

CMWEB120 PROJECT 1 FINAL DRAFT

Dillon Kupferschmid – Toots E Lu Site

- Note: Client was interviewed over phone via text and phone call.
- Site Name: Toots E Lu
- Client Name: Linda Silver
- Short Goal: To create a website that advertises her products that she hand-makes and also sells at marketing events. Official Motto “Remember: A Purse Should Always Be Fun...”
- Detailed Goal (Purpose of Site): The overall purpose of the website is intended to sell purses and other things created by Linda Silver. This will not only allow people to have a much broader knowledge of her existence, but it will also allow her to marginally profit from selling her products from home instead of having to attend marketing events in person and hosting a stall, as she must spend most of her time from home. This can also allow her to be able to have a group of trusted clients to spread the word about her talents, as she is a very talented seamstress, and as such, the site will help push her publicity to more people looking for handmade bags, purses, and some other creations of hers. Having a website where she can make profits from it without having to leave the house is a crucial step into making sure she can gain money on the side. Overall, the website should promote and sell her products, and the payment could be collected with possible use from a program such as PayPal, so that she can not only use the money for her own

needs, such as food and health, but to put it back into the production of her beautiful handmade bags and purses.

- Personal Bio: "Hi, my name is Linda Silver. As a child, I remember my mother using our newspaper to draw her designs, then cutting the finished design, and pinning the paper to fabric. I made clothing for all of my dolls, and made my own clothing. Throughout school, I enrolled in every sewing and tailoring class that was offered, majoring in home economics. When my children were young, I wanted to start a business, doing something that I enjoyed and to remain a stay-at-home mom. Knowing I loved sewing, I took a leap of faith and started a business which is now Toots E Lu Designs, becoming a fully-fledged "sew-aholic". The invaluable experiences that I have gained with fabrics and a sense of creativity has led me into the fashions that I display today. My handbags are designed with functionality in mind. I take pride in the quality of my handbags, and I believe that a handbag reflects your personality and should be carried with confidence. I design each of my purses with high-quality fabrics and beautiful colors. All handbags have top zippers, closures, pockets inside and out, and rivets where needed. All handles have metal hardware, which allows the purse to be lengthened or shortened to your needs. They fit the body well. Finally, we must remember that a purse should be fun, as it is always nice for someone to ask you: "Where did you find that purse?"". - Linda Silver
- Audience Definition: Generally, the overall audience definition would be from ages 17-75. The products would be for almost all ages of women looking for purses for both decoration and use. This age group is where the most

influential purse-carriers would reside, hence why having the range be so wide.

- Usage Discussion: My Client wants the website to be used much like a business page on Facebook, that showcases her products for people to view. “Something easy to find” as she phrases it.

