



# Design Your Website

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## Key stakeholders' goals

### **Who**

The stakeholders are a small NPO of which the administrative part is composed of 4 persons and of which the executive part rotates each season depending on the demand and the needs, hiring monitors and teachers on the go.

### **What**

They organize sports and artistic related holidays camps every scholar holiday, throughout the year, for children aged 2-12.

### **Target audience**

The principal audience the stakeholders are targeting are the neighborhood children's' parents. Since the NPO is dedicated to a very specific small niche of holidays camps, there is no secondary audience.

### **Expectations**

Parents being composed mid-aged population mainly, most of them are not necessarily used to deal with technologies and computers in general. For that reason, the website's interface should be as simple and intuitive as possible.

Parents always being worried about their children's' security, a maximum of information about the camps' modalities should be displayed on the website.

Therefore, there should be a right balance between excess of information and epurated, simple and not overwhelming design.

### **Functional requirements**

Store which displays the available camps

Cart to add the desired camps

Booking process to be able to buy the desired camps

Contact form for parents to ask all their questions

Pdf of the camps' details delivered with the booking confirmation email

## **Persona**

Name: Isabelle

Surname: Rosalska

Age: 42 years

Address: Rue du noyer, 42 (neighborhood of the school where the holidays' camp takes place)

Profession: Accounting and treasury at the European Commission

Civil status: Married

Family: Mother of 2 children aged 3 and 7

Goal: Wants to find a good sport related holidays camp for her children and sign them up

## Users' goals

From the few interviews led with a small parents' sample, the following keywords were outlined:

- Intuitive
- Simple
- Fast
- Secure
- Exhaustive information

Although those keywords could be related to pretty much most websites, we probably must take them to a further extent to better suit the mid aged population's needs.

Therefore, the website's degree of simplicity should be close to the one which would fit a child's comprehension.

Most of the parents working at the European Commission, most of them are quite busy. Finding a holidays' camp for their children is thus probably more of a chore they want to get rid of as soon as possible. We should then try to reduce as much as possible the booking process duration from getting to know about the different camps and the booking done step.

In this regard, we might add a newsletter list which informs parents right away when the camps are available. Then it is our duty to make the booking process as smooth and fast as possible.

## Defining site's content areas

Home page – describes the NPO's mission to organize holidays camps. This should underline the exact type of activity (what it is that we deliver) and for who it is, precisely.

About us page – Will list the administrative team members and their roles, as well as the recurrent monitors that are regularly hired, for parents to know to who they entrust their children.

Camps page – lists all the currently available camps to book

Cart page – will contain the selected camps to book

Booking page – booking/payment page

FAQ page – should list most of the questions parents are susceptible to ask. This will be regularly updated with the questions the NPO receives the most from the contact page

Contact page – useful for all the questions that haven't been covered by the FAQ or any issue with the website or the booking process.

Terms and Conditions page – will explicitly expose the rules the parents have to comply to in order to use the website and benefit from the NPO's services; will contain legal mentions.

General terms of sale – is a mandatory page exposing all the terms the NPO decides to impose to the parents during the whole booking process (before, during and after).

Cookies policy – explains how the website manages cookies

## Organizing content areas

### Main menu

Home page – The team – Camps – FAQ – Contact

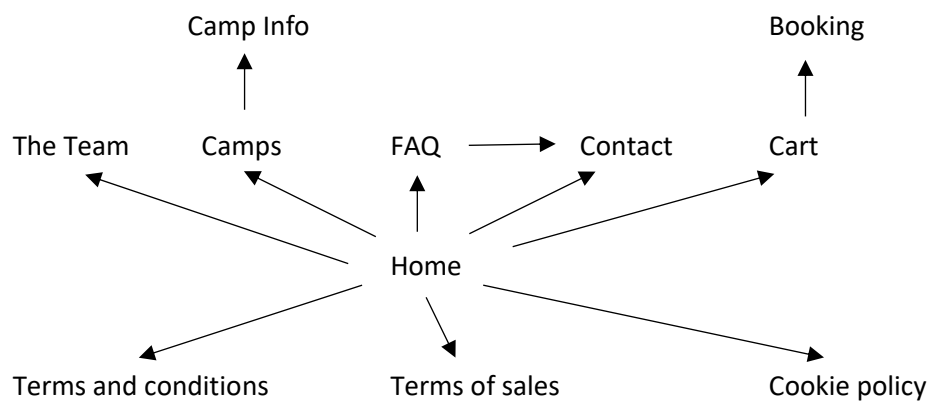
### Footer menu

Terms and conditions – Terms of sales – cookies policy

Both menus will be visible on every page of the website

Cart + booking pages are apart, the cart being accessible from any page, at the top right corner, just above main menu

