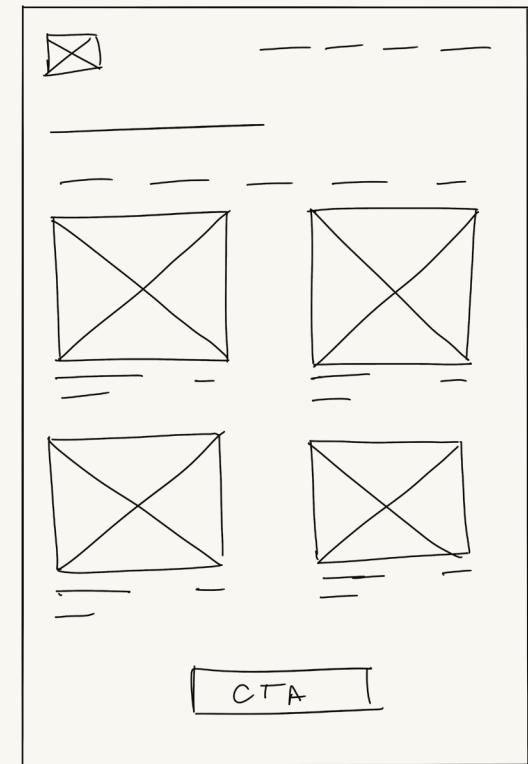
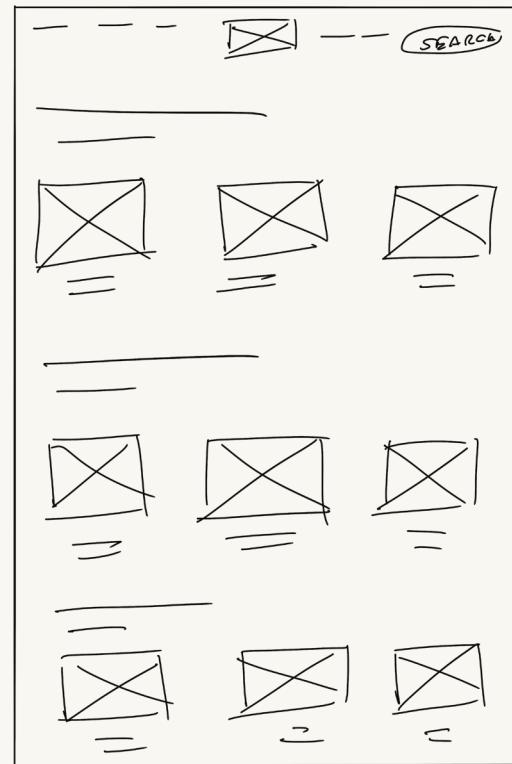
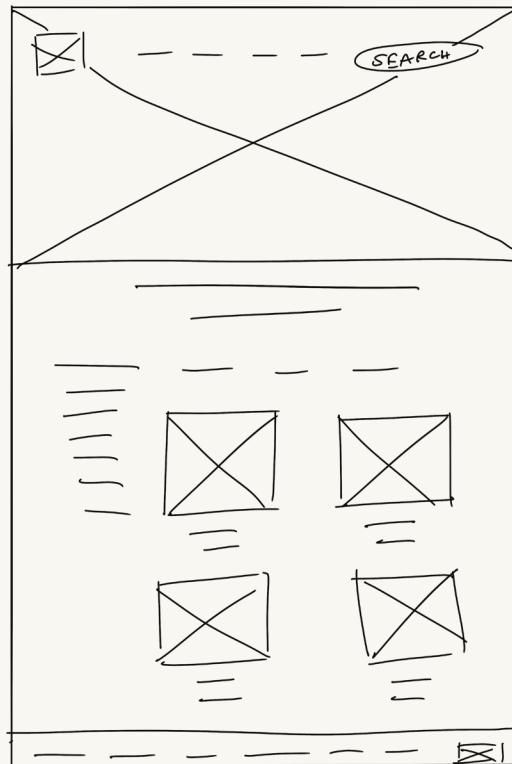
Home Page

Medium Fidelity



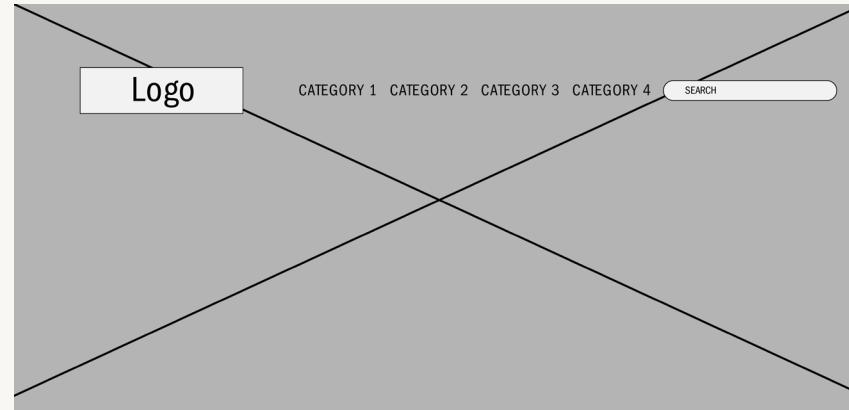
Shop Page

Low Fidelity



Shop Page

Medium Fidelity



LOREM IPSUM

*lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed diam nonummy nibh euismod tincidunt ut*

