

## Domain

The domain of the website will be focused on the candy brands KitKat and Pocky, and the website owes its existence to a nation-wide study on the popularity of the two brands. The primary question for the user is which of the two brands are better, and that question will be prefaced with short blurbs about each candy to inform readers who may not be familiar with one or both of the brands. The mood of this site will be fairly whimsical, so perhaps bright colours and fonts that are easily readable but fun would fit it nicely.

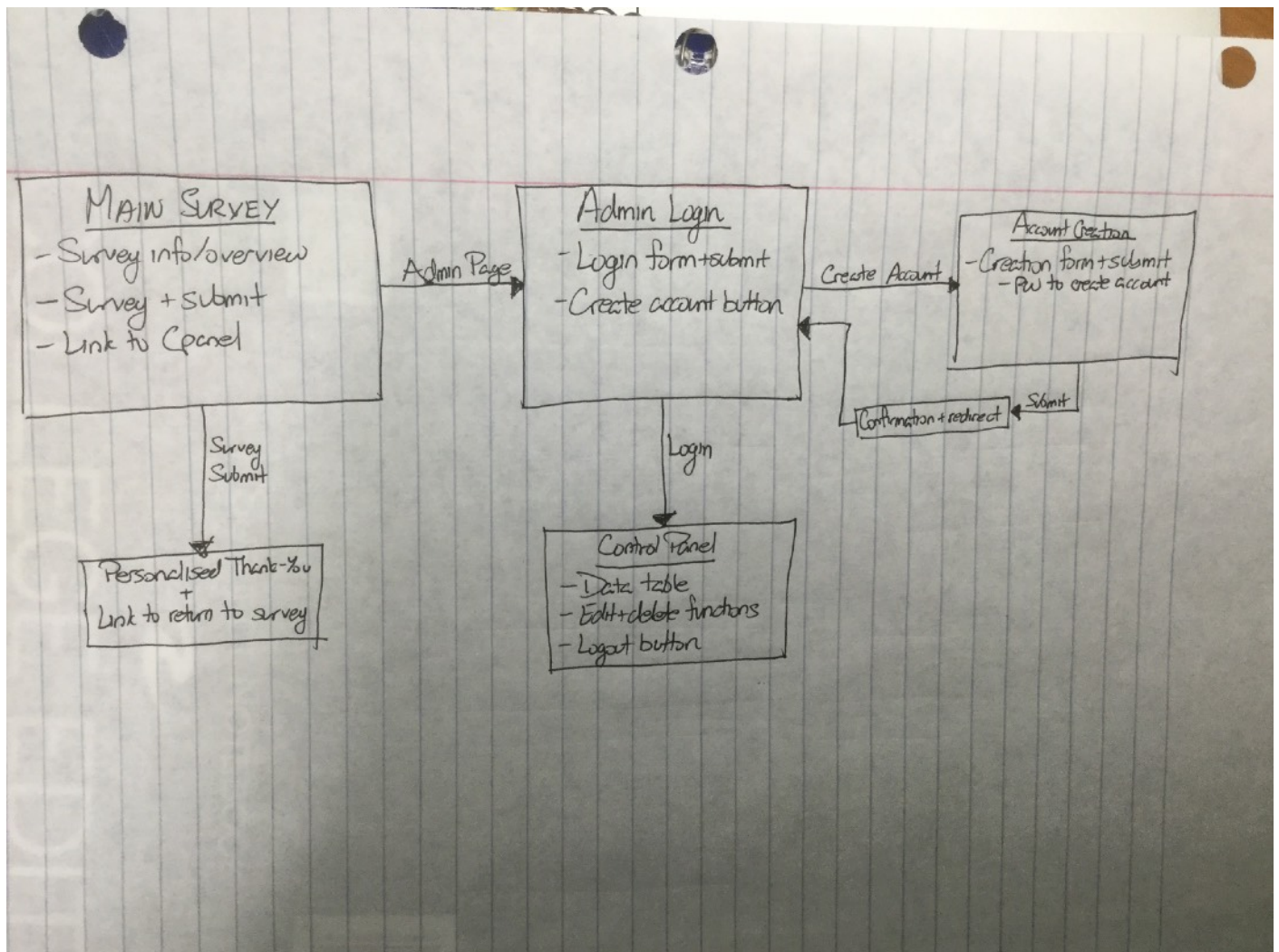
## Layout

The wireframe shows a website layout with a title 'KitKats vs Pocky' and a 'LOGIN' button. Below the title are two boxes: 'KitKat info on KitKat wrapper background' and 'Pocky info on Pocky box background', separated by a 'VS' circle. Below these are four input fields: 'FIRST', 'LAST', 'E-MAIL', and 'PHONE'. Under the input fields are three columns of questions: 'QUESTION 1', 'QUESTION 2', and 'QUESTION 3', each with three radio button options. At the bottom left is an 'EXPLAIN' button next to a text input field, and at the bottom right is a 'SUBMIT Button'.

KitKats vs Pocky		LOGIN	
KitKat info on KitKat wrapper background	VS	Pocky info on Pocky box background	
FIRST	LAST	E-MAIL	PHONE
QUESTION 1	QUESTION 2	QUESTION 3	
<input type="radio"/> _____	<input type="radio"/> _____	<input type="radio"/> _____	
<input type="radio"/> _____	<input type="radio"/> _____	<input type="radio"/> _____	
<input type="radio"/> _____	<input type="radio"/> _____	<input type="radio"/> _____	
EXPLAIN	<input type="text"/>		
SUBMIT Button			

## Choreography

The page will open with a header in the top left, presenting an option for administrators to log in in the top right. Following immediately below the header will be short blurbs as shown in the diagram above, and then a survey, the questions for which are listed below. Upon completion of the survey, a brief thank you message will be displayed to the user.