## Create sitemap



## Outlining navigational structure

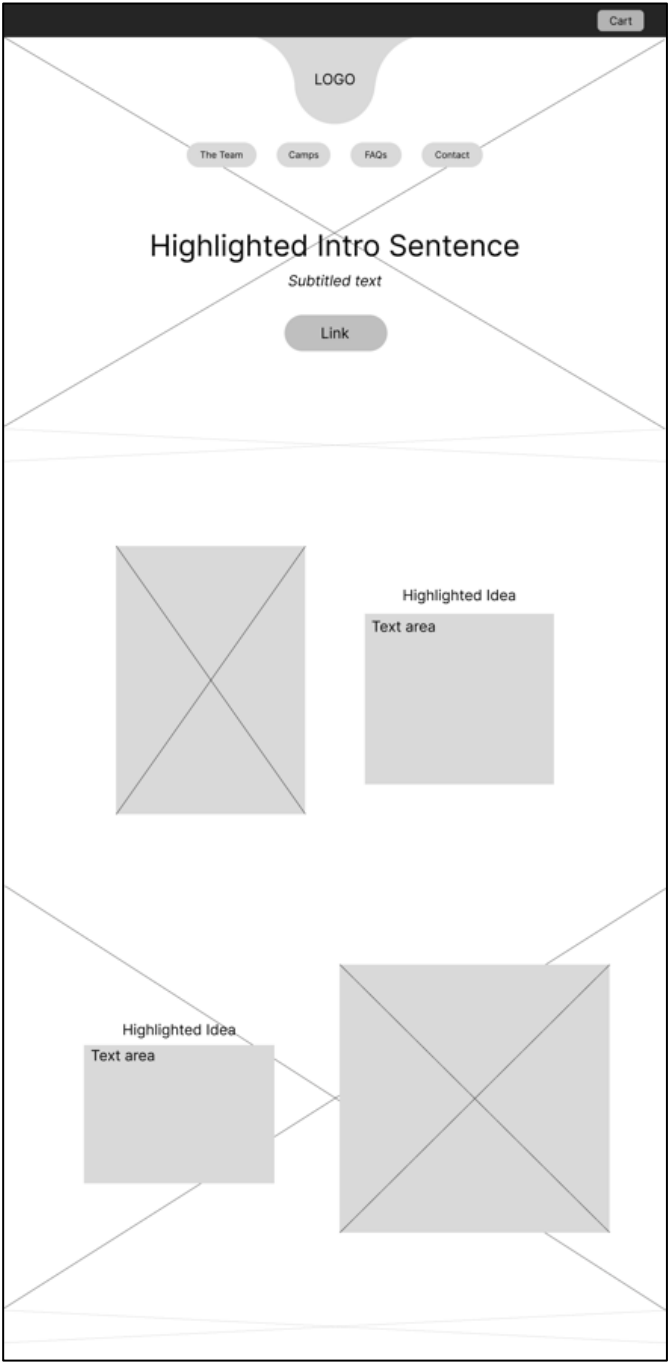
See previous section

## Labelling content