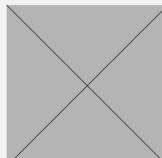
lorem ipsum dolor sit amet

TAG 1

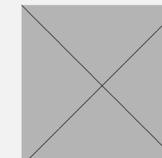
TAG 2

TAG 3

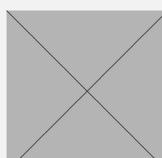
lorem ipsum
lorem ipsum



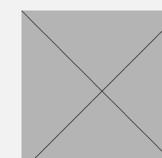
lorem ipsum
dolor sit amet



lorem ipsum
dolor sit amet



lorem ipsum
dolor sit amet



lorem ipsum
dolor sit amet

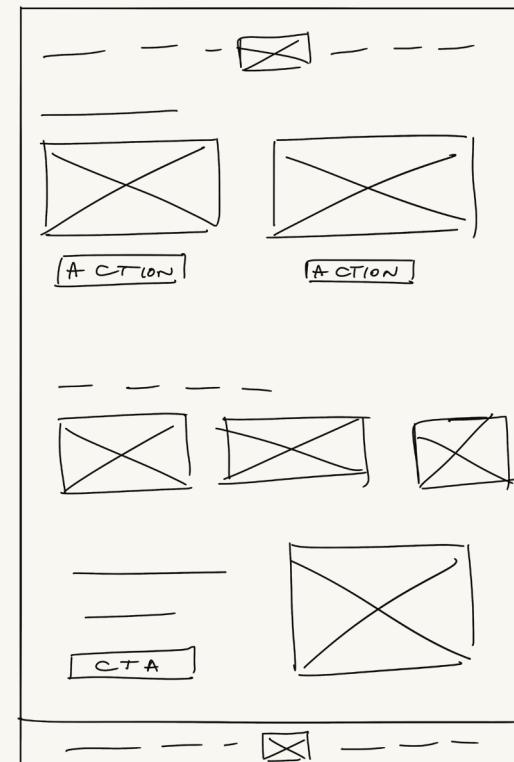
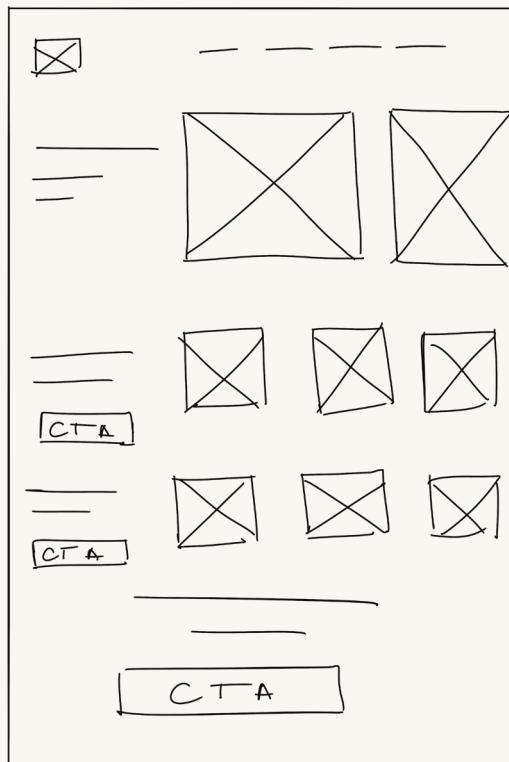
SHOP

ABOUT

SUPPORT

Portfolio Page

Low Fidelity



Portfolio Page

Medium Fidelity

The wireframe illustrates a portfolio page layout. At the top, there is a header bar with a logo, category links (Category 1, Category 2, Category 3, Category 4), and a search input field. Below the header, there are three portfolio items, each consisting of a title, a short description, and a CTA button. To the right of the third item is a large right-pointing arrow. The footer contains a main title, a short description, another CTA button, and a navigation bar with links for Shop, About, and Support.

