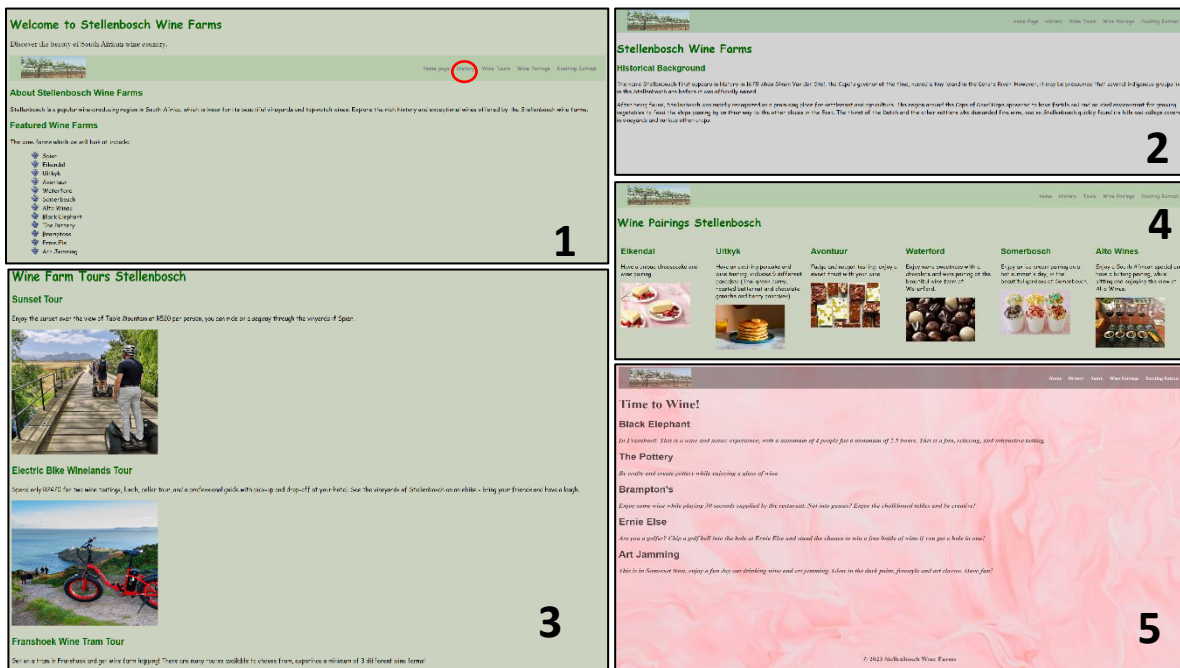


Site Diagram



Page 1 is the index page (home page). This page is to explain what the website is about, it shows the wine farms which will be talked about within the rest of the website. It welcomes the user and says a little bit about Stellenbosch Wine farms. This page has a very easy flow and is easy for the user to follow. At the top of the page under the heading there is a bar which consists of links to the rest of the pages. The word “history” circled by the red circle shows that if you click on that word then you will get to the next page with the heading History. This will be the same on any page of the web site. These pages are below the index page in hierarchy as they are subpages. There is also a logo on the top right of the page which occurs in all other pages as well.

Page 2 is a history page about Stellenbosch and its wine farms. This page also has the logo and the links to the other pages. The colour of the background changed to grey because it fits the feel of the history of Stellenbosch – I wanted to make it look like olden times (stereotypically). This page has a very simple structure as it is just a heading and content.

Page 3: this page is wine farm tours which you can go on in Stellenbosch, it contains pictures which give the user a better understanding of what the tours entail. There is also a description about each tour so the user can find interest in one of them. This page is also simple and easy to read as the pictures follow on from the blurb about each tour.

Page 4: this page shows a few wine farms in Stellenbosch which you can do different wine pairings at. This page uses flex box in order to arrange the pictures and the

different wine farm content together. This makes the flow of the page easier to follow. This page also has the olive-green background and top bar as the previous pages.

Page 5: This page shows other interesting things offered in Stellenbosch which you can pair with wine. The colour of this page has a pink pattern because it is supposed to be a fun page and therefore, I changed the colour of the background in order to make it look more fun. This page is also easy to follow because there are no images and therefore it is easy to read because there is only content.

The hierarchy of this web page is that the index page is at the top of the hierarchy and the rest are subpages which are at the same level of importance.

Content Strategy:

The target market for this website is tourists, people who like drinking wine, locals in Stellenbosch who want to venture out into the winelands. The colours of this site aim to bring in people who enjoy wine farms because it gives a calm and nature feel therefore aiming to draw in viewers. The experience of the user for this website must be easy going and enjoyable and hopefully they learn something new and will then want to try out the wine farms mentioned in the site.

This website aims to educate the viewers on the vast amount of places and wine farms in Stellenbosch, places where you can go and free to have fun and enjoy a nice day out. This website also has constant branding seen by the logo and the green colour theme. This content however must be updated regularly with new wine farms and update the old ones if anything changes. This website includes content of the history of Stellenbosch, wine farm tours, wine farm pairings with different foods and different wine tastings, fun extras like doing art with wine, golf with wine and just a general explanation of Stellenbosch wine farms.

The theme I chose from Geocities was Napavalley which aims to celebrate wine culture and vineyards. Users share their love for wine, wine making, and wine tours. This was a fun and interesting theme to look into and create the output of the website which I created.