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CASE STUDIES - DETAILED

Case Study 1: School Lunch Box

The operators of the School Lunch Boxes in Multan are looking to replace their current website, which is a very basic page created by the Hostel Managers Personal Assistant using Microsoft word. School Lunch Boxes in Multan has been in operation for 1 year and is looking to expand its business to cater for a broader range of customers [Punjab region]. They have just completed an expansion project that includes the following:

- Expansion from the basic lunch box to a gourmet lunch box [extra goodies like avocado rolls]
- Freshly baked bread and breakfast from 7am to 9am with home-made porridge
- Hot lunches – these change daily
- Free pick-up and drop-off
- Organises many picnic packages in the local area – for school trips and staff functions

School Lunch Boxes in Multan need the website to promote their business and to showcase these new features and use them to target associated audiences. They also wish to emphasise their three key factors of variety, health goodness and freshness and these should be expressed by the website.

School Lunch Boxes in Multan also wish that an article be written covering the unique characteristics of any of the following business features:

- Gourmet lunch boxes
- Freshly baked bread and breakfast from 7am to 9am with home-made porridge
- Hot lunches – these change daily
- Organises many picnic packages in the local area – for school trips and staff functions
- Special events finger food platters

What current clients of the business feel about their experience:

“... well it certainly wasn’t what I expected, but that’s not a bad thing. The lunch boxes are fresh and delicious. Deliveries are always on time and always sorted for most efficient delivery to the students and staff.”

“ ... as a business owner I’m constantly looking for new experiences to help reinforce what I provide to my customers. The welcoming and variety offered by Lunch boxes were extraordinary and made me think about how to improved my customer relations.”

“... I think my mother is feeling pretty freaked out about the idea of the health and nutrition within the lunches provided by the company. It was so reassuring getting the nutritional breakdown of each lunch box the week before, so my mum could help me make good decisions on which lunch box to order.”

Case Study 2: Hostel in Islamabad

The operators of the Hostels in Islamabad are looking to replace their current website, which is a very basic page created by the Hostel Managers Personal Assistant using Microsoft Word. Hostel in Islamabad has been in operation for 4 years and is looking to expand its business to cater for a broader range of customers. They have just completed an expansion project that includes the following:

- Hot chocolate pudding @ 8pm
- Freshly baked bread and breakfast from 7am to 9am
- Bike hire
- Free pick-up and drop-off
- Organises many fun events in the local area

Hostel in Islamabad needs the website to promote the hostel and to showcase these new features and use them to target associated audiences. They also wish to emphasize their three key factors of fun and entertainment and these should be expressed by the website.

Hostel in Islamabad also wishes that an article be written covering the unique characteristics of any of the following hostel features:

- Hot chocolate pudding @ 8pm
- Freshly baked bread and breakfast from 7am to 9am
- Bike Tour
- Vineyard Tour
- Movie night and Games Evening

What current customers of the hostel feel about their experience:

“... well it certainly wasn’t what I expected, but that’s not a bad thing. The hostel area itself is quite a welcoming area so you have to come prepared to do a lot of relaxing. It is close to the town area with a nice walk to guide you there and has a walk to the center of city.”

“ ... as a business owner I’m constantly looking for new experiences to help reinforce what I provide to my customers. The welcoming and facilities offered by the hostel were extraordinary and made me think about how to improve my customer relations.”

Case Study 3: Wild Time Zoo

The operators of the Wild Time Zoo are looking to replace their current website, which is a very basic page created by the Zoo Managers Personal Assistant using Microsoft word. Wild Time Zoo has been in operation for 4 years and is looking to expand its business to cater for a broader range of customers. They have just completed an expansion project that includes the following

- ‘Wild People’ new restaurant, night spot and evening bar
- Six New ‘Hungry Lion’ picnic and barbeque areas located throughout the grounds
- Brand new gorilla enclosure hosting gorillas that have just been procured.
- Educational centre with displays and informative tours

Wild Time Zoo needs the website to promote the zoo and to show case these new features and use them to target associated audiences. They also wish to emphasise their three key factors of safety, education, fun and entertainment and these should be expressed by the website.