Logo

CATEGORY 1 CATEGORY 2 CATEGORY 3 CATEGORY 4 SEARCH

LOREM IPSUM

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

CTA

LOREM IPSUM

CTA

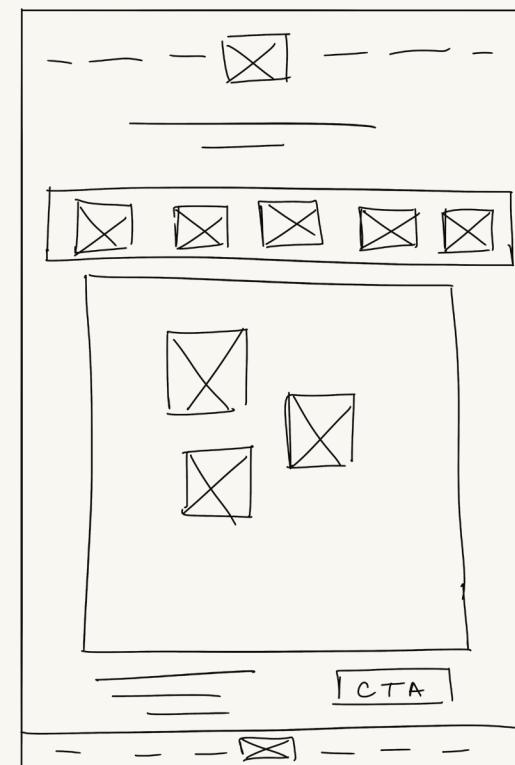
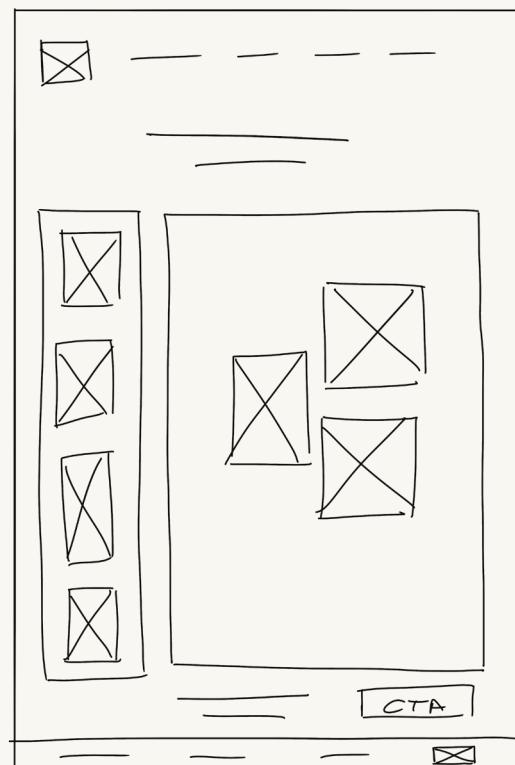
LOREM IPSUM

CTA

SHOP ABOUT SUPPORT

Interactive Event Board Page

Low Fidelity



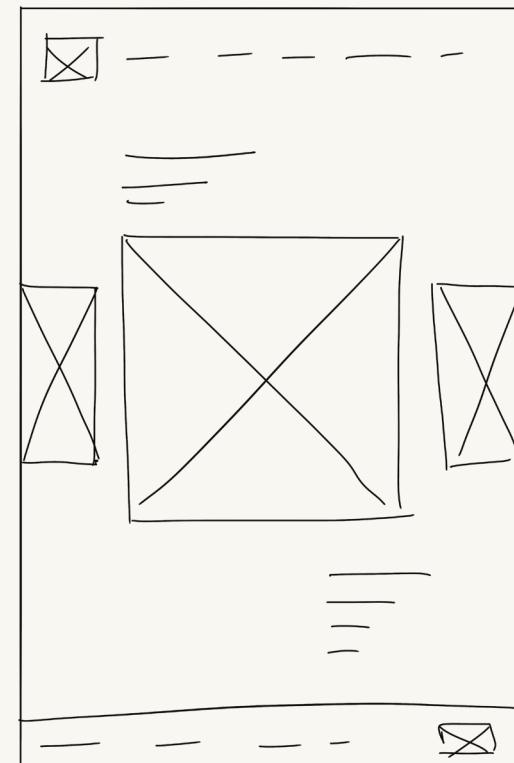
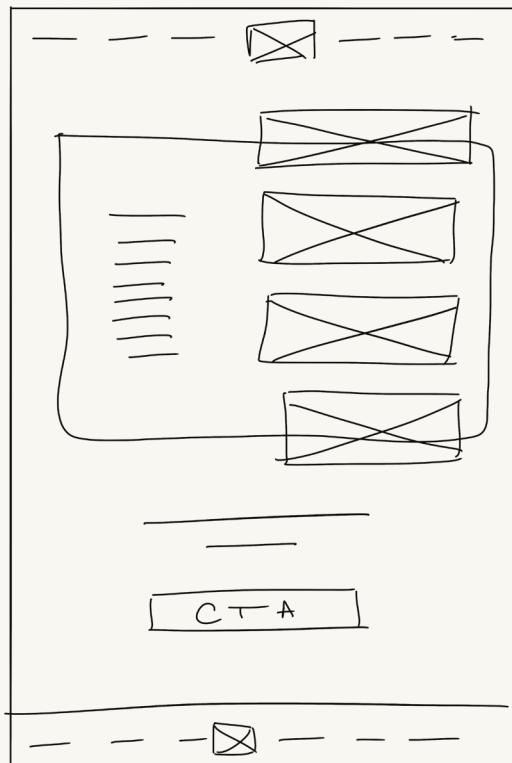
Interactive Event Board Page

Medium Fidelity

The image shows a medium-fidelity wireframe of a web page. At the top left is a logo box containing the word "Logo". To its right is a horizontal navigation bar with four categories: "CATEGORY 1", "CATEGORY 2", "CATEGORY 3", and "CATEGORY 4", followed by a search input field with the placeholder "SEARCH". Below this is a main content area featuring a large title "LOREM IPSUM" in bold capital letters, with a smaller subtitle "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut" underneath. To the left of the main content is a vertical column of three rectangular boxes, each with a large "X" through it; the top box has an upward-pointing arrow (^) above it and the bottom box has a downward-pointing arrow (v) below it. To the right of the main content are three separate rectangular boxes, also each with a large "X" through it. At the bottom of the page is a dark footer bar with three links: "SHOP", "ABOUT", and "SUPPORT". In the center of the footer bar is a button labeled "CTA".