## Content

KitKat Blurb: KitKats are a fun treat to share with friends, family, or even a stranger you meet at a party. Want to offer your new friend a piece of chocolate over the table? Snap off one of the fingers from your KitKat and hand it to them; no messy ripping apart of candy bars needed. It's perfect for when you want a little crunch in your chocolate without the mess of having to bite through a candy bar that'll leave caramel trails all over the wrapper, and it's the perfect size for a quick one-handed snack on the way to the bus stop or between classes. If chocolate isn't for you, you can find other flavours, including cookie dough, strawberry cream, or even green tea! No matter what your taste in wafer-based snacks is, you'll always find the perfect snack in a KitKat.

Pocky Blurb: Pocky is about sharing happiness with friends, family, co-workers—anyone, anytime, anywhere! Just open a box, pass it around, and watch the smiles and happiness spread. With plenty of sticks in each box, Pocky is the perfect snack for bringing people closer together and livening the mood. Or simply relax on the couch and share Pocky with that special someone. Great to have around the house. With the no-mess handle on every Pocky stick, your kids won't have chocolate all over their hands. And for the same reason, Pocky is also great for parties. Try it as a drink stirrer in a cocktail or in your morning cup of coffee or tea. Bring some Pocky to school or work, and you'll have a delicious snack to keep you going throughout the day. And if you haven't already thought of this one, Pocky goes great with ice cream and other desserts!

### Survey:

Information: Name, email, and phone number

Question 1: Which of these brands have you heard of? (KitKat, Pocky)

Question 2: Which of these brands have you tried? (KitKat, Pocky)

Question 3: Which of these brands do you prefer? (KitKat, Pocky, Neither)

Question 4: Please explain why you prefer this brand.

Image 1: [https://www.thehersheycompany.com/content/dam/kitkat/en\\_us/images/products/34000\\_24600\\_000\\_Item\\_Front.png/jcr\\_content/renditions/cq5dam.web.1280.1280.png](https://www.thehersheycompany.com/content/dam/kitkat/en_us/images/products/34000_24600_000_Item_Front.png/jcr_content/renditions/cq5dam.web.1280.1280.png)

Image 2: <http://afodltd.com/images/afodpic/50-420.gif>

Submit Button (possibly): <http://moziru.com/images/candy-clipart-10.png>