

## Brief 4

**Comment:** The student develops a final brief that has a clear conceptual statement identifying what is to be developed and why and the constraints and specification for the outcome

I need to create a website for the business “Wood Mouldings Trader”. The site is to sell *second-grade* wood moulding products. The client would like the website to be visually appealing, easy to use, and appropriate for use by DIY persons, builders, and contractors. The colours to use are green, white, and blue (others possible). These people are not always fond of computers, so the website should be simple. The website should be easily compatible with older browsers, and the navigation bar should be consistently placed to avoid confusion. There should be a minimum of scrolling involved. The pages should be consistent throughout the site, and also with other websites. It should be easily scannable and avoid large blocks of text, and needs to take into account commonly used browsers, screen resolutions, and download speeds. I need to take steps to make the website visible to google and other search engines.

The site needs the ability to display “profiles” of wood products, and also the ability to add more of these profiles at a later date (to be added by non-computer techs at the business). The client uses excel sheets to keep product lists up to date, so it should be possible to easily update the site from these (about once a week). An upload form will need to be created so that the client can update profiles with minimum hassle. Php will need to be written to convert a csv file output by Excel into data in the mySQL database. The database itself will need to be set up on the client’s server prior to handing-over of the site, and instructions will need to be written both on uploading data and on managing the mySQL database (simplified). The client has requested that images be included in the table of data. An upload form will need to be created for these, and php to retrieve image name from its place in the database then display the image in the table will also need to be written. The site will also feature a hit-counter add-on from Telecom (the service provider) and this will need to be integrated with the rest of the site. An order form will need to be created which will automatically email both the customer and the client when an order is placed. The site will need multiple order capability. The forms used to output the emails to the client/customer need to tell the customer if they have ordered more bundles than in stock, or if they have forgotten to fill in their email and/or address/phone/etc. In this case, the order needs to not go through.

This website will deal with purchases of wood by cash, cheque, or direct deposit, but will *not* need to be secured, as it will only direct the purchaser to contact the company to arrange payment and delivery. The client does not want the website to have any associations with the parent company. When showed a series of example websites, the sleek, modern one was the one he liked best. The website should look credible or users won’t trust it. Because Trade Marking is expensive, I will not be designing a logo for their company. My site design will need approval from several people within the business. There are no size constraints on the website because of cost, but the download time still needs to be very short, so that viewers don’t lose interest.