About Us Page

Low Fidelity



About Us Page

Medium Fidelity

The wireframe illustrates a clean, modern website layout. At the top center is a logo placeholder. To its right is a horizontal navigation bar with four categories: 'CATEGORY 1', 'CATEGORY 2', 'CATEGORY 3', and 'CATEGORY 4'. A search input field is positioned to the right of the navigation. Below the header, the main content area features a large bold title 'LOREM IPSUM' centered above a paragraph of placeholder text: 'Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut'. A large gray rectangular area with a large 'X' through it serves as a placeholder for an image or video. On either side of this placeholder are small gray boxes containing a left-pointing arrow and a right-pointing arrow, respectively. At the bottom of the page is a footer bar with three links: 'SHOP', 'ABOUT', and 'SUPPORT'. The footer also contains a 'LOREM IPSUM' section with a smaller paragraph of placeholder text and a dark 'CTA' button.

Logo

CATEGORY 1 CATEGORY 2 CATEGORY 3 CATEGORY 4 SEARCH

LOREM IPSUM

Placeholder text: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

<

>

Placeholder text: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

LOREM IPSUM

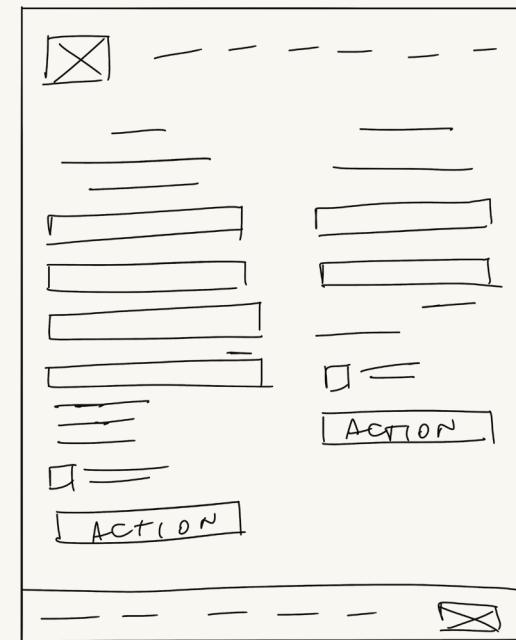
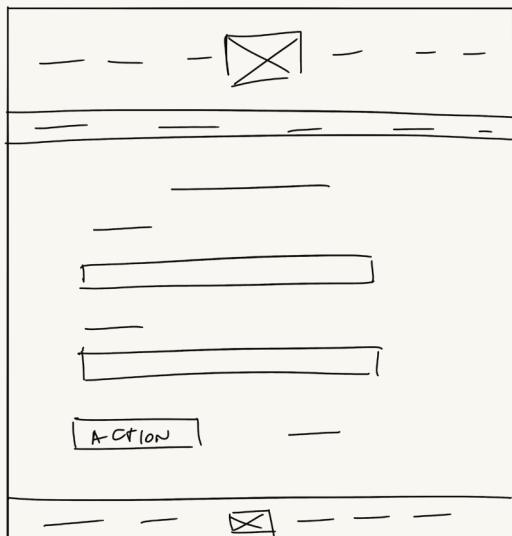
Placeholder text: Lorem ipsum dolor sit amet