area

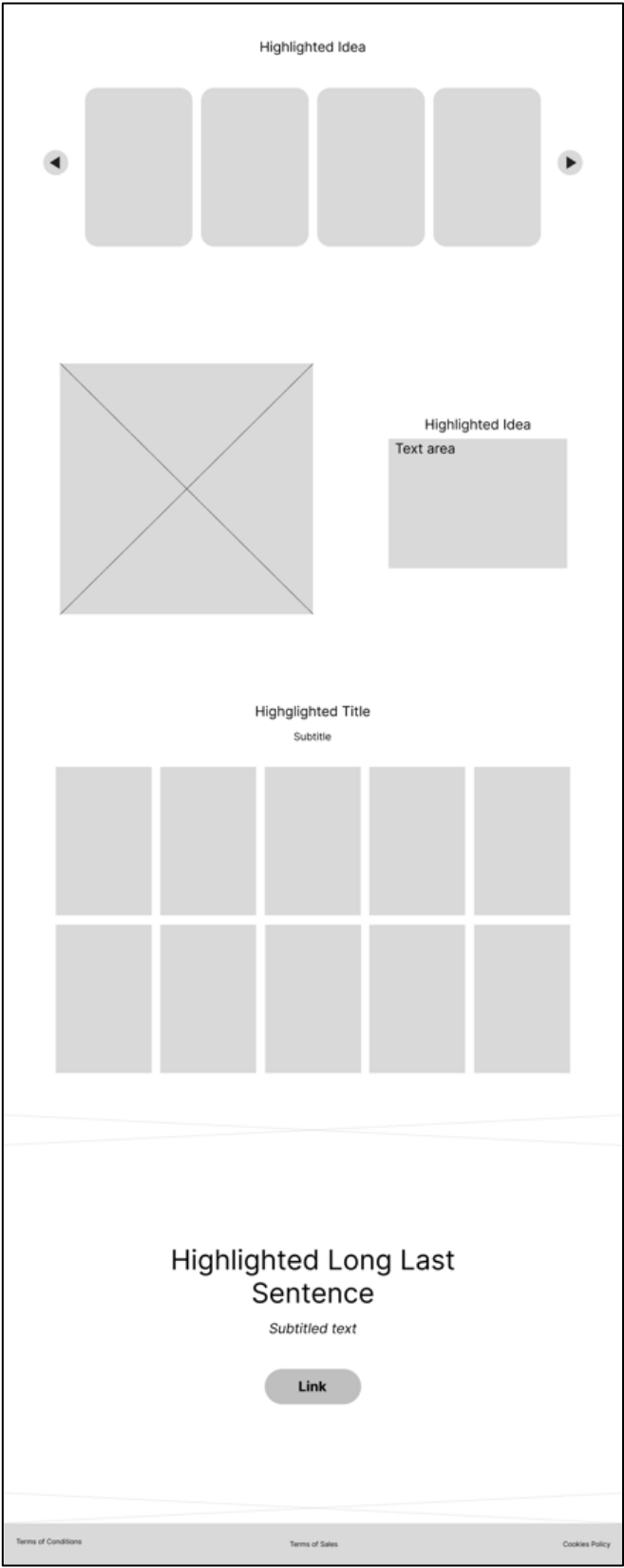
Cf. Sitemap

Wireframes

Home Page

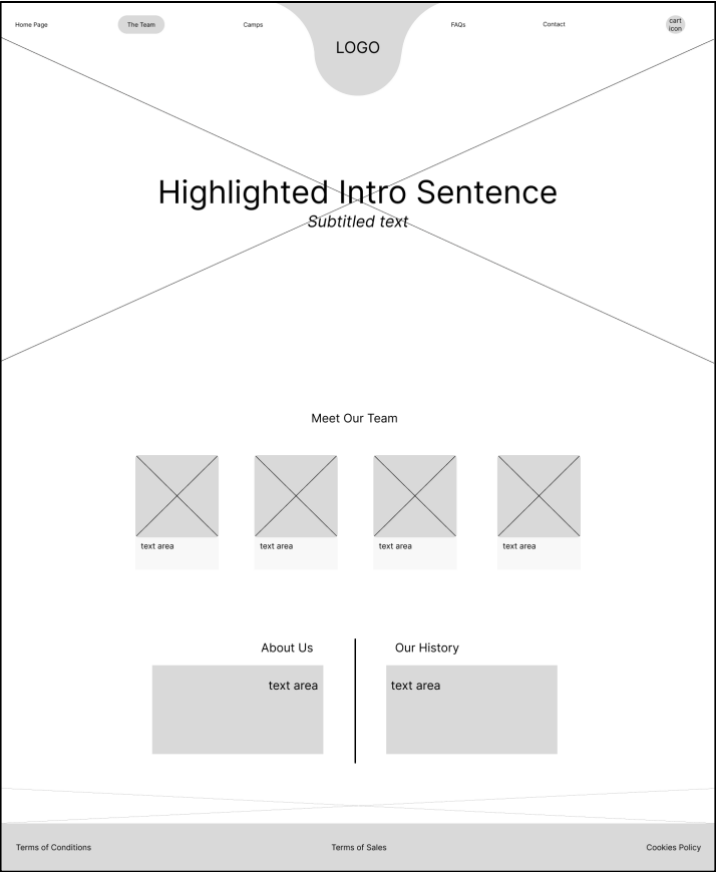


Home Page Cont.

