

## Web Development – Task 1

### Mariah Zahra 5.1B

- Part 1:
  - 1. Do you enjoy watching NASCAR and Formula 1? But do you also love cute and cuddly Cats? What if I told you that you could have both! This service may give you a variety of Cat accessories associated to NASCAR and Formula 1, combining two completely distinct ideas into one! Making this an appealing website that can be accessed with a single click! The aim of this website is tfor that person who is a big fan of Formula 1 races as well as NASCAR who would love to buy some merchandise for their cats, making them look super cool in the process.
  - 2. 3 user Personas:

### FIRST USER PERSONA

name - Clair  
age - 24  
occupation - Groomer  
salary - \$40,000

Background:

- Clair graduated from university
- moved into her own apartment
- she enjoys going out to relax
- and enjoys staying home with her cats

Needs / Goals:

- clair needs a place to discuss different grooming equipmen with like-minded individuals. she also wants tips on where to find the best quality accessories as well as finding a community with the same interests

Frustrations:

- she doesnt like when there are too many adds on a website
- she doesnt like a cluttered layout, she preferes organisation
- she also doesnt like when the menu doesnt have many options to choose from
- she doesnt like when there arent any specific information about the items chosen

Style guide:

Colour scheme:

- #FFDAB9 - peach puff
- #4682B4 - steel blue
- #FFF0F5 - Lavender blush
- #ADD8E6 - Light Blue

Typography:

Dark background   Home background   Template background   Text Link   Typography

Sample  
Sample  
Sample

profile pictures



## SECOND USER PERSONA

name - Kevin  
age - 35  
occupation - Car Collector  
salary - \$60,000

### Background:

- Kevin graduated from university as a mechanic
- moved into his own apartment with Loui (cat)
- He enjoys going out on Sunday Drives
- and enjoys Staying home watching the GranPrix with Loui.

### Needs / Goals:

- Kevin needs a website to buy cool things
- Wants to buy awesome clothing for Loui, with the idea that he can find something related to his obsession with classic race cars. He also wants to find the best quality items in just 1 website.
- finding a community with the same interests

### Frustrations:

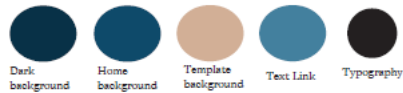
- He doesnt like when there are too many options to choose from.
- He is a very organised person, so having a chaotic layout is not an option.
- He doesnt like when there the item can only be shipped in some regions of the world.

### Style guide:

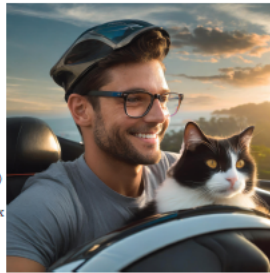
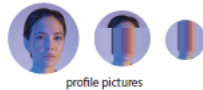
#### Colour scheme:

#FFDAB9 - peach puff  
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#ADD8E6 - Light Blue

#### Typography:



Sample  
Sample  
Sample



## THIRD USER PERSONA

name - Emma  
age - 16  
occupation - Student  
salary - \$200 / month (student salary)

### Background:

- Emma is a collage student
- shes working hard to be an Engineer
- She enjoys watching NASCAR races with her family and especially with her cat on her lap joining her as well.

### Needs / Goals:

- Emma wants to know more about different car types and how they're made.
- She wants to know if there are other teens like her who love watching NASCAR (community)
- She needs to buy cute but sick clothing for her cat, since he also loves to watch NASCAR with her.
- She needs the best quality items, with some items being more unique then other websites provide.

### Frustrations:

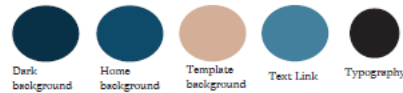
- she doesnt like when there are too many adds on a website
- she doesnt like when everything is all over the place.
- she doesnt like when the prices are too expensive for what they are.
- she doesnt like when one cant take certain measurments to make sure they fit well when they arrive.