The Zoo also wish that an article be written covering the unique characteristics of any of the following zoo animals:

- Rex the Rhino
- Kai the Kiwi
- JoJo the Giraffe

What current patrons of the zoo feel about their experience:

“... well it certainly wasn’t what I expected, but that’s not a bad thing. The zoo area itself is quite an expansive area so you have to come prepared to do a lot of walking, it took us about 3 hours to see everything, and that was without having a rest break of any sort. “

“ ... as a teacher I’m constantly looking for new experiences to help reinforce what I teach to the kids in class. Obviously coming out here as part of a field trip helps, but it would also be good to be able to get back to our small little primary school and review with the kids what we have heard, seen, and learnt here.”

“... I think my grand mother is feeling pretty freaked out about the whole thing. We didn’t realise just how huge that tank of a Rhino really was. Perhaps if we had known some things about it before hand we would not have taken that particular route through the zoo.”

Case Study 4: The Personal Trainer Co.

The PT Co. has been actively engaged in fitness instruction for the past 30 years, teaching students in personal training, located in an apartment basement in the Wellington CBD. The class numbers have increased, so has relocated to new premises which have been fitted out with the following:-

- A weight training area equipped with bench press, squat rack, free weights, leg press.
- A full aerobic dance floor (with special flooring) along with full yoga & pilates equipment.
- They have recently insulated an endless pool A ‘watch and wait’ area with chairs, couches and TV for parents. The PT

Co. PT Co. specializes in the following

area:-

- Yoga Classes
- Boot Camp Fitness
- Sports Training: Cycling, Running, Triathlon and Volleyball

You are to design a website which promotes the PT Co. to prospective students while catering for current students. The PT Co. would like you to emphasize his motto of ‘personal training for self-confidence, health, and self fulfilment’. They would also like a short profile on *any one* of the following personal trainers to be done.

- Kevin Brown
- Chris Patterson
- Reba Smith

Snapshots of interviews with people associated with the PT Co. include:

“... The teaching and instruction are absolutely dynamic; they have the ability to break down movements and teach it at a level suited to the student. I just look at the number of students that have had some type of disability and what he has managed to do for them.”

“Come to think of it, I am slightly disappointed that I missed out on the Competition the other weekend. It’s hard to keep track of all the events going on just of late.”

“... I really like the whole atmosphere that they create. On one hand it’s inviting, fun, and motivating, while on the other hand its challenging, and at times downright hard.”

Case Study 5: The Sculpture Studio

Pam England is a clay designer with several years' experience in the design field. She specializes in development of sculptures but now wishes to broaden this further to also cater for the following sculptures areas:

- Courses
- Selling sculptures products
- Training 1 on 1
- Online training
- Coffee and relaxation area
- Kids play area

She has contracted you to design a completely new website from scratch. She would like the site to convey an atmosphere which is friendly and inviting, and which targets the key areas mentioned above. She also wishes for the following features to be developed as well.

A basic sculpture online feature graphic(animated) which covers the following:

- Courses available
- Featuring some products
- Contact information

Pam England is also planning to run short courses in sculpture development at her studio which would cater for absolute beginners to advanced. These would run one night a week for three weeks and online. She also offers one-on-one tuition as well. In addition to this she also wishes to run regular competitions to attract her target markets.

Some comments from Pam England's potential customers:

"... Well I never thought you could do so much with clay. The atmosphere was so inviting which really helped bring out your creativity side."

"... I've wanted to get some sort of gift for my daughter besides just the usual wedding gifts. You know it would be good to give her just that something extra."

"... I feel like I really am behind the times with all the new wiz bang gadgets that we have these days. It was great to be involved in something that didn't need anything but clay, water and a good creative mind".

Case Study 6: Bryant Rothmoore Studios

Bryant Rothmoore is a photographer with several years' experience in the portrait photography field. He specialises in family/child portraits but now wishes to broaden this further to also cater for the following

- Tertiary and High school students – school dances, team photos, graduations
- Brides and engagements
- Corporate clients – formal functions, portraits, group photos

He has contracted you to design a completely new website from scratch. He would like the site to convey an atmosphere which is friendly and inviting, and which targets the key groups mentioned above. He also wishes for the following features to be developed as well

A basic digital photography online tutorial which covers the following:

- Connecting your camera to your computer
- Descriptions of professional graphics packages available for digital photography processing
- Backing up files
- Emailing files

Bryant is also planning to run short courses in photography at his studio, which would cater for absolute beginners to advanced. These would run one night a week for three weeks. He also offers one-on-one tuition as well. In addition to this he also wishes to run regular competitions to attract his target markets.

