Web 01 Homework Class #3

Sarah Forrest

RESTAURANT SITE

USER STORY #1:

Gene & Audrey :

-Parents

-60 years old

-Internet savvy

Gene & Audrey referred by:

Neighbors who have been to the restaurant a few times.

Gene & Audrey want to:

Plan a nice birthday party for their son at the restaurant.

How we can help:

-Clear, simple navigation

-Functions & private dining page

-Photos of food

-Photos of interior

-Menus for functions

-Event planner contact info

-Clear indication of hours and directions to the establishment

-Note any parking restrictions

-Note special parking services; valet

USER STORY #2:

Jennifer:

-A total foodie

-38 years old

-Super user/web savvy

-Loves dining out with friends and trying new places

Jennifer referred by:

Driving by the restaurant on her way to work

Jennifer wants to:

Check out the menu and pics of the interior/atmosphere for her next get together with friends.

How we can help:

-Clear, simple navigation

-Large, beautiful images of food and dining areas

-Links to menus for brunch, lunch and dinner

-Clear indication of hours and directions to the establishment

-Note any parking restrictions

-Note special parking services; valet

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(NEWS) BLOG SITE

USER STORY #1:

Jeannie :

-Single mom

-45 years old

-Super user/Internet savvy

-Hurried lifestyle, doesn’t watch much TV

Jeannie Referred by:

Google Search

Jeannie wants to:

Get news, weather and top stories at a glance

How we can help:

-Features/Top stories on home page

-Local news and weather have prominent spots on nav bar

-Simple layout

USER STORY #2:

Michael:

-Young, urban professional

-29 years old

-Super user/web savvy

-Would die without his smartphone

Michael referred by:

Friend at work

Michael wants to:

Check out what’s new on his way to work: Jobs, breaking news, things to do on the weekend

How we can help:

-Clear, simple navigation

-Feature stories on homepage

-Place to sign up for email alerts/mobile alerts

-Links to restaurants and upcoming events

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SHOP SITE

USER STORY #1:

Josie:

-Fashionista. Loves keeping up with fashion trends.

-30 years old

-Super User/Internet savvy

Josie referred by:

Web banner from another shopping site.

Josie wants to:

Browse available styles, get style tips and create a wish list/closet of items she likes from the site.

How we can help:

-Bold, beautiful imagery

-Simple navigation

-Product details

-Shopping cart

-Account creation option

-“Wish list” area to click and save items from the site

-Link to style blog satellite site

USER STORY #2:

Amanda:

-Buyer for an online boutique

-27 years old

-Super user/web savvy

Amanda referred by:

A colleague as well as her own Google search

Amanda wants to:

Review and download product specs for the report she will present to her manager.

Also possibly create a wholesale buyer account if she likes the products.

How we can help:

-Bold, beautiful imagery

-Simple navigation

-Product details + downloadable spec sheet available only in private wholesaler section

-Wholesale account creation option

-“Wish List”/Lightbox area to save ideas