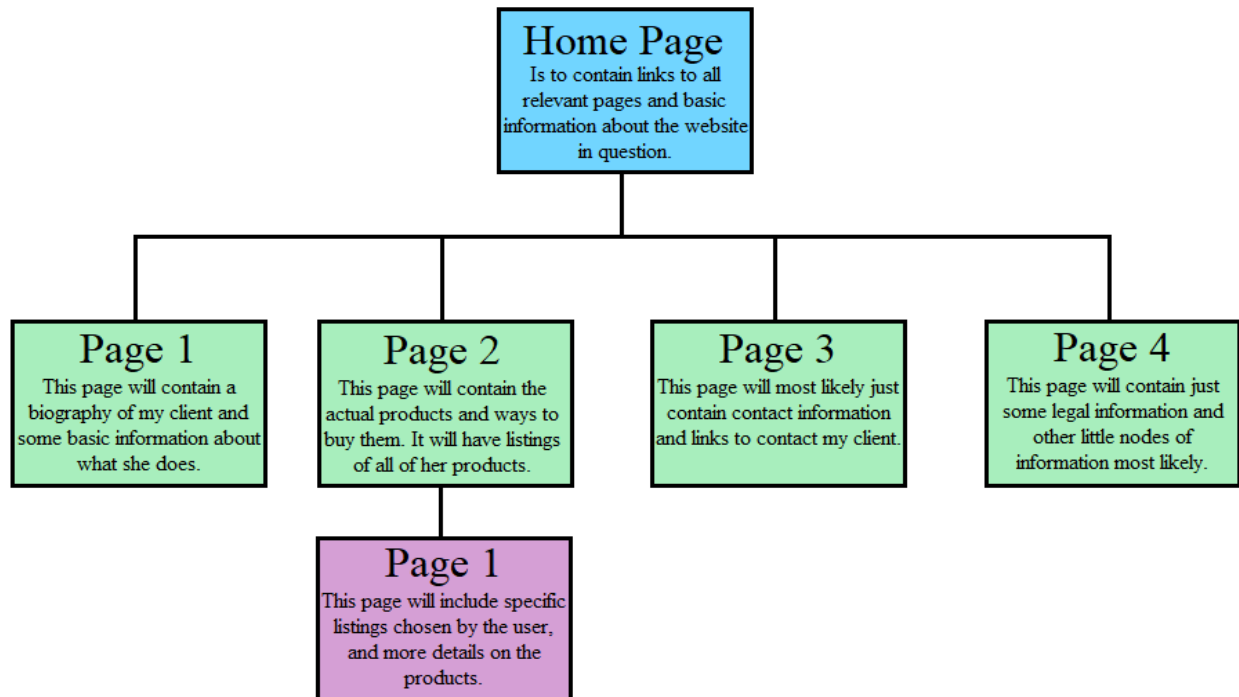
- Content Requirements:

Page	Information Req.	Existing Content	Format Provided In	Content Creator	Assigned To	Date Req.
1	Home page w/ links to other pages and basic info about the business.	Currently contains some basic text and color-schemes, as well as a basic HTML5 compliant layout, with no other specific details that match the mock-up image.	HTML	Dillon K.	Dillon K.	4/7/2022
2	Biographies about the company staff	Does not exist yet.	HTML	Dillon K.	Dillon K.	4/7/2022

3	Product Listings and images of the products in question	Does not exist yet.	HTML	Dillon K.	Dillon K.	4/7/2022
4	Inner-links from the product listings, after clicking on images from the previous page.	Does not exist yet.	HTML	Dillon K.	Dillon K.	4/7/2022
5	Contact info for the employees/business info	Does not exist yet.	HTML	Dillon K.	Dillon K.	4/7/2022
6	Legal and business information	Does not exist yet.	HTML	Dillon K.	Dillon K.	4/7/2022

- Technical Requirements: Must have a way to connect with credits cards, either through tools like Venmo, Square, or PayPal. Site structure must be simple to use. My client has chosen these methods of making sure that there is a way to accept online payment.

- Visual Requirements: The website will be done with a purple background as the primary color with silver-colored text to match the business cards. This is my client's choice in color-scheme, so I am attempting to make her website unified with her business cards for a better sense of detail and consistency.
- Delivery Requirements: Product price, delivery fees including state tax and shipping. Delivery estimated within 2 weeks. These are all of the different basic principles that should be followed for the website itself.
- Site Structure Diagram: This is the basic formula for how the actual website's infrastructure will be laid out. There aren't intended to be too many pages to keep things concise and easy to manage, as well as things being simpler for people to use.