Some comments from Bryant Rothmoore's potential customers:

“... Well you know, man, I was really gutted with last years 1st 15 Rugby team photo. I mean here we are having our photo taken and being asked to smile for Pete's sake. Now what are people going to think when they look at a photo of what is meant to be the top rugby team in the school and see a bunch of Nancy boys smiling? It doesn't really instill any fear or intimidation into our opposition either. Things are gonna be that much harder when we play this year...”

“... I've wanted to get some sort of gift for my daughter besides just the usual wedding snapshots. You know it would be good to give her just that something extra.”

“... I feel like I really am behind the times with all the new wizz bang gadgets that we have these days. I was out shopping with my grandson the other day and he kept saying ... 'one terabyte grandma, ... no the 22 inch one.. the 22 inch one' its like a completely different language to me, and to top it all off I was given a camera for my birthday and I still can't figure out where the film for it goes.”

Case Study 7: Triathlon PK

Triathlon PK has been actively engaged in sports instruction for the past 30 years, teaching students in personal training, located in an apartment basement in the Multan Cantt. The class numbers have increased, so has relocated to new premises which have been fitted out with the following: -

- A weight training area equipped with bench press, squat rack, free weights, leg press.
- A full sports training floor (with special flooring) along with full yoga & Pilates equipment. They have recently insulated an endless pool.
- A 'watch and wait' area with chairs, couches and TV for parents.

Triathlon PK Specializes in the following area: -

- Events
- Results from Competitions
- Boot Camp Fitness
- Sports Training: Cycling, Running, and Triathlon

You are to design a website which promotes the Triathlon PK to prospective students while catering for students clients. Triathlon PK would like you to emphasize its motto of 'personal training for self confidence, health, and self fulfilment'. They would also like a short profile on *any one* of the following personal trainers to be done.

- Jane Robinson
- Brett Whitinui
- Wendy Jones

Snapshots of interviews with people associated with the Triathlon PK include:

"... The teaching and instruction are absolutely dynamic, they have the ability to break down movements and teach it at a level suited to the student. I just look at the number of students that have had some type of disability and what he has managed to do for them."

"Come to think of it, I am slightly disappointed that I missed out on the Competition the other weekend. It's hard to keep track of all the events going on just of late."

"... I really like the whole atmosphere that they create. On one hand it's inviting, fun, and motivating, while on the other hand its challenging, and at times downright hard."

Case Study 8: Not Just Lawn Mowing

Not Just Lawn Mowing has been actively engaged in lawn mowing for the past 25 years, located in a home office in the Multan Cantt. The company have diversified their business and has relocated to new premises which have been fitted out with the following: -

Lawn area promoting their quality lawn offered.

A full garden area (promoting their land scape knowledge) along with pool, spa and gazebo is for client viewing. They have recently insulated an endless pool.

A cafe area with chairs couches and TV for potential clients and TV press. Or those who just want to enjoy a coffee in a relaxing setting.

Not Just Lawn Mowing Specializes in the following area:-

- Lawn mowing
- BBQ areas and sheds
- Landscaping
- Spa and pool settings
- Planting: trees, hedges and plants

You are to design a website which promotes the Not Just Lawn Mowing to prospective clients while catering for clients. 'Not Just Lawn Mowing; would like you to emphasize his motto of 'great gardens for relaxation'. They would also like a short profile on *any one* of the following new services to be done.

- Landscaping
- Spa & pool settings
- BBQ areas and sheds

Snapshots of interviews with people associated with the Not Just Lawn Mowing include:

“ ... as a business owner I'm constantly looking for new experiences to help reinforce what I provide to my customers. The welcoming and facilities offered by the hostel were extraordinary and made me think about how to improved my customer relations.”

