Phase 1 – The Beginning

Team #: 5

Member names:

Chandrika Mummalaneni
Jaya Saran Teja Pavuluri
Lakshmi Prasanna Kumar Nalabothu
Tejaswi Neelapu
Tileshwar Narayan

Site Name: Seattle Biz Connect

Site URL: http://54.203.43.38/

Sample Pages:

Entrepreneurial Spirit: http://54.203.43.38/2025/02/18/entrepreneurial-spirit-how-seattles-startups-are-shaping-the-future/

Seattle's Culture: http://54.203.43.38/2025/02/18/seattles-culture-a-fusion-of-food-coffee-and-community/

Business Ecosystem: http://54.203.43.38/2025/02/18/the-business-ecosystem-of-seattle-innovation-tech-and-startups/

Site Mission Statement

"Celebrating Seattle's vibrant business ecosystem by highlighting innovation, growth, and diverse industries, while promoting sustainability, diversity, and community-driven progress."

Site Content Strategy

A great content strategy makes a website engaging, easy to navigate, and informative. To keep users interested, content should be well-organized, visually appealing, and simple to explore. Using clear categories, intuitive navigation, and high-quality visuals helps visitors find information quickly without frustration. Interactive elements like user reviews, business insights, and recommendations make the experience more engaging and useful. To increase visibility and reach more people, the website should follow SEO best practices, including keyword optimization, structured metadata, and mobile-friendly content. Essential features like a search bar, category tags, and personalized recommendations will make it easier for users to discover businesses and food spots that match their interests.