### Style guide:

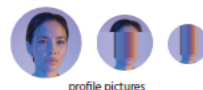
#### Colour scheme:

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#FFF0F5 - Lavendar blush  
#ADD8E6 - Light Blue

#### Typography:

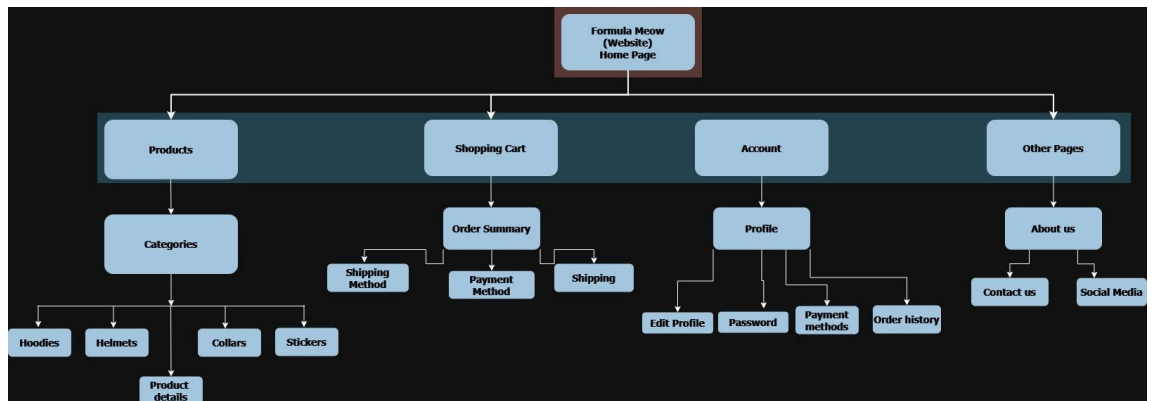


Sample  
Sample  
Sample



- Part 2:

- 1. Site Map



- 2. Style guide: As mentioned before in the User Personas, this is the Style guide chosen for this website.

Style guide:

Colour scheme:

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#ADD8E6 - Light Blue

Typography:

Sample  
Sample  
Sample



Dark  
background



Home  
background



Template  
background



Text Link

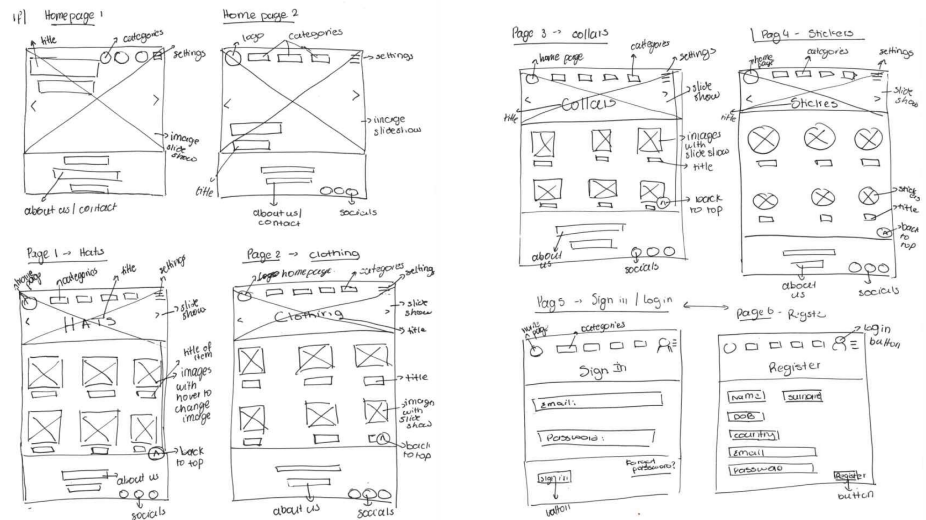


Typography

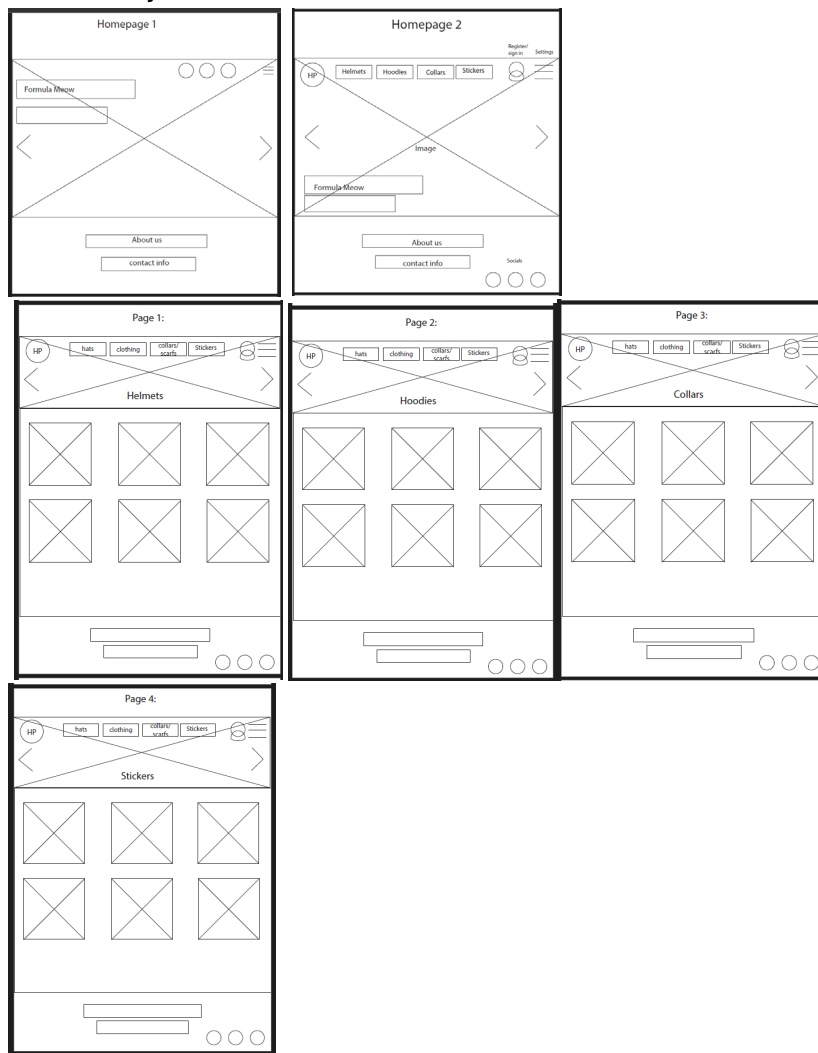


profile pictures

- 3a) Low Fidelity Wireframes:



### 3b) Medium Fidelity Wireframes:



HP

hats

clothing

collars/scarfs

Stickers

Sign In

Email:

Password:

Forgot Password

Sign In

HP

hats

clothing

collars/scarfs

Stickers

Register

Name:

Surname:

DOB:

Email:

Password:

Confirm Password

Register

- Part 3:

- IPO chart:

| Input                          | Process                            | Output                                  |
|--------------------------------|------------------------------------|---|
| User browsing website          | Displaying available products      | Showcases list of available products    |
| Selection of product           | Retrieving product details         | Product detail page                     |
| Adding product to cart         | Updating cart contents             | Cart showcasing added product           |
| Removing product from cart     | Updating the cart contents again   | Cart without removed product            |
| Proceeding to checkout         | Collecting user information.       | Checkout page with the user information |
| Completes payment              | Process of payment                 | Order confirmation                      |
| Searching for specific product | Searching of product database      | List of Products                        |
| Registering an account         | Storing user information           | Account creation confirmed by system    |
| Logging into existing account  | Authentication of user information | Logged into the session                 |
| Order history                  | Retrieving order data              | Order history displayed                 |