CTA

SHOP ABOUT SUPPORT

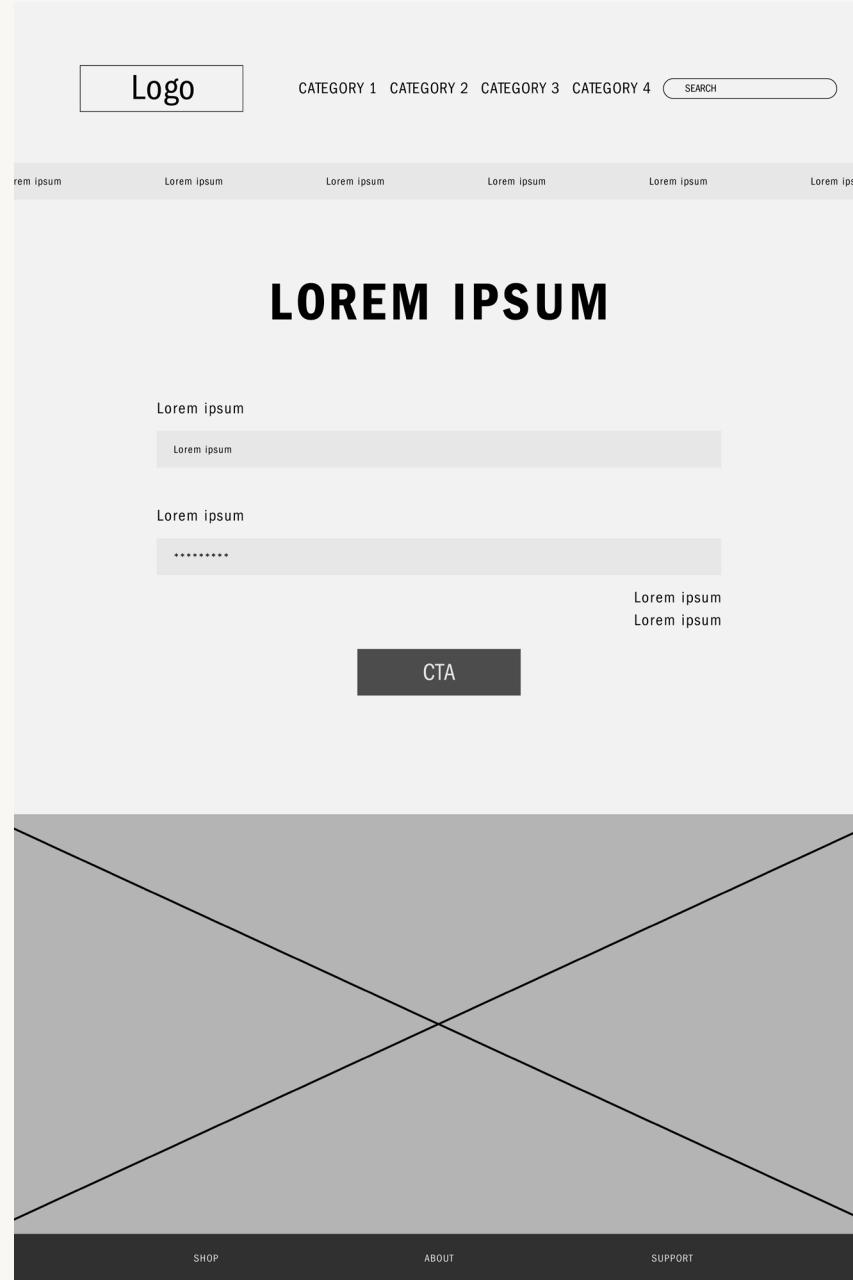
Client Login Page

Low Fidelity



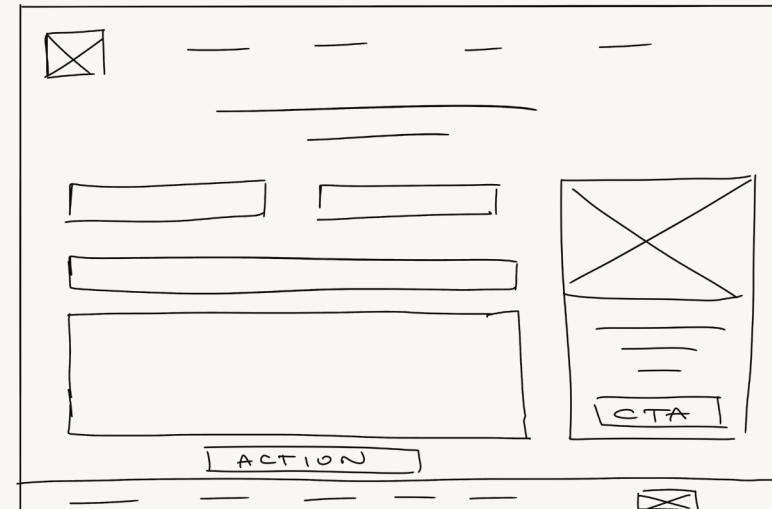
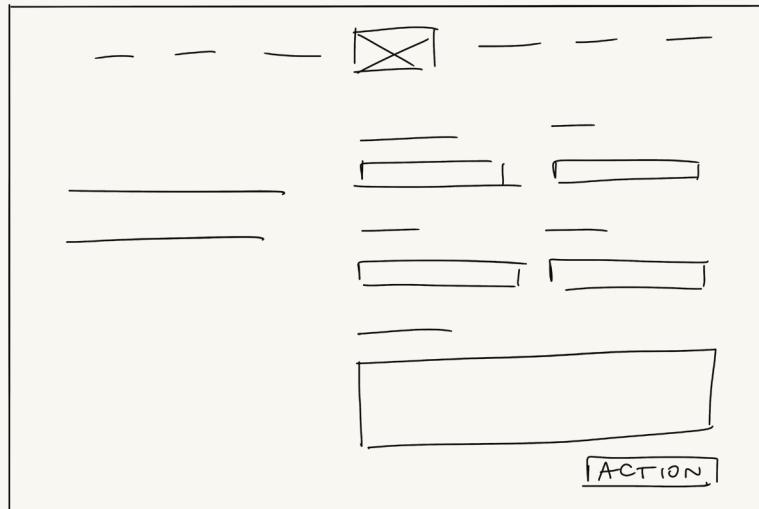
Client Login Page

Medium Fidelity



Contact Us Page

Low Fidelity



Contact Us Page

Medium Fidelity

The wireframe illustrates a contact us page layout. At the top center is a logo placeholder. To its right is a horizontal navigation bar with four categories: 'CATEGORY 1', 'CATEGORY 2', 'CATEGORY 3', and 'CATEGORY 4'. A search input field is positioned to the right of the categories. Below the header, the main content area features a large title 'LOREM IPSUM' in bold capital letters. Underneath the title is a block of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut'. The main content area is divided into several sections, each containing a title ('Lorem ipsum') and a grey rectangular placeholder for content. At the bottom right of the main content area is a dark grey 'ACTION' button. Below this, a large grey rectangular area contains a large 'X' shape. At the very bottom of the page is a dark footer bar with three white text links: 'SHOP', 'ABOUT', and 'SUPPORT'.

Logo

CATEGORY 1 CATEGORY 2 CATEGORY 3 CATEGORY 4 SEARCH

LOREM IPSUM

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

Placeholder text: Lorem ipsum

ACTION

LOREM IPSUM

Placeholder text: 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.