Looking at successful websites like Visit Seattle and Seattle Met, we can see how strong content strategies create a smooth browsing experience. Visit Seattle focuses on visitor guides, event listings, and business spotlights, making it easy for people to explore the city. Seattle Met, on the other hand, offers a mix of news, food reviews, and lifestyle content, creating engaging experience with well-structured articles and high-quality visuals. Following this approach, our website will use a modern, content-driven format that allows users to explore Seattle's food and business scene effortlessly. The content will be divided into clear categories, such as Eateries, Restaurants, Breweries, Businesses (MNCs & Startups), and Cafes, so users can find what they're looking for quickly. A search bar with filters and tags will make searching easy, while sections like "Recently Visited," "New Blogs," "Trending Places," and "User Recommendations" will keep content fresh and exciting. An interactive discovery system will suggest places based on user preferences, ensuring that everyone finds something that interests them. The goal is to create a fun, engaging, and easy-to-use platform that helps users explore and enjoy Seattle's vibrant food and business scene.
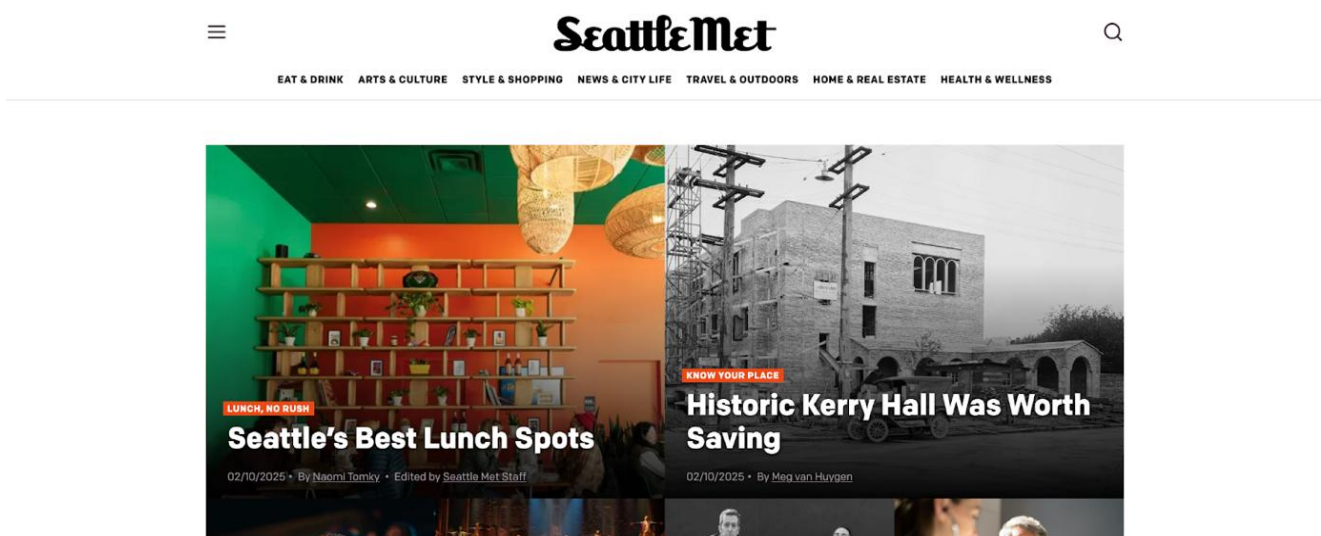
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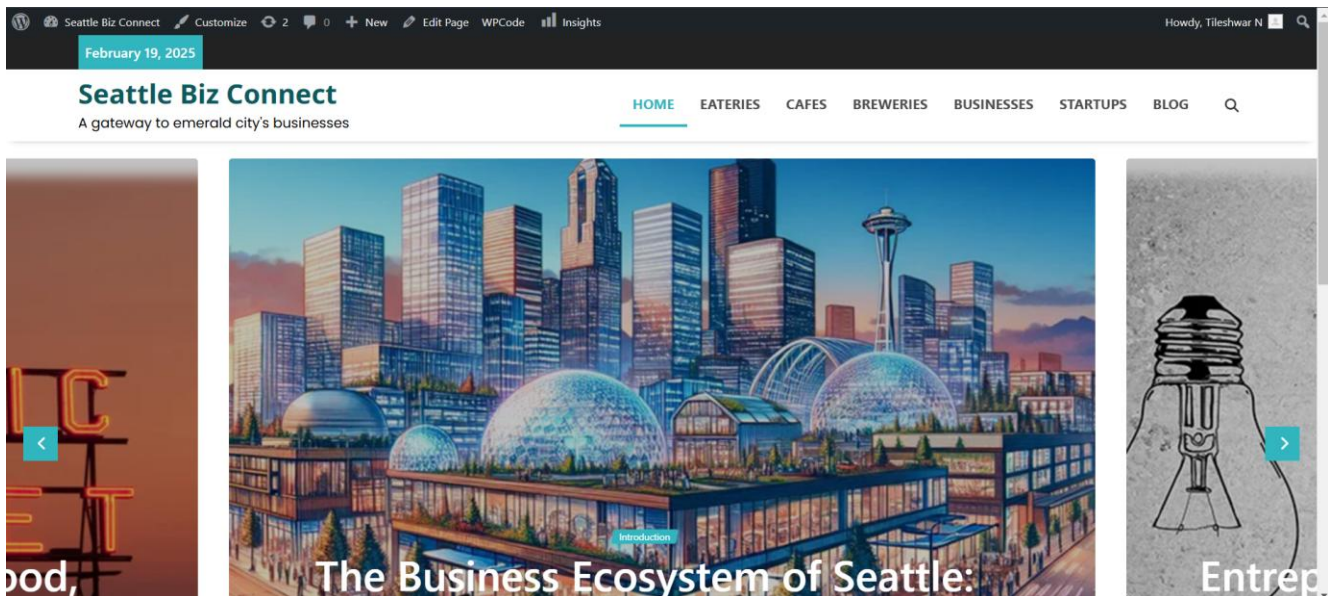
Example Websites:

Visit Seattle

Source: Visit Seattle. (2025) Retrieved 18th Feb 2025 [ONLINE] https://visitseattle.org/

Seattle Met:

Source: Seattle Met (2025) Retrieved 18th Feb 2025 [ONLINE] https://www.seattlemet.com

Reference: Gemes, N. (2024, September 25). *The ultimate guide to digital content strategy*. Hygraph. https://hygraph.com/blog/digital-content-strategy

