Part 1:

This website is meant for people who are interested in learning about wine as well as purchasing it. It also advertises the three vineyards the company owns which people can tour. The intended audience will be individuals over the age of 21 due to the fact that this site sells alcoholic beverages. Each product page gives a detailed description on where the product was made, which vineyard, vintage year and much more. Individuals can use this information to narrow down their search for the perfect wine to try out. Furthermore, this site is selling more “new world” wines. Wines that are from the western hemisphere instead of the “old world” wines that are grown in countries such as France, Italy, Germany, and Spain.

The user can use the navigation bar to go to the different pages in the website. Starting with the home page, they can immediately see who the website caters to with the big image and statement. There is an effect on the image that transition focuses on the text as they hover over it to give them a more engaging experience. They can then see the top wines on the website and click on them to go to the product page with all the information. Lastly, there is a picture selector that displays the three vineyards owned by the company. It pops up with a link to the about us page when users go through the pictures. All the input forms on the webpages body, header, and footer have a form validation. If there is nothing entered and the user submits, it will respond by turning red. Additionally, if the user tries to login/register without a selected username and password, it will respond with a message saying that the form is empty. However, if they complete the input form properly, the message then disappears. Another feature is the twitter and Facebook icons on the footer. Users can click on them to be directed to the Facebook or twitter page. They can also sign up for the newsletter using the footer. The email form automatically validates the form, listing previous emails used on the web browser.

The browse page is very simplistic offering a minimalistic look and feel when selecting wine. It’s not overwhelming with information and the user can click on the image of the wine to go to the product page. It has all the information The product page has the more detailed version of the product. In product-page it has all the information plus reviews the user would need to make their final decision. They can also select the size of the bottle and the quantity before adding it to the cart. Additionally, there is a back navigation tool at the top left to take you back to the browse page.

The pages are all built for mobile devices in that they resize without losing shape. Users on mobile devices can easily zoom in and select/view items on the pages. The page maintains shape and the media also adjusts.

Part 2:

Following my partner’s advice, I made some changes to my original design. I added a cart button to the top right of every page. The user will probably want to access their cart at any given time so, it was decided that it would be on every page on the header. On the browse page, my partner mentioned including an update filter button. This was added because of his comment where users may accidently click things and may not want it to update instantly. The login bar the top and the newsletter forms at the bottom was also an addition from my partner’s suggestion.

The wine finder page was removed because it didn’t seem like a good idea. This website provides enough detail on products for users to pick wine. Usually people who buy wine online have a general idea of what kind of wine they would like. The wine finder just provides them a wine from questions, which I later thought would not be useful for the users of this type of website.

Above and Beyond:

The image transition for the vineyards have a fade out to a solid color and a transition to the next image. They smoothly change images and also print a message out once alerting the user that there is more information about the vineyards on the about us page. The message is also a clickable link to the about us page. The message only appears when users start clicking the buttons to change images. This is done so when the users interact with the images, they can then have an option to go to the other page to learn more. Additionally, every form is validated. If users do not put any text in, the button and the form turns red. All the forms except the login, where there is also a message that is displayed next to it. The buttons are all the same style with the same hover effect. This is done so to keep consistency throughout all the web pages. Lastly, the large picture on the home page has the paragraph of text that gets focused when the mouse is over it. There is a transition in both the image and the text which sharpens when the mouse is over it. Then when the mouse leaves, you can see sharpening effect go away.