LOREM IPSUM

ACTION

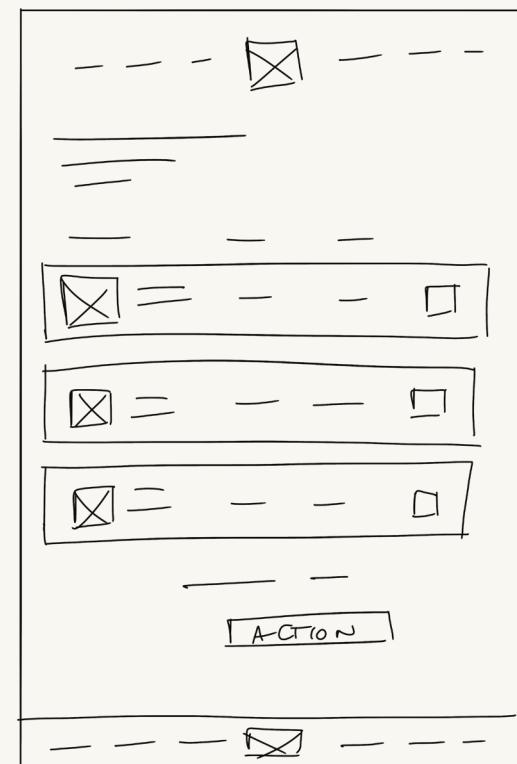
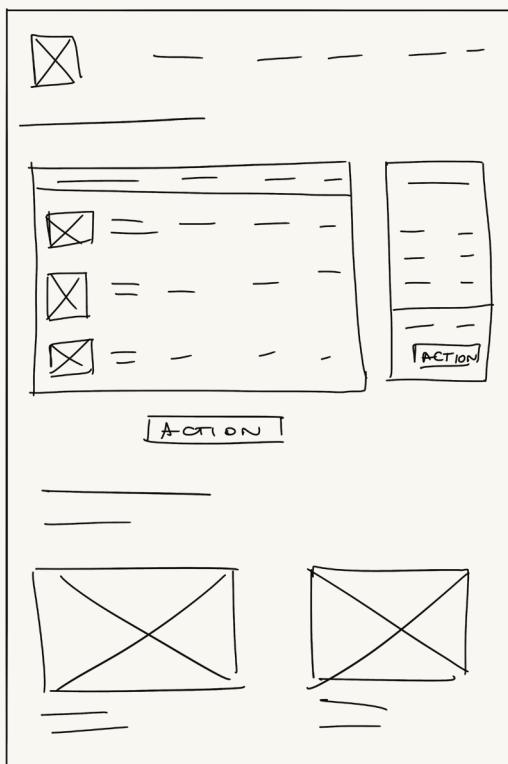
SHOP

