



Putting It All Together to Plan a Website



In this activity, you will determine the Web site's purpose and goals, determine the target audience, practice mind-mapping techniques, plan a Web site structure and create a wireframe.

Scenario

William Jackson, the owner of The T-Shirt Factory, has been in business for 10 years. He sells both pre-designed and custom T-shirts. William wants to develop a company Web site, and he has selected you to be his designer. He has given you a list of guidelines. The project budget is unlimited, the Web site should have no more than 10 pages, and the site must include the following information:

- Product information page
- Company history
- Photo gallery of custom T-shirts
- Information about how to buy T-shirts (fax orders, visit location, telephone)
- Store locations page (three locations)
- Contact information for the company
- A feedback form
- Job openings page

Activity

1. Using the information provided above, determine the following:
 - a. The Web site purpose and goals
 - b. The target audience
 - c. The number of pages and content organization
2. On a separate piece of paper, create a mind map of ideas for the site content.
3. Using a word processor or separate piece of paper, create a list of needed content (images, text, multimedia).
4. Determine the site structure and navigation.
5. Create a wireframe of the home page and secondary pages.