Site Design Strategy

A well-designed website should be easy to navigate, visually appealing, and accessible to everyone. The layout should be clean and well-organized, making it simple for users to find what they need. A good design strategy includes clear menus, structured categories, and mobile responsiveness, so the site works smoothly on any device. High-quality images, good use of whitespace, and bold typography help keep the site looking professional and engaging without feeling cluttered. It's also important to include fast loading times, SEO optimization, and accessibility features to make the site easy to find and use. Features like search options, category tags, and personalized recommendations can improve the user experience by helping visitors explore more content. Two websites that do this well are Outdoor Project and Seattle Refined. Outdoor Project makes it easy to search for outdoor activities with interactive maps and user-generated content, while Seattle Refined uses a grid-based layout with bold visuals and well-organized sections to make browsing simple and enjoyable.

Our website will be modern, clean, and interactive, ensuring smooth user experience with a structured and engaging layout. The navigation menu will be simple and well-organized, featuring key categories such as Eateries, Restaurants, Breweries, Businesses (MNCs & Startups), and Cafes to help users easily explore different sections. A search bar at the top, along with tags and filter options, will allow visitors to quickly find specific content based on their preferences. To keep content fresh and engaging, the homepage will feature dynamic sections like "Recently Visited," "New Blogs," "Trending Places," and "User Recommendations." An interactive exploration style will allow users to discover new places based on their interests, making navigation more engaging. The overall design will focus on user-friendliness, visual appeal, and seamless functionality, creating a platform that encourages users to explore Seattle's vibrant business and food scene effortlessly.
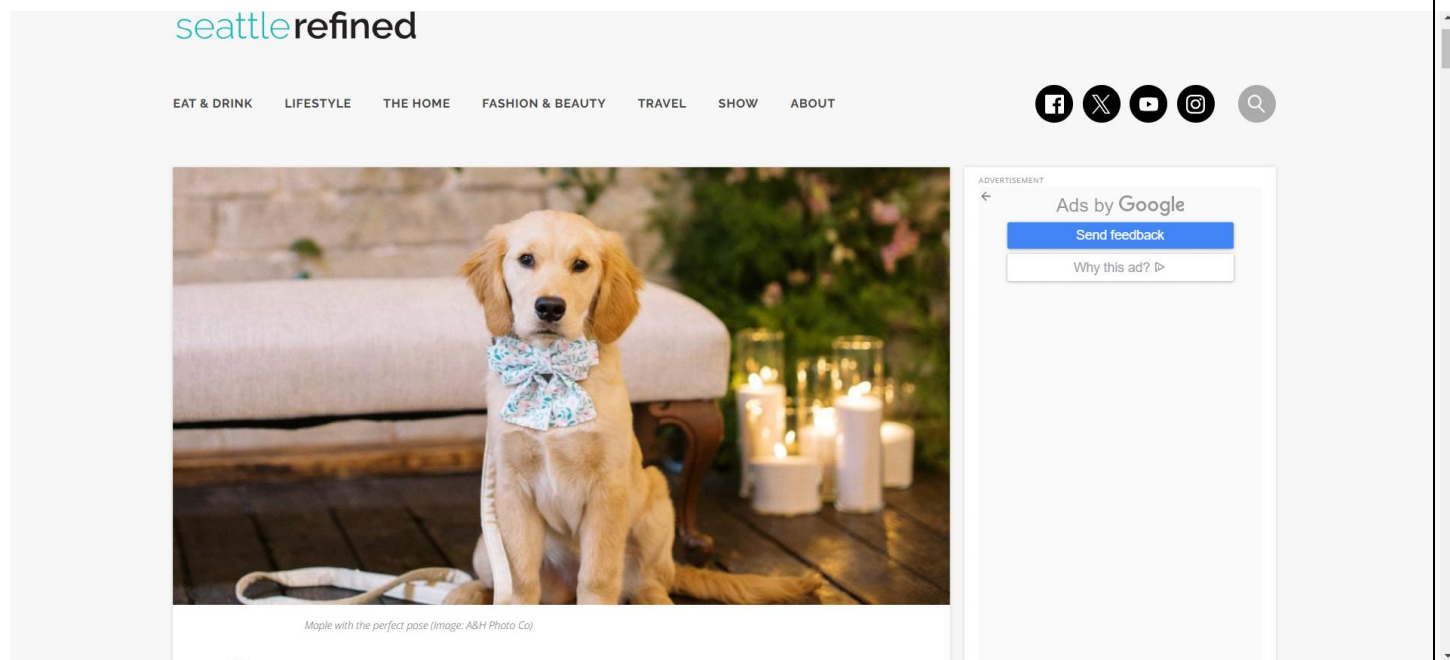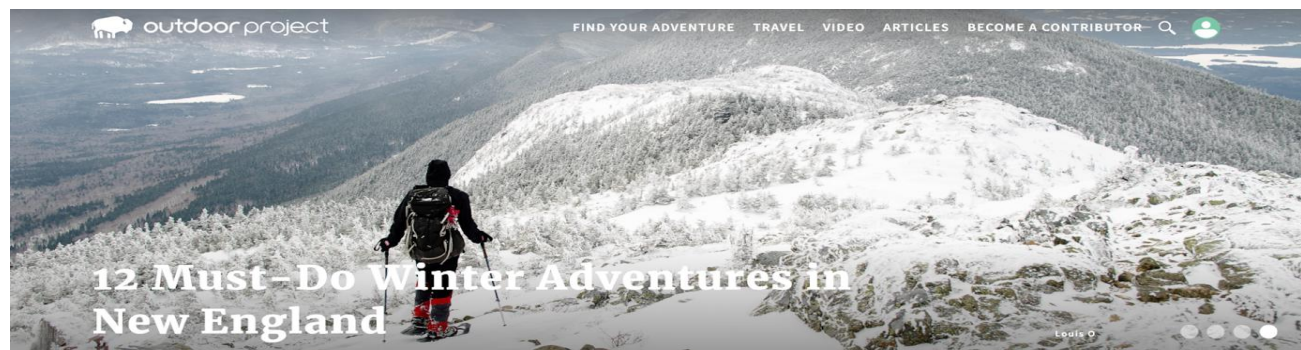
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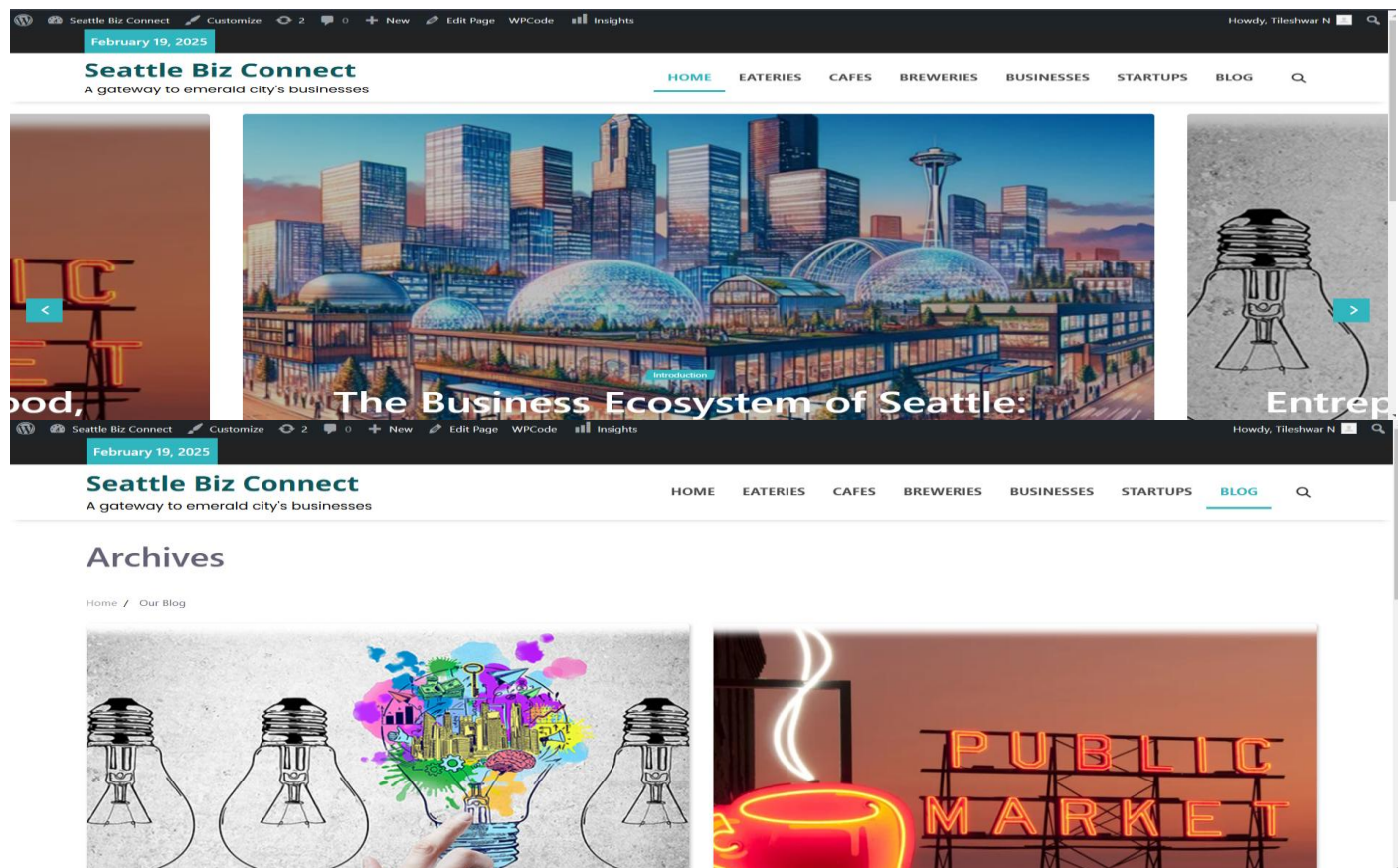
Example Website:

Seattle Refined – Visual Storytelling & Content-Driven Design

Source: Seattle Refined. (n.d.). *Seattle Refined*. Retrieved February 15, 2025, from
https://seattlerefined.com/

Maple with the perfect pose (Image: A&H Photo Co)

Outdoor Project – Interactive & Adventure-Oriented

Source: Outdoor Project. (n.d.). *Outdoor Project*. Retrieved February 15, 2025, from
https://www.outdoorproject.com/

Team Dynamics:

Tejaswi Neelapu – Information Architect & Quality Assurance (QA) Tester:

Hours worked: 5 hours

Summary of your role and responsibilities:

Information Architect (IA): As an Information Architect (IA), I will be responsible for planning and structuring the website to ensure an intuitive and user-friendly experience. This includes gathering and documenting key objectives, functional requirements, and content needs while working closely with the UX designer and project manager. I will create a site map that outlines the website's navigation and information hierarchy, ensuring that users can easily find and access content. Additionally, I will help define the overall strategy for organizing information effectively to support usability and accessibility.

Quality Assurance (QA): As a Quality Assurance (QA) Tester, I will ensure that the website functions as intended by identifying and resolving bugs before launch. I will develop and execute test cases to check for usability issues, broken links, and other functional errors. Additionally, I will manage Google Analytics to monitor user behavior, track website performance, and generate insights to improve the site's overall functionality. By coordinating testing processes and providing feedback to the development team, I will help ensure a smooth and optimized user experience.

Lakshmi Prasanna Kumar – User Experience (UX) Designer & Web Developer:

Hours worked: 5 hours

Summary of your role and responsibilities:

Web Developer: As a web developer, my role involves building the technical structure and functionality of websites, ensuring they are interactive, efficient, and user-friendly. My responsibilities include backend operations, website security, and performance optimization, ensuring seamless navigation, cross-browser compatibility, and smooth functionality of navigation menus and user-generated content features. I also collaborate with web designers to implement visually appealing and structured layouts while optimizing load times and accessibility. By following modern development frameworks and best practices, I build scalable, functional, and high-performing websites that align with user needs and business objectives.