ABOUT

SUPPORT

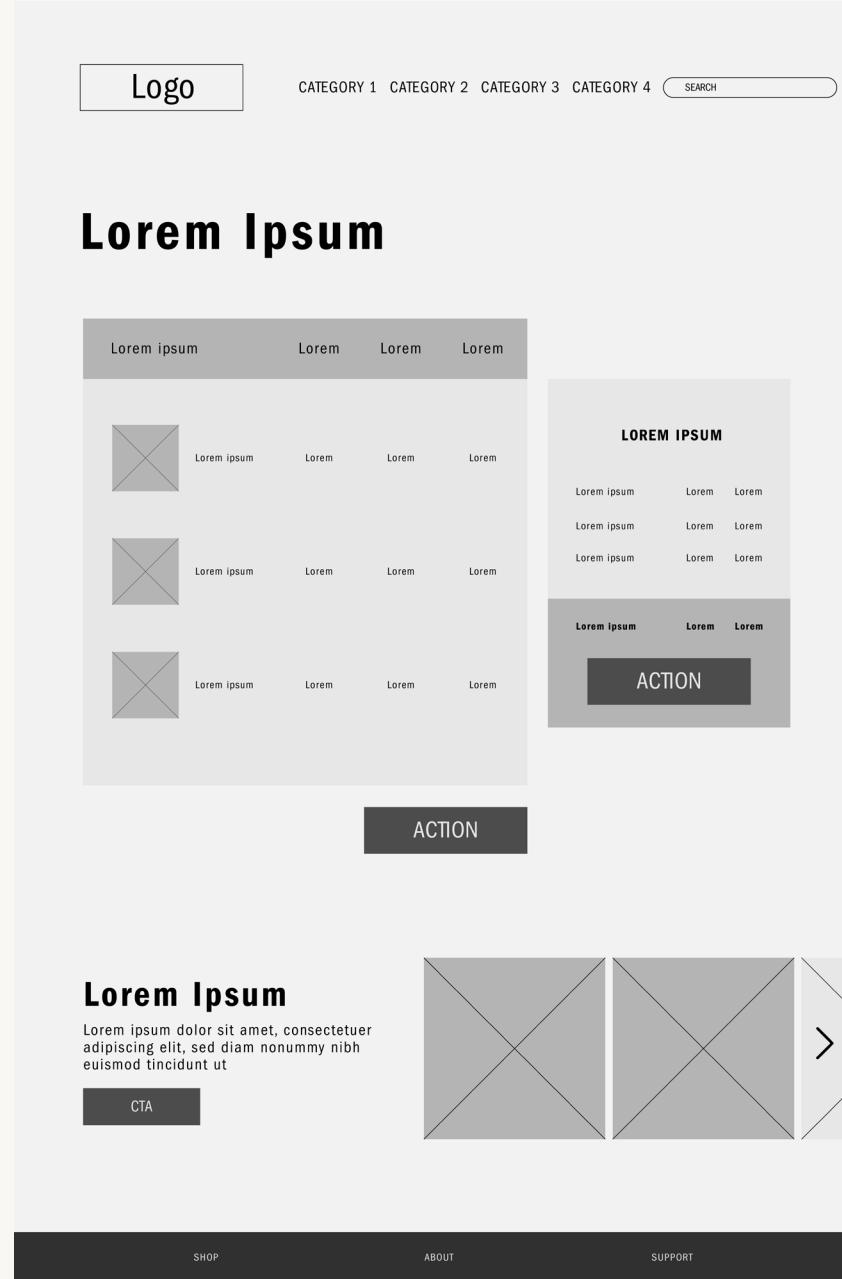
Cart Page

Low Fidelity



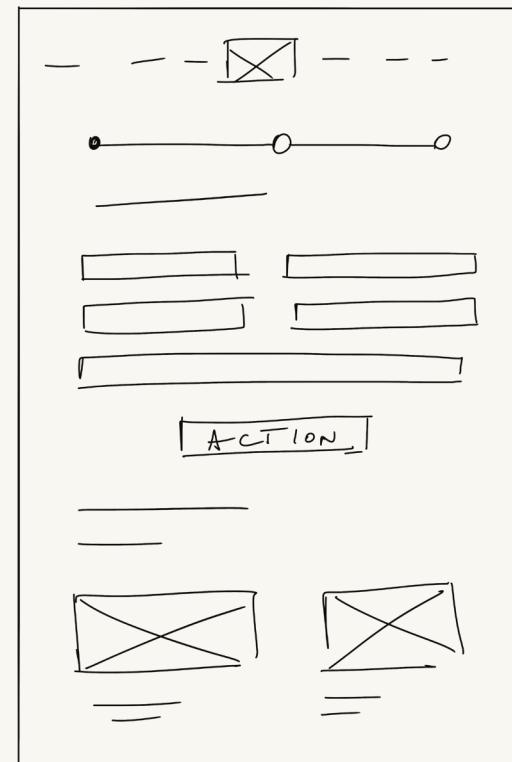
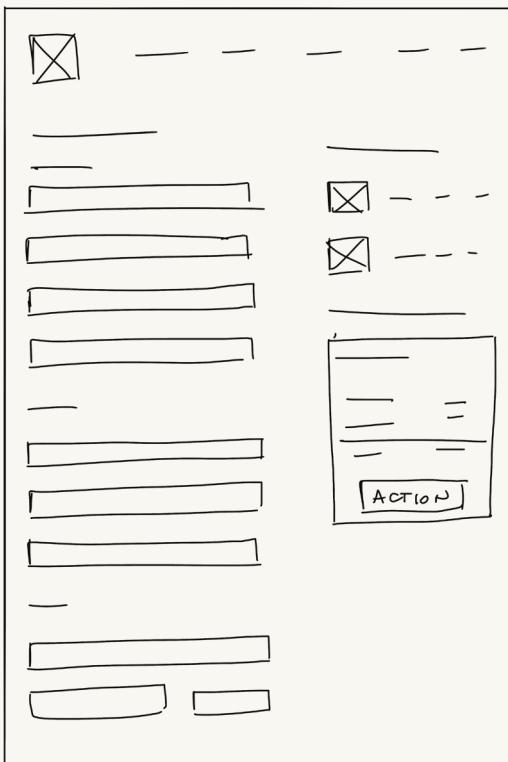
Cart Page

