

# *LA week 30 - Coming Up With a Strategy*

## *by Teril Sørli*

Set up a meeting with a business owner and ask him/her what he/she would want from a website.

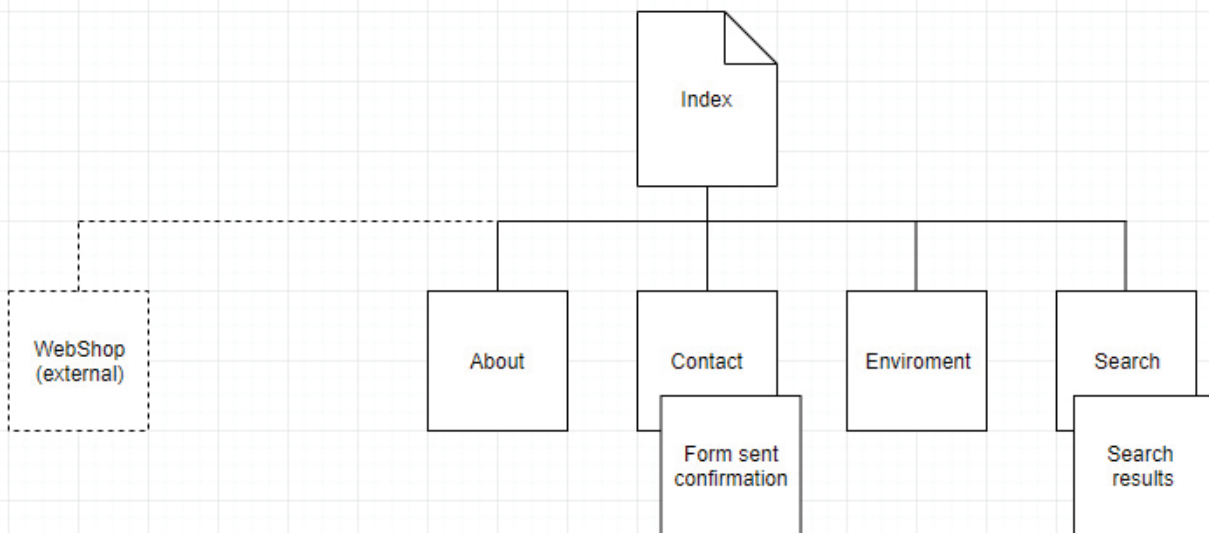
Also ask him/her what the business strategy is and how the website would fit into it.

Then write a detailed document about this.

I would like you to use the information from this document and create a website architecture.

Now let's focus on the web design strategy. Your document should justify all the major decisions you make – from the domain registration, hosting, design and target audience through to what you decide in terms of programming.

Please upload your document and website architecture to your WordPress blog.



I have had an (imaginary customer) meeting with the owner of "Torils Blomsterhjørne" a local florist in Askim, that specializes in hand made flower bouquets for any occasion, made with flowers of the season. Most of her flowers are grown locally, but some are imported. Anything that is imported are fair trade, ecological and sustainable. Her regular clients are aware of this, and she tries to get her environmental awareness though to new customers and explains that this is the reason for somewhat higher prices that her competitors.

It is very important that the environmental awareness is shown on a webpage. It must come through that by shopping flowers on this site, you support environmental awareness.

The client wants a webpage that shows what her brand stands for, her philosophy, and an ease way to order flowers for all occasions. All occasions can be Valentine's day, marriage, funerals, birthdays - any occasion that could require flowers.

It must be easy to order. There must be room for a product photo, a description and add to cart button. It should not be necessary to register to place an order. It would also be nice to have a "Wishlist" function. The flowers may either be delivered to your chosen address or picked up in the store.

The customers in the physical store are all kinds of people. Young and old, male and female. But the regulars are mostly adult females that likes to keep things pretty around them.

The business strategy is to be a local florist, who has a nice pool of regular customers, that spreads the word about her store. She is known for quality, both of the flowers, and the decorations and bouquets. Most important to her is to be known for high quality and environmental awareness.

She now wants a little more than a Facebook page, to market her store and sell her products. She wants her own domain, and not a free WordPress or other free domains that require your website to be a subdomain. To increase sales and maybe expand, she wants to have a webstore, but this webstore may very well be hosted on an external site, so that she doesn't have to be responsible for webstore up-time.

Setting up a website fits well with her expansion strategy both in real life and on the web.

A website must have a nice front page. In addition, there must at least be an about page, a contact page, and a page about environmental awareness. There will also be a webstore for purchasing flowers.

Colors will be kept in white, grey and green, with white as the background color. The design will be minimal and flat, to keep focus on the products - the flowers

The front page should contain a logo, a header menu and a search form, also in the header. Then there should be a slide show or an image of flowers.

Next there should be an introduction - a welcome text, and then a footer containing a menu and contact information.

The header and footer will be the same of all pages.



On the contact page, there will be - of course - contact information, address to the store with an embedded map, and a contact form. There must also be a form sent confirmation page after a form has been sent.

The about page will contain some personal, but not private, information about the store owner and brand philosophy.

There will even be a separate page about the environmental awareness that is so important for the owner.

The store itself will be hosted by a third party, so that the store owner doesn't have to support the store, but only update inventory.

For the sake of a lesson like this, the site will be built using PHP and MySQL database, instead of a WordPress site. Using PHP and MySQL makes it possible to make a simple CMS, so that content can be easily updated by the client.

To be able to use PHP and MySQL, the website host must support this, and we have been happy with using one.com as a host on earlier projects, so we recommend one.com.

Using one.com enables us to have both the domain and site on from the same provider, which simplifies maintenance.

The site will be responsive, and functional on all devices.

For the webstore, there are a few third-party providers that hosts a webstore. This might be

shopify.com

etsy.com

woocommerce.com

