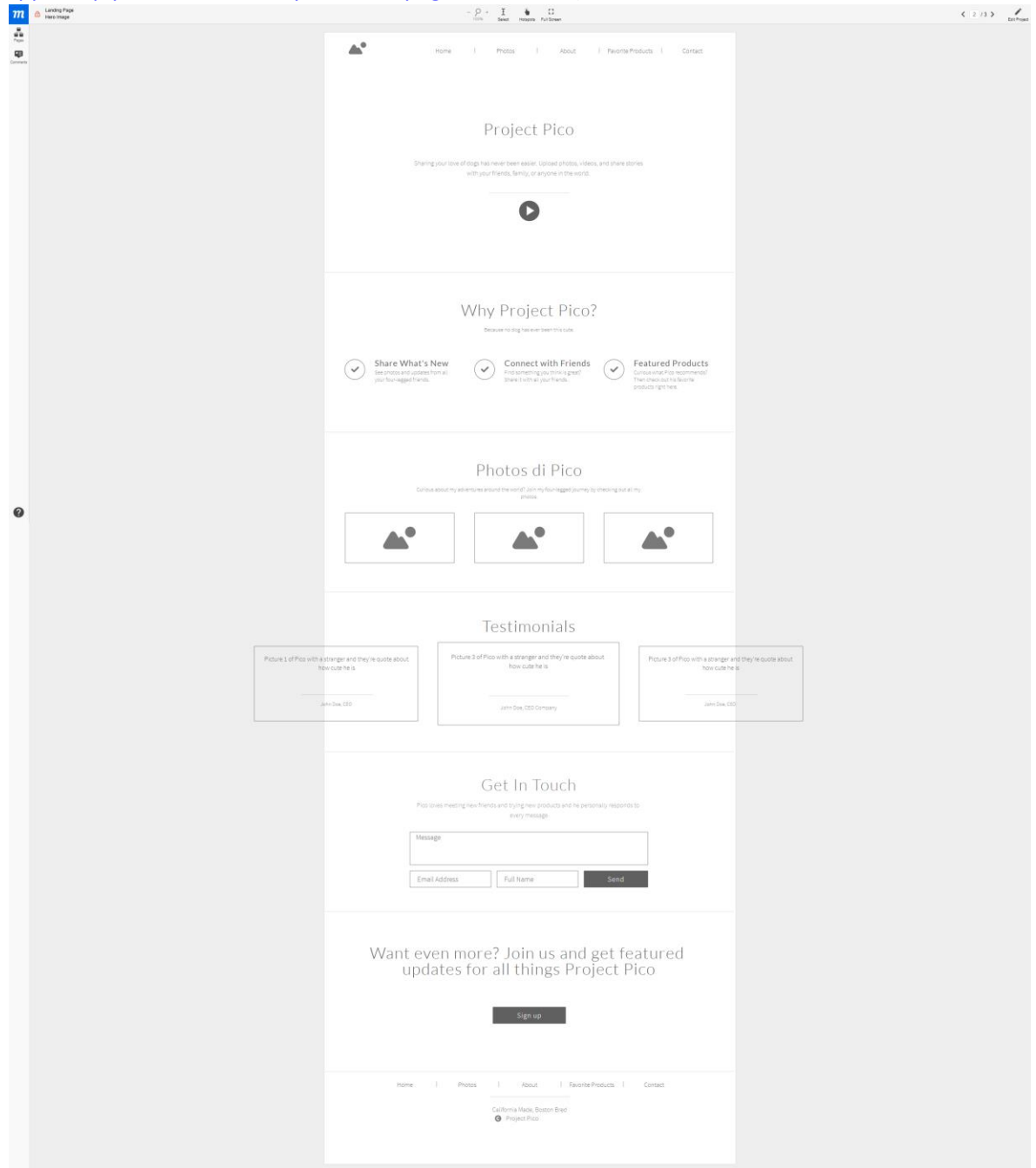


1. Introduction

- a. Project Pico is designed to let people follow along the life and journey of my French Bulldog. The site will allow for photos, videos, and blog posts as Pico travels around the world with me. It will also feature a page of Pico's favorite products that our subscribers might want to purchase for their dogs. Because the site is intended to have subscribers, the site will need to implement a subscribe feature with a database attached so that we can email our subscribers

2. User Interface Design and Prototype (link to web version:

<https://app.moqups.com/QV39MQy2BP/edit/page/aa9df7b72>)



a.

3. Navigation Structure

- a. The site will prominently feature the homepage (index.html)
- b. From there, the site will feature a navbar with links to “Home”, “Photos”, “About”, “Favorite Products”, and “Contact” pages
- c. The homepage will also feature multiple sections (divs) giving brief highlights of various sub-pages (for example, “Photos di Pico”) and the site will be able to navigate to the appropriate page if a user clicks in the relevant section of the homepage
- d. The user experience is likely to follow the layout of the navbar. Meaning, users will land on the homepage, then will be most interested in photos given the power of that media type, users will then either navigate to the About page to learn more about Pico or the Favorite Products page to get ideas for their own pets
 - i. Said differently, the flow will go as follows:
 1. Home
 2. Photos
 3. About
 4. Favorite Products
 5. Contact (this page is likely to have a lower click through rate)

4. References:

- a. www.twitter.com
- b. www.instagram.com
- c. www.facebook.com
- d. www.reddit.com
- e. www.tumblr.com
- f. www.blogger.com