Medium Fidelity



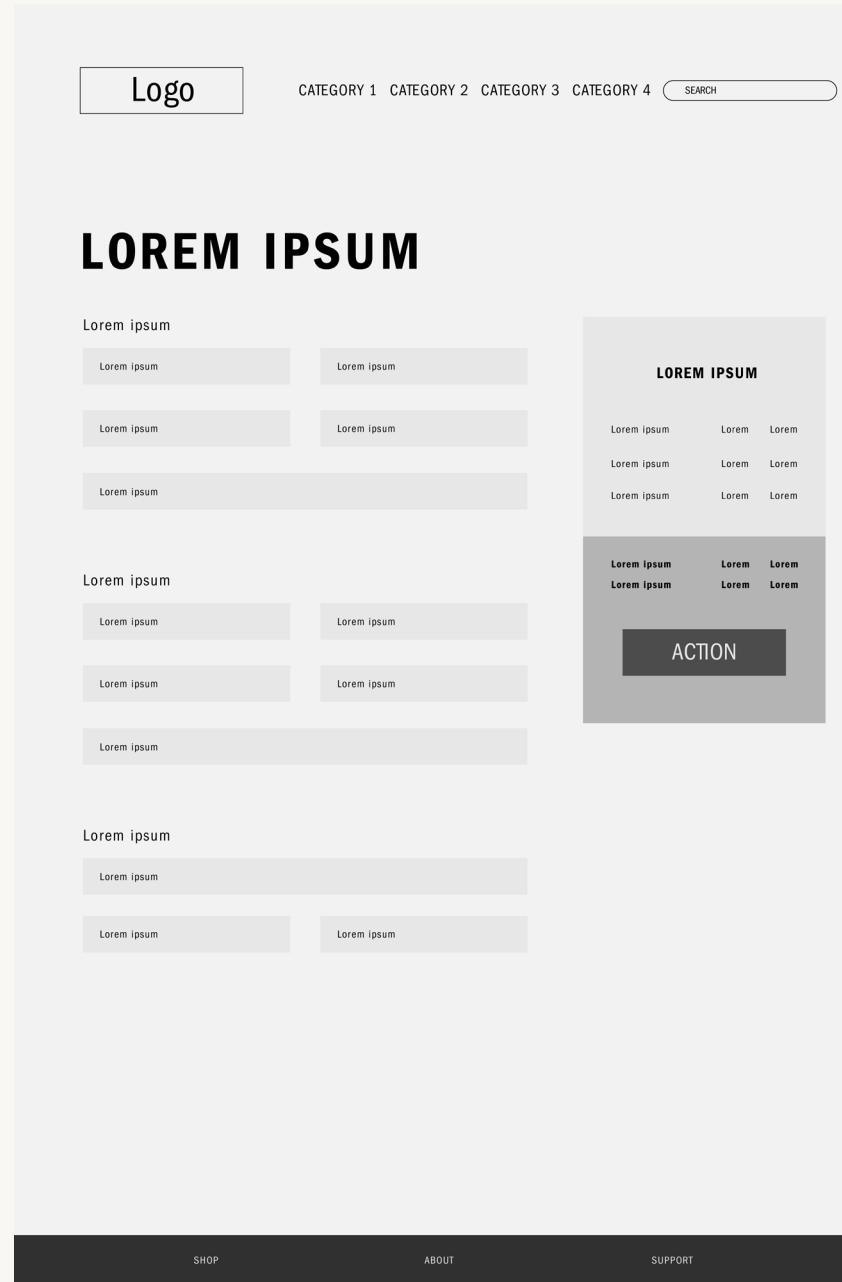
Checkout Page

Low Fidelity



Checkout Page

Medium Fidelity



TEST PLAN

FUNCTIONALITY	INPUT	PROCESS	OUTPUT
Navigate Pages	User clicks a navigation link (e.g. "Shop" -> "Fresh Flower Arrangements", "Portfolio" -> "Weddings")	The system routes the user to the correct page, loads relevant content, and updates the URL	Correct page loads with the intended content
Search or Filter Products	User enters a search keyword or selects a filter (price range, category) in the Shop page	The system queries the product database using the user's search/filter criteria and returns matching results	A list of relevant products is displayed; no unrelated products appear
View Product & Add to Cart	User selects a product to view details (images, price, rental duration, etc.) and clicks "Add to Cart"	The system retrieves product details from the database, checks stock/rental availability, and adds the product to the user's session	Product details page appears; product is correctly added to the Cart; user sees confirmation (e.g., "Item added to cart")
Update Cart	User adjusts quantity or removes an item in the Cart	The system updates the cart data accordingly and recalculates totals	Updated cart total; the Cart page refreshes to show the new quantity or removal
Checkout	User proceeds to Checkout, entering shipping/billing details and payment info	The system validates user input, calculates total, and initiates "payment"	Successful payment and order creation; user is redirected to Order Confirmation page
Order Confirmation	Auto-triggered once the user completes checkout	The system displays the final order summary, unique order ID, and sends a confirmation email	User sees an "Order Confirmation" screen and receives a confirmation email
Register (Client Login)	User clicks "Register", inputs personal details (email, password, etc.), and submits	The system validates form fields, checks for existing accounts, hashes the password, and creates a new user record	User account is created; user is logged in automatically or redirected to Login page with success notification

FUNCTIONALITY	INPUT	PROCESS	OUTPUT
Forgot Password (Client Login)	User clicks "Forgot Password" link, enters their registered email address	The system verifies that the email exists and sends a password reset link or token to that address	User sees a "Reset link sent" notification; an email arrives with a reset link
Login (Client Login)	User enters email and password on the Client Login page	The system checks the credentials, authenticates the user, and creates a session	User is logged in and redirected to the "Dashboard", seeing relevant profile info
Manage Dashboard	User navigates to Profile, Order History, or Upcoming Orders inside Dashboard	The system fetches the user's data (e.g., personal details, order records) from the database	The requested page displays correct user info (profile details, past orders, future rentals, etc.)
Interactive Event Board	User drags decor items or flower arrangement images onto a "canvas" to create a mock event layout	The system listens for drag-and-drop actions (via JavaScript), updates the layout in real-time, and stores session data or user data	Updated visual layout representing the user's event design; changes are saved locally or in the user's account.
Contact Form	User enters name, email, message, or inquiry details, then clicks "Submit"	The system validates all required fields, then sends the data via email or stores it in a database for further follow-up	Confirmation message is displayed (e.g., "Thank you for contacting us!", and admin receives the inquiry via email)
Other Pages (FAQ, T&C, etc.)	User clicks links for FAQ, Support, Terms & Conditions, or Privacy Policy	The system fetches and displays static page content	Page loads with accurate information; user can read content as needed.