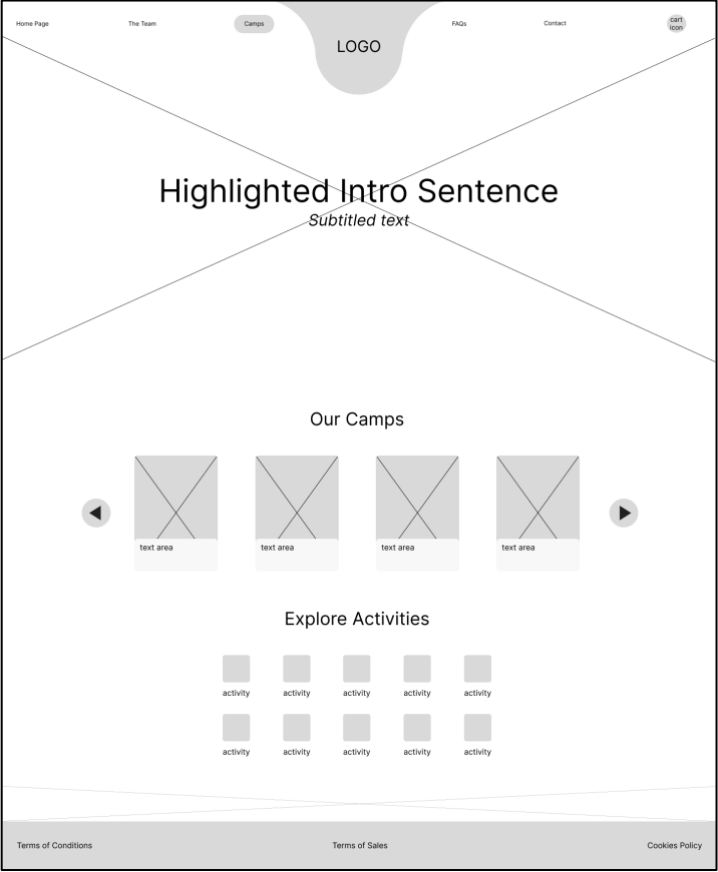




Team Page



Camps Page



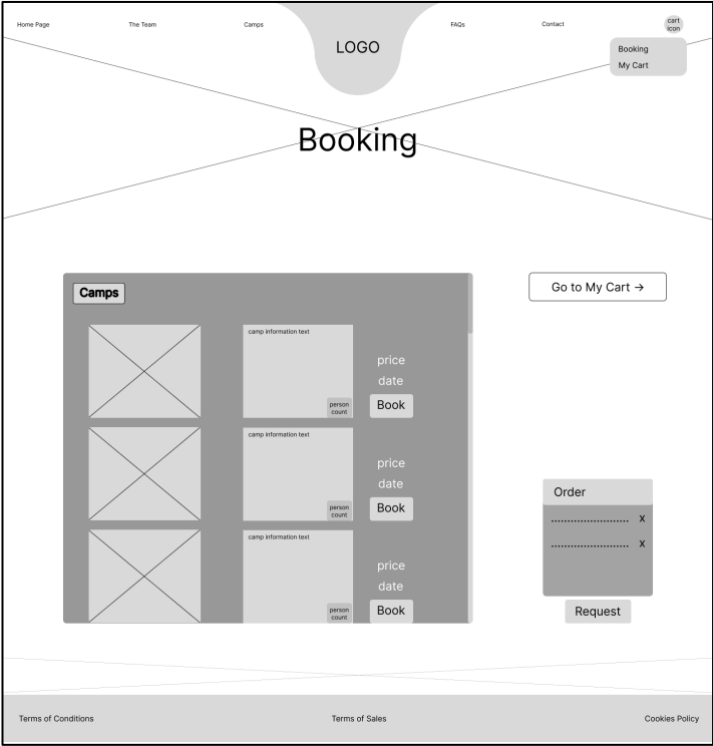