“... I've wanted to get some sort of gift for my daughter besides just the usual wedding gifts. You know it would be good to give her just that something extra.”

“ ... the idea of having a coffee (was a good one) in a lovely relaxing setting was exciting, but the manner and professionalism of their work made me what to tell all my friends.”

Case Study 9: Just Scrapping Studios

Anna Robert is a photographer & graphic designer with several years' experience in the design field. She specializes in graphic design but now wishes to broaden this further to also cater for the following scrapbooking areas:

- Courses
- Selling scrapbook products
- Training 1 on 1
- Online training
- Develop your special scrapbook album
- Coffee and relaxation area
- Kids play area

She has contracted you to design a completely new website from scratch. She would like the site to convey an atmosphere which is friendly and inviting, and which targets the key areas mentioned above. She also wishes for the following features to be developed as well.

A basic scrap booking online tutorial which covers the following:

- Layout design
- Papers and bits needed to create the design
- The resulting Scrapbook page
- Descriptions of professional scrapbooking & graphics packages available for scrap booking
- Backing up files

Anna Robert is also planning to run short courses in scrapbooking at her studio which would cater for absolute beginners to advanced. These would run one night a week for three weeks and online. She also offers one-on-one tuition as well. In addition to this she also wishes to run regular competitions to attract her target markets.

Some comments from Anna Robert's potential customers:

"... the idea of having a coffee (was a good one ☺) in a lovely relaxing setting was exciting, but the not needing to look after the kids while I did my scrapbooking made me what to tell all my friends."

"... I've wanted to get some sort of gift for my daughter besides just the usual wedding snapshots. You know it would be good to give her just that something extra."

"... I feel like I really am behind the times with all the new wiz bang gadgets that we have these days. But you really made the design and technology easy to use."

Case Study 10: PK Guides & Tours

The operators of the PK Guides & Tours are looking to replace their current website, which is a very basic page created by the company Managers Personal Assistant using Microsoft word. PK Guides & Tours has been in operation for 2 years and is looking to expand its business to cater for a broader range of customers. They have just completed an expansion project that includes the following:

- Outdoors safety courses
- Updated Cycle Tours offered, including Scenic Rail Trail and Adventurous Rail Trail
- Updated Walking Tours offered (you decidethese)
- Fun Trips, including Islamabad Forest & Bike Trips and Murree Adventure course trip
- Package Trips: Accommodation, Bike Hire and Pack Hire.
- Events (organise travel, accommodation, food etc to competitions)
- Fun Day Events (start & end of each major seasons –range from BBQ to fancy-dress evenings)

PK Guides & Tours need the website to promote the tour company and to showcase these new features and use them to target associated audiences. They also wish to emphasise their three key factors of fun, safety and entertainment and these should be expressed by the website.

PK Guides & Tours also wish that an article be written covering the unique characteristics of any of the following tour features:

- Updated Cycle Tours offered, including: Scenic Rail Trail and Adventurous Rail Trail
- Updated Walking Tours offered (you decide these)
- Fun Trips, including: Islamabad Forest & Bike Trips and Murree Adventure course trip
- Fun Day Events (start & end of each major seasons –range from BBQ to fancy-dress

evenings) What current patrons of the tour company feel about their experience:

“... as a business owner I’m constantly looking for new experiences to help reinforce what I provide to my customers. The welcoming and facilities offered by the company were extraordinary and made me think about how to improve my customer relations.”

“... We wanted to do something different on our holiday besides just the usual relaxing on beach. You know it would be good to do that something extra that was fun, exciting and energetic.”

“... The teaching and instruction are absolutely dynamic; they have the ability to plan and organise the events at a level suited to the client. I just look at the number of clients that have had some type of disability and what he has managed to do for them.”

Case Study 11: Web PK

Ali Sher is a website designer & developer with several years' experience in the design field. He specializes in graphic design but now wishes to broaden this further to also cater for the following areas:

- Website design & development
- Website templates
- Domain setup
- Logo creation
- Flash animation
- Expand from printed graphic design to the web environment
- Courses
- Enjoy a coffee in our relaxing meeting room

He has contracted you to design a completely new website from scratch as he is currently busy with client requirements. He is also looking for a potential partner so is testing your skills in an area very important to him. He would like the site to convey an atmosphere which is friendly and inviting, and which targets the key areas mentioned above. He also wishes for the following features to be developed as well.

