

**Singapore Polytechnic
SCHOOL OF COMPUTING**

IT8901 FRONT END WEB DEVELOPMENT

CA1 (Website Planning)

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1 Website Objective

The website is an online grocery store that allows customers to browse through the grocery items offered and make purchases if needed. It also provides introductory and contact information about the company and to solicit customer feedback

2 Target Audience

This website caters to all consumers who enjoys the convenience of online grocery shopping.

3 Website Contents

The website consists of the following web pages:

1. Homepage – Landing page showcasing special offers, top products sold navigational links to other pages.
2. About Us – Provides introductory information about the company and customer testimonials.
3. Contact Us – Contains customer feedback form, company contact details and location map.

A newsletter subscription form is available in all web pages for customers to sign up for company newsletter.

3.1 Website Structure

The following figure illustrates the sitemap of the online grocery store. All pages share common header, footer, navigational bar and newsletter subscription form.

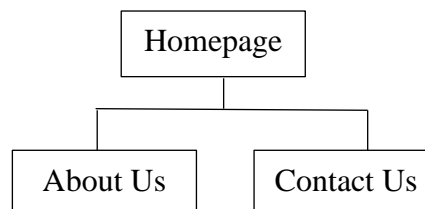


Figure 1 - Website Structure

3.2 Website Wireframes

3.2.1 Homepage

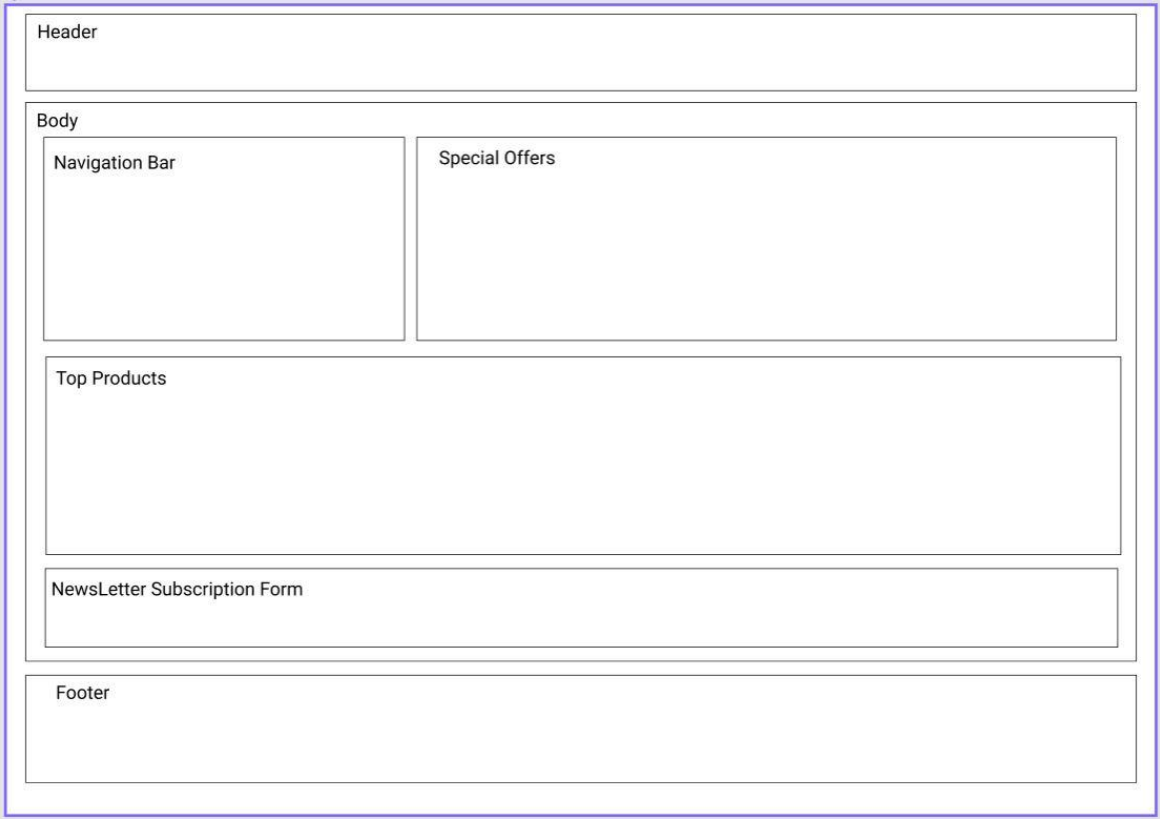


Figure 2 – Homepage Wireframe

3.2.2 About Us

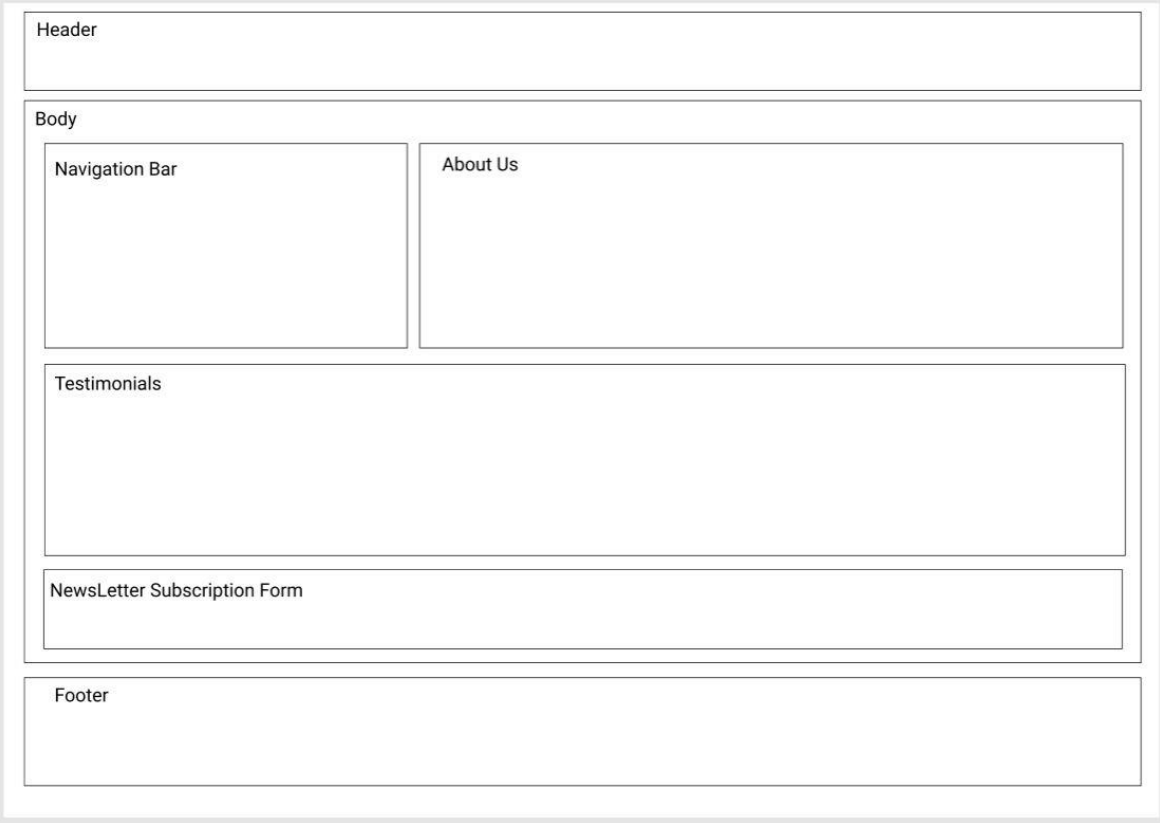


Figure 3 – About Us Wireframe

3.2.3 Contact Us

Header

Body

Navigation Bar

ContactDetailsForm

Address

123 Main Street

Email

abc@gmail.com

Contact

(+123) 555-1234

Name

Contact

Message

Submit

Email

Subject

Clear

LocationMap

NewsLetter Subscription Form

Footer

Figure 4 – Contact Us Wireframe

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