FAQs Page



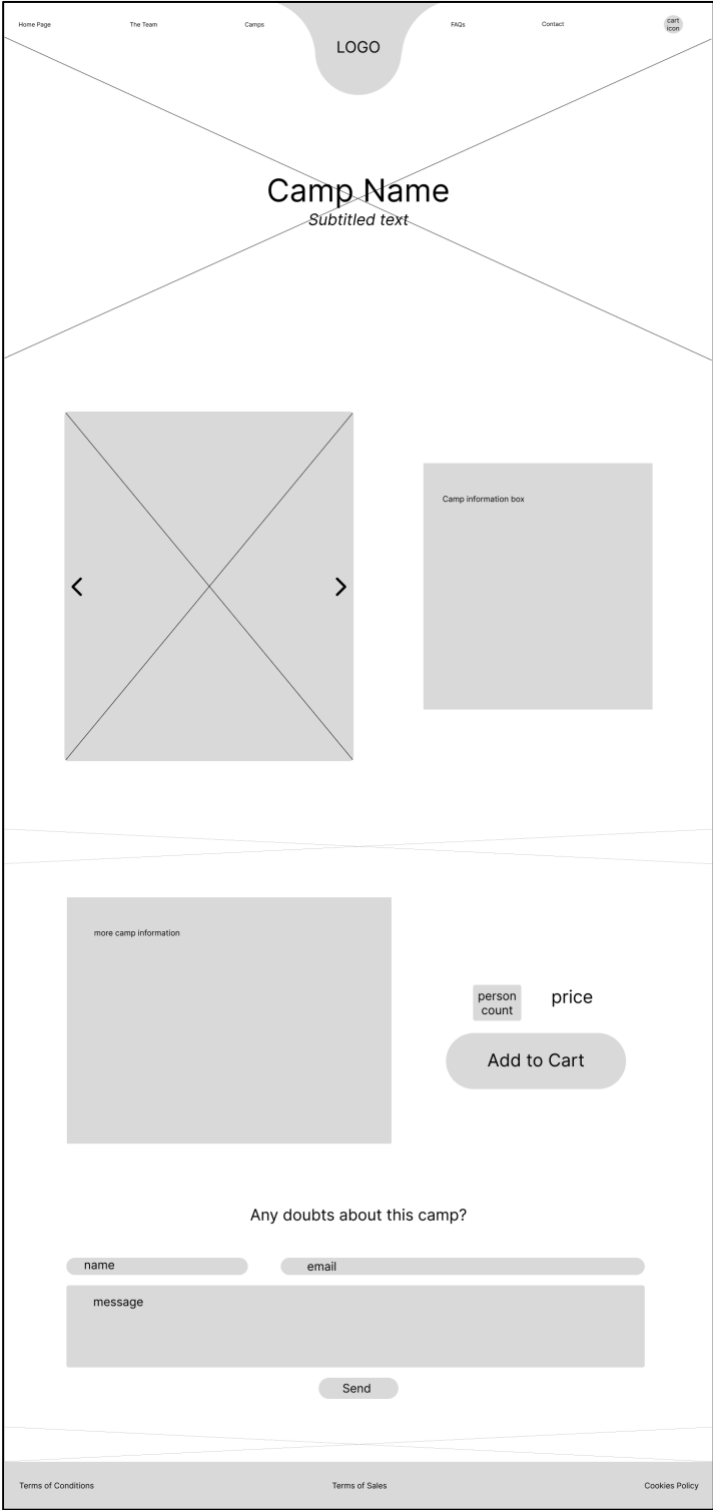
Contacts Page



Booking Page



Camp Info Page



Cart Page