A basic online tutorial which covers the following:

- Templates available
- Key areas offered by the company
- Contact information

Ali Sher is also planning to run short courses in website design & development at his studio which would cater for absolute beginners to advanced. These would run one night a week for three weeks and online. He also offers one-on-one tuition as well. In addition to this he also wishes to run regular competitions to attract his target markets.

Some comments from Ali Sher's potential customers:

"... The teaching and instruction are absolutely dynamic; they have the ability to break down and teach it at a level suited to the student. I just look at the number of students that have had different skill levels and what he has managed to do for them."

"... the idea of having a coffee (was a good one) in a lovely relaxing setting was exciting, but the manner and professionalism of their work made me want to tell all my friends."

"... I feel like I really am behind the times with all the new wizard gadgets that we have these days. So to get a professional to do such a great job but my mind at ease."

Case Study 12: It's all about Graphics

Justine Batter is a graphic designer with several years' experience in the design field. She specialises in graphic design but now wishes to broaden this further to also cater for the following areas:

- Expand from printed graphic design to the web environment
- Courses
- Training 1 on 1
- Online training
- Enjoy a coffee in our relaxing meeting room

She has contracted you to design a completely new website from scratch. She would like the site to convey an atmosphere which is friendly and inviting, and which targets the key areas mentioned above. She also wishes for the following features to be developed as well.

A basic graphic design online tutorial which covers the following:

- Layout design
- Importance of colours
- The resulting graphics design
- Descriptions of professional graphics packages available
- Backing up files

Justine Batter is also planning to run short courses in graphic design & development at her studio which would cater for absolute beginners to advanced. These would run one night a week for three weeks and online. She also offers one-on-one tuition as well. In addition to this she also wishes to run regular competitions to attract her target markets.

Some comments from Justine Batter's potential customers:

"... The teaching and instruction are absolutely dynamic; they have the ability to break down and teach it at a level suited to the student. I just look at the number of students that have had different skill levels and what he has managed to do for them."

"... the idea of having a coffee (was a good one 😊) in a lovely relaxing setting was exciting, but the manner and professionalism of their work made me want to tell all my friends."

"... I feel like I really am behind the times with all the new wibbly gadgets that we have these days. So to get a professional to do such a great job but my mind at ease."

Case Study 13: Bonsai Pets

Due to the popularity of Bonsai Kittens, PetShop want to expand their business into other animals. They want a new website, designed from scratch to catch this new market.

The site needs to include:

- Information on various **Bonsai animals** they will be offering.
- **Customer testimonials** from happy Bonsai pet owners.
- **Picture gallery** showcasing Bonsai animals for sale.
- Information on **DIY Bonsai pet kits**.
- A booking system for Bonsai tutorials in four major cities: **Karachi, Lahore, Islamabad, and Multan**.

Client Feedback:

- “I didn't realize how easy it was to get started with a Bonsai pet! The tutorials were great, and the website made it so easy to follow along.”
- “I loved how I could customize my Bonsai pet journey by booking workshops. The DIY kits were fun too!”

Case Study 14: The Artisan Bakery

The Artisan Bakery is a local, family-run bakery specializing in artisanal bread, pastries, and cakes made from organic ingredients. The bakery wants to expand its online presence to attract more customers and offer delivery services.

Requirements:

- The website needs to include:
 - A **product catalog** showcasing various baked goods with descriptions, pricing, and availability.
 - An **online ordering system** where customers can place delivery or pickup orders.
 - A **subscription service** for customers to sign up for weekly or monthly bread and pastry deliveries.
 - A **blog section** where the bakery can share recipes, baking tips, and behind-the-scenes stories.
 - A **gallery** of high-quality images showcasing their products, kitchen, and staff.

Client Feedback:

- "We want the website to reflect the cozy, handmade nature of our bakery while making it easy for customers to find what they need and place orders online."
- "Our customers love our bread subscription service, so it needs to be simple to sign up and manage deliveries from the website."