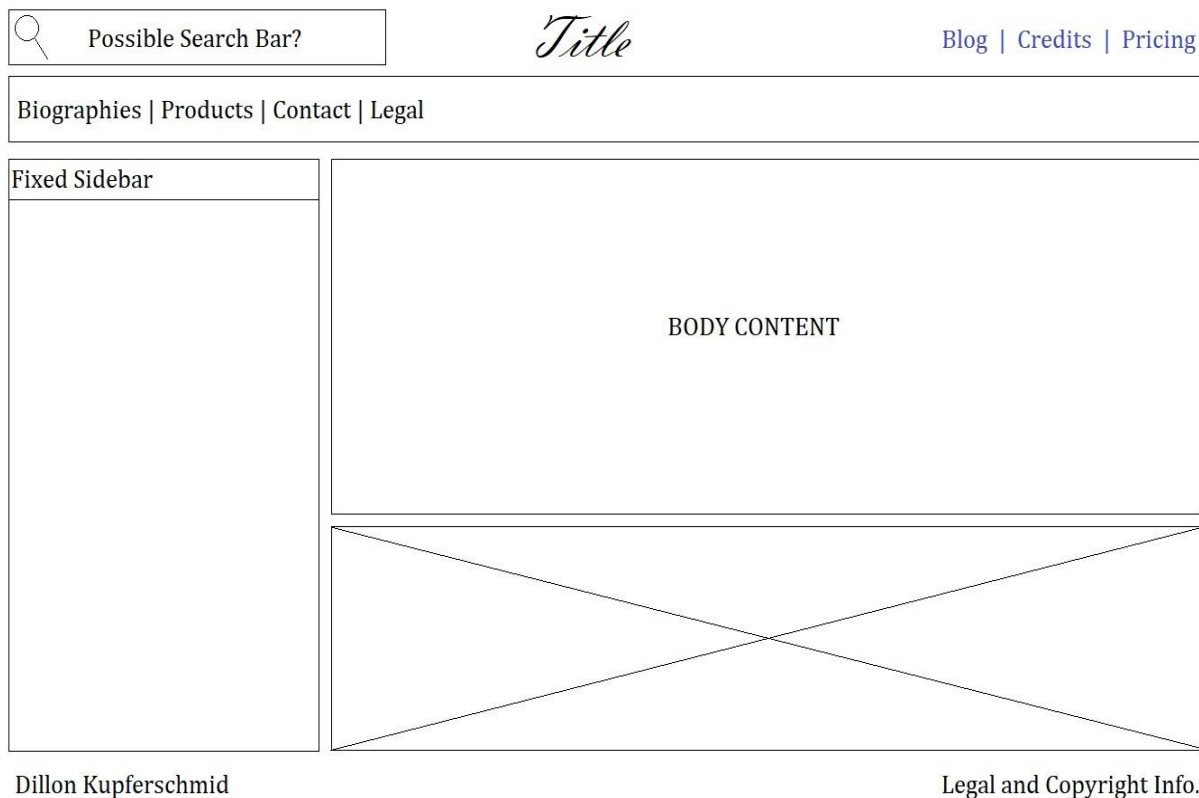


- Time Line:

Personnel	Task	Estimated Hours	Date Needed
Dillon Kupferschmid	Conduct interview for information about website.	20 Minute(s)	4/7/2022
Dillon Kupferschmid	Make a site structure diagram.	15 Minutes(s)	4/7/2022
Dillon Kupferschmid	Create wireframe of website.	1 Hour(s)	4/7/2022
Dillon Kupferschmid	Get pictures to use on mock web page.	1 Hour(s)	4/7/2022
Dillon Kupferschmid	Create screen prototype.	1 Hour(s)	4/7/2022
Dillon Kupferschmid	Create mock website.	1 Hour(s)	4/7/2022
Dillon Kupferschmid	Turn in this paper.	5 Minute(s)	4/7/2022
Total Hours	*Blank space*	4 Hrs. 40 Min	4/7/2022