User Experience (UX) Designer: As a User Experience (UX) Designer, my role is to create intuitive, user-friendly, and efficient website experiences by developing wireframes, flowcharts, and interaction models based on functional and content requirements. I focus on designing clear page layouts and navigation structures, ensuring that users can seamlessly interact with the site and complete tasks with ease. My work includes mapping out multi-step user flows to optimize usability and accessibility while maintaining a strategic approach to site design. I collaborate closely with Information Architects (IA) to align the overall website strategy and work with the project manager to ensure the project stays on track. By prioritizing usability, consistency, and efficiency, I help create digital experiences that enhance engagement and meet both user needs and business objectives.

Chandrika Mummalaneni – User Interface (UI) Designer:

Hours worked: 5 hours

Summary of your role and responsibilities:

As a User Interface (UI) Designer, I am responsible for designing the visual elements of the website to ensure engaging and user-friendly experience. My responsibilities include developing a unified and visually appealing design system that incorporates color schemes, typography, icons, buttons, and layout structures. By focusing on consistency and clarity, I help to keep the website's appearance professionally and polished across various devices and screens sizes. I collaborate with the UX Designer to translate wireframes into high-fidelity visual designs and work closely with the Web Developer to ensure that all UI components are implemented accurately and function seamlessly.

In addition, I work to improve the general usability of the interface by optimizing design features for readability, accessibility, and user interaction. I ensure that all UI components align with best design practices, maintaining a balance between creativity and functionality. By prioritizing responsiveness and intuitive navigation, I contribute to creating a smooth and visually appealing experience for users exploring Seattle's business directory. My role plays an essential role in ensuring that the website not only appears professional, but also effectively communicates the objective of spotlighting businesses in Seattle and Washington.

Tileshwar Narayan – Web Content Specialist & Quality Assurance (QA) Tester:

Hours worked: 5 hours

Summary of your role and responsibilities:

Web Content Specialist: My own role is as a Web Content Specialist, where I organize, prepare, and upload content via a content management system (CMS) to the website. I work correcting whether the content is correct, attractive and linked with the motives and needs of other members of the location. To ensure an effortless incorporation of all components that are required for the website to be added into the content, I also must work with other team members, including developers and designers. To always keep the content current and relevant, I also gather and organize information about a wider area. Through doing this, I will try to enhance user experience and curate the site's overall story.

Quality Assurance (QA) Tester: As a QA tester, it is my responsibility to ensure that the website operates properly and provides users with perfect and flawless navigation experience. Developing and executing test cases while working with IA, UX designers, and web developers to evaluate the site's performance, usability, and practicality. My role includes performing several rounds of testing, pinpointing bugs, defects, or discrepancies on-site. I annotate feedback and collaborate with developers to iron out bugs to get the site in working order before launch. I help deliver a quality product that improves user experience and aligns with this last one by making sure the site functions correctly and is built according to its specifications.

Jaya Saran Teja - Server Administrator & Project Manager (PM):

Hours worked: 5 hours

Summary of your role and responsibilities:

I play a crucial role in ensuring both the smooth coordination of the project and the stability of the web server: In my role as the **Server Administrator**, I handle the configuration, maintenance, and security of the web server environment. This includes managing the operating system, web server software, database systems, and any necessary scripting interpreters to keep the website running efficiently. I also ensure the server remains optimized and secure while deploying site updates from the staging environment or source control system.

As the **Project Manager (PM)**, I am responsible for coordinating team activities, tracking progress against milestones, and facilitating clear communication among team members. I ensure that the project stays on schedule, deliverables are met, and everyone is aligned with our goals. Part of my responsibilities include preparing and maintaining the project proposal, providing progress reports, and making sure the team stays organized and productive.