

Homework Assignment Final Project Web Site Planning and Design Guide

Your answers to these questions will help guide you through the process of building your web site project. Submit your answers to the questions and related material for this homework assignment on the Final Project-Web Site Development Planning/ Design Guide folder on the Assignment Blackboard. Each question is worth 10 points each.

1. **Site's Purpose:** State the goal or purpose of your web site in one or two sentences? The goal or purpose should include what do you want your web site to accomplish? (See Lecture Topic 4: slides 5 -7)

Scenario: The COMSC-032 class has just opened a bakery cafe right beside the LMC Brentwood campus. The name of the cafe is "LMC Brentwood Cafe". The cafe specializes in artisan breads baked daily used in their variety signature sandwiches. We have been hired to develop a Web site for the café.

Goals:

- a. To promote and market our new café called "LMC Brentwood Café" to the surrounding community and LMC students.
- b. When visitors access the Web site, the goal is for them is to see our bakery and sandwich selections and then be persuaded to visit our café.

2. **Abstract Description:** Write at least five adjectives that best describe the look and feel of your Web site? (See Lecture Topic 4: slide 8)

Warm, Casual, Fun, Cozy, Relaxing, Hip, Trendy

3. **Related Sites:** Search for at least 2-3 related web sites on the Internet which you can get similar designs, ideas and features for your web site project. List those sites down. (See Lecture Topic 4: slides 12-13)

<http://www.panerabread.com/>
<http://www.boudinbakery.com/>
<http://usa.andersenbakery.com/>
<http://www.belwoodbakerycafe.com/>

4. **Target Audience:** Describe your ideal site visitor? Who is your intended target audience? (See Lecture Topic 4: slides 9-11)

a. The target audience is the Brentwood and Oakley residences, LMC students and the surrounding community.

b. The ideal site visitor will be students at LMC who are on the go and would like too quickly to know what we serve and view our affordable menu selections.

5. **Content:** What basic content pages will be on your web site? List at least 5 content pages and the working title of each page. (See Lecture Topic 4: slides 14-15)

Home- index.html
Menu/ Price- menu.html
Nutrition Facts
Special offers and discounts- offers.html
Business Hours – hours.html
Map/ Directions – directions.html
Customer Feedback Survey- feedback.html
Contact Us- contact.html
About Us- aboutus.html

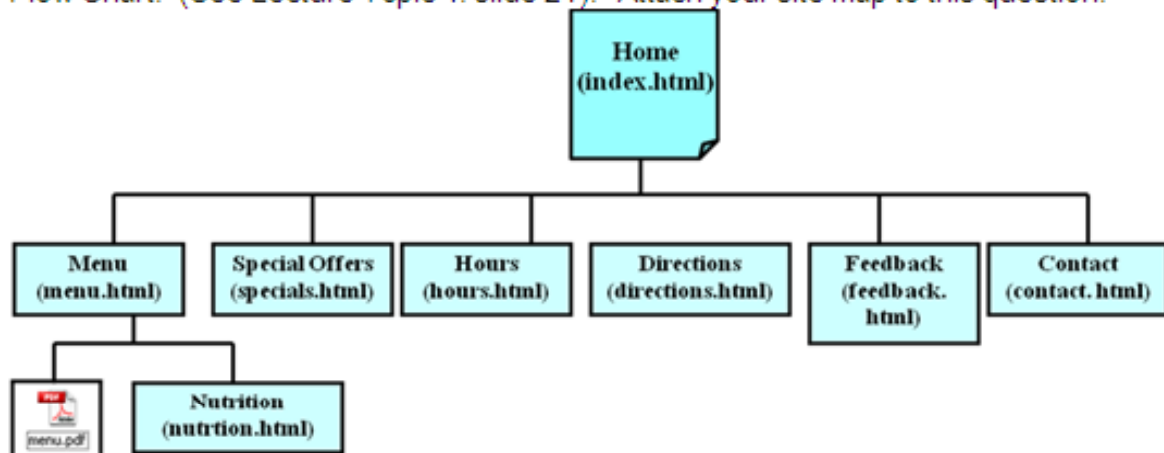
6. **Navigation Design:** Organize and select which basic content pages and sub-pages will be on the main navigation menu. List down your navigation design's orientation, alignment and style. (See Lecture Topic 4: slides 16-20)

Navigation Orientation: Vertical
Navigation Alignment: Left after company banner
Navigation Style: Drop-down

Home:

1. Menu/ Price
 - a. Nutritional Facts
 - b. Menu/ Price PDF File
2. Special Offers
3. Hours
4. Directions
5. Contact
6. Customer Feedback Survey

7. **Site Map:** Create a site map of your Web site. You can use PowerPoint, Word or Visio Flow Chart. (See Lecture Topic 4: slide 21). Attach your site map to this question.



8. **Domain Name:** List down at least 2 possible domain names for your Web site? Verify the domain's name availability. Research, identify and list down your host domain service provider. (See Lecture Topic 4: slides 22-24)

Host Service Provider: 1&1.com
www.lmcbrentwoodcafe.com
www.lmcbakerycafe.com

9. **Design's Look and Feel:** Describe the site's look and feel based on your site purpose and target audience. Use the design guideline in the lecture topic to help guide you in outlining the design's look and feel. (See Lecture Topic 4: slides 25-34)

Color Scheme: banner & footer: #003366
navigation: #CCFF99
content area: #B7DDFF

Font Type: Arial

Font Color: #3366CC

Page Layout: Two-column page layout

Layout Size: 900 x 630

Layout Orientation: Center-aligned

Navigation Orientation: Vertical

Navigation Alignment: Left

Navigation Style: Drop-down

On Each Page: Company Logo Banner, Navigation Menu and Footer

10. **Wireframe:** Create a wireframe for your home page on your web site that clearly shows the logo, navigation, content, and footer areas. You can use Word or PowerPoint to layout your content and create your wireframe which will serve as your mockup design. (See Lecture Topic 4: slides 35-38). Attach your wireframe to this question.