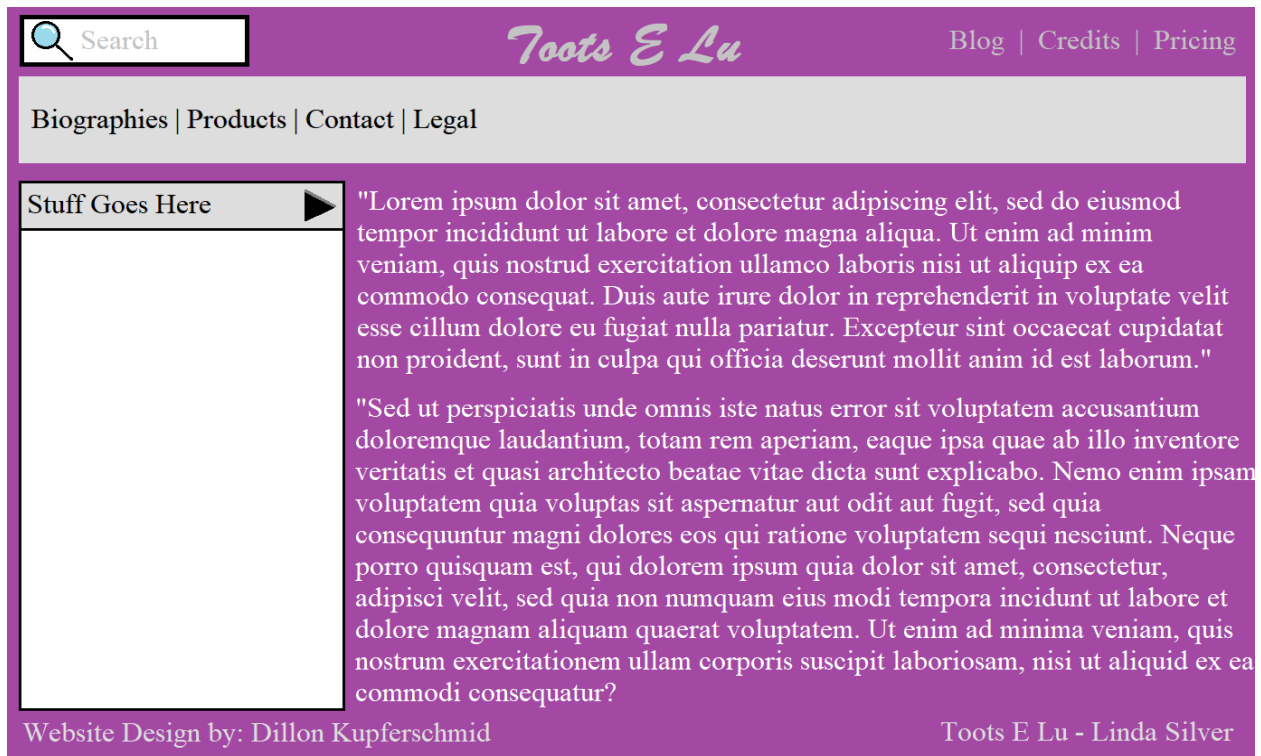
- Personal Note: This is a rough estimate, but more time may have actually put into the overall work, including typing these documents up.

- Staffing: Dillon Kupferschmid (Site Creator and Coordinator), Linda Silver (Professional Business Owner Seamstress and Client for Website Development)
- Budget: No budget required at the moment, since this is a project from ICC.
- Wireframe: Site Wireframe, with all of the navigation to match up with the diagram. The only real differences in the pages would be in the “Products” page, in which things will be listed in a galley-style list, like eBay or Amazon.



- Screen Prototype: This screen prototype is based loosely off of the wireframe, but now includes more of the actual color scheme and the actual title of the website, but it is primarily still placeholder material until I have the finalized

information. I threw these together in MS Paint just to paint a picture of what the site might look like. This is the thumbnail design.



- Mock Site:

<http://dkupferschmid.webprofessionaltraining.org/cmweb120/labs/project1.html#about>



- Note: This is a screenshot of how the mock site looks currently, but it only has the basic components, including some dummy text, as well as the basic color schemes, and all of the fix-ins presented in the mock-up image created in MS Paint above will be added in for project 2. The basic color schemes will be purple and silver, as based on my client's choice of colors, as they match the colors of her business card.
- Validation Links:
 - HTML5 Markup: <https://validator.w3.org/nu/?doc=https%3A%2F%2Fdkupferschmid.webprofessionaltraining.org%2Fcmweb120%2Fflabs%2Fproject1.html>
 - CSS Validation: <https://jigsaw.w3.org/css-validator/validator?uri=https%3A%2F%2Fdkupferschmid.webprofessionaltraining.org%2Fcmweb120%2Fflabs%2Fproject1.html&profile=css3svg&usermedium=all&warning=1&vextwarning=&lang=en>

- WAVE Accessibility:
<https://wave.webaim.org/report#/https://dkupferschmid.webprofessionaltraining.org/cmweb120/labs/project1.html>
- Note that all of these are measuring the validation in the page's current state, so there may be some minor issues to iron out before official creation.