
Design Document
For
Blah Industries
(ABN **.***-***-***)

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Progeny IT

Commercial – In Confidence

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Background

Blah Industries is an established specialised t-shirts. They are based in Rainbow Hollow, Queensland.

Their product lines are “smiley face” t-shirts. They have a number of different “smileys” to choose from.

1 Goals

Blah aims to gain 20% of the Australian market share for smiley t-shirts by the end of October 20**. They also intend to gain 5% of the market share to the USA.

1.1 Business Goals

To achieve these goals, Blah Industries wants a website that is used for marketing and selling their product range.

1.2 Website Objectives

The website is to be designed so as to:

- Market products
- Sell products
- Links to affiliated hardware specialists

1.3 Revenue Model

The website will be an e-commerce site so it needs to have a secure payment gateway.

2 Success Measures

The success of the site will be measured against the following targets:

- Email enquiries - 200 per month
- Internet sales – 50 per month
- Phone enquiries from website – 100 per month

3 User Experience

Users need to be able to visit the site and find the information relative to them fast. They need to be able to see how the company and its products will benefit them.

3.1 Audience definition

The sites basic demographics are:

- Females aged 15 – 29

- Fun loving
- Low to medium income bracket

3.2 Competitive Analysis

There are two main competitors with similar products to Blah's.

- Gongo – gongo.com.au
- Madeup – madeup.com.au

Gongo has the largest market share but their website is poorly constructed, messy and looks amateurish. The site is an e-commerce site where customers can purchase the shirts.

Madeup's website is neater and more professional looking than Gongo's, but is not an e-commerce site and its information appears harder to read and understand for the consumer who is not computer literate. The site is not as in-depth as Gongo's.

4 Site Content

The website needs to market both Blah Industries and its products.

Information about the products needs to be clear and detailed plus prices need to be viewable.

Users need to be able to purchase the products online.

4.1 Content grouping and labelling

The site content is to be divided into four main areas:

- Information about Blah Industries
- Information about the products
- Shopping cart for purchasing products
- Links

4.1.1 Information about Blah

This area will have the following titles:

- Home – mission statement
- About us
- Contact information – address, phone number and email

4.1.2 Information about the products

Each individual product will have its own page including:

- Screen shots
- Description of products – colours, sizes, prices

- Purchase product (shopping cart function)

4.1.3 Shopping Cart

A secure shopping cart needs to be developed so as customers can quickly and easily purchase their chosen products and feel secure in knowing that their information is being protected.

4.1.4 Links

Links to affiliated businesses.

4.2 *Functional Requirements*

It is anticipated that visitors will not want to waste time attempting to find the information they require, and instead want a fast visual of what is available, so the site needs to be easy to navigate and use.

4.2.1 Product Information

Visitors need to be able to easily access information on products. They need to be able to see a quick glance that the particular product is of interest to them and the sizes and colours available.

The main Products page will have a brief description of the products with links to the sub-page/s that will give more details.

Specification will be in sub-page/s coming from the products page.

4.2.2 Shopping Cart

Customers will be able to purchase the products online with the option of credit card or cheque.

5 Site Structure

The website is to be quite expansive with concise information. It is intended that all this information be easily assessable, so a menu system at the top of the page is to be the main focal point for assessing this information.

5.1 *Navigation*

The site is to be separated into five main areas:

- General information
- Products
- Links
- Contacts
- Feedback

These areas will partially be determined by the menu system.

5.1.1 Main Menu

The main menu at the top of the page (which will stay viewable throughout the site), will have five links:

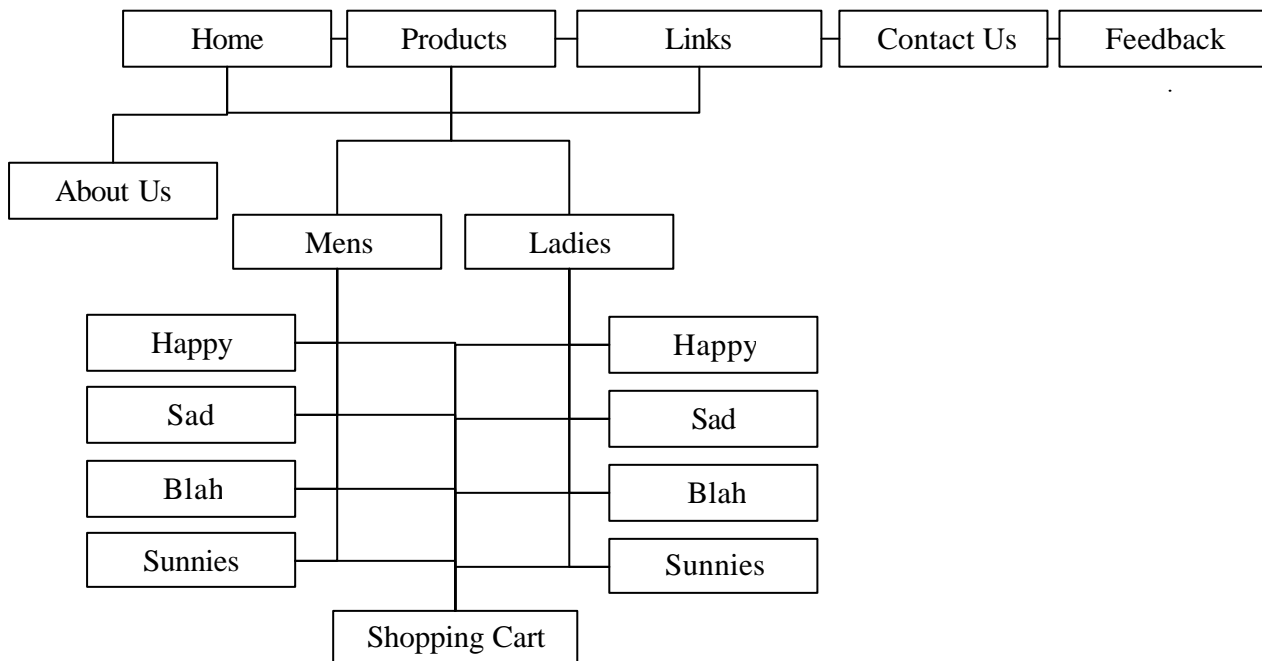
- Home
- Products
- Links
- Contact Us
- Feedback

5.1.2 Drop Down Menus

A “drop down menu” will be displayed:

- Dropping down from the Home link will be About Us and Contact Details
- Dropping down from the Products link will be links to all the product lines so as visitors can go direct to the products if they desire rather than from the products page.

5.2 Architectural Blueprints/Site Map



6 Visual Design

The site will be clean and uncluttered making it easy to read.

The page will be divided into four different sections:

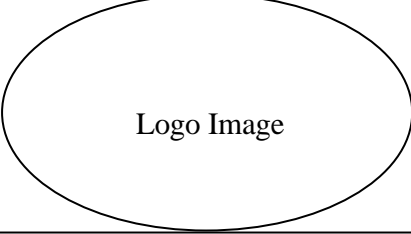
- Top – displaying Main Menu and business logo in left corner
- Middle – where all text and other images will be displayed
- Bottom – footer

6.1 Common Components

There are a number of common components that will be visible on every page. These will be broken up into the above mentioned sections:

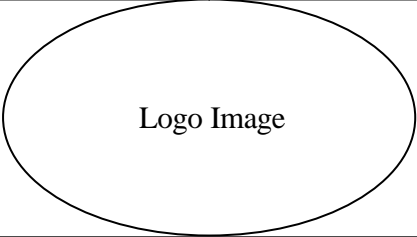
- Top:
 - Navy blue background
 - Logo image in the top section on the left
 - A login area in the top section on the right
 - A menu with the five main links in the top section on the right, below the login
- Mid Top:
 - Red background
- Middle:
 - White background
 - A table that takes up 80 – 90% of the window for text
- Bottom:
 - Navy blue background
 - Copyright details
 - Email address
 - Last updated details

6.2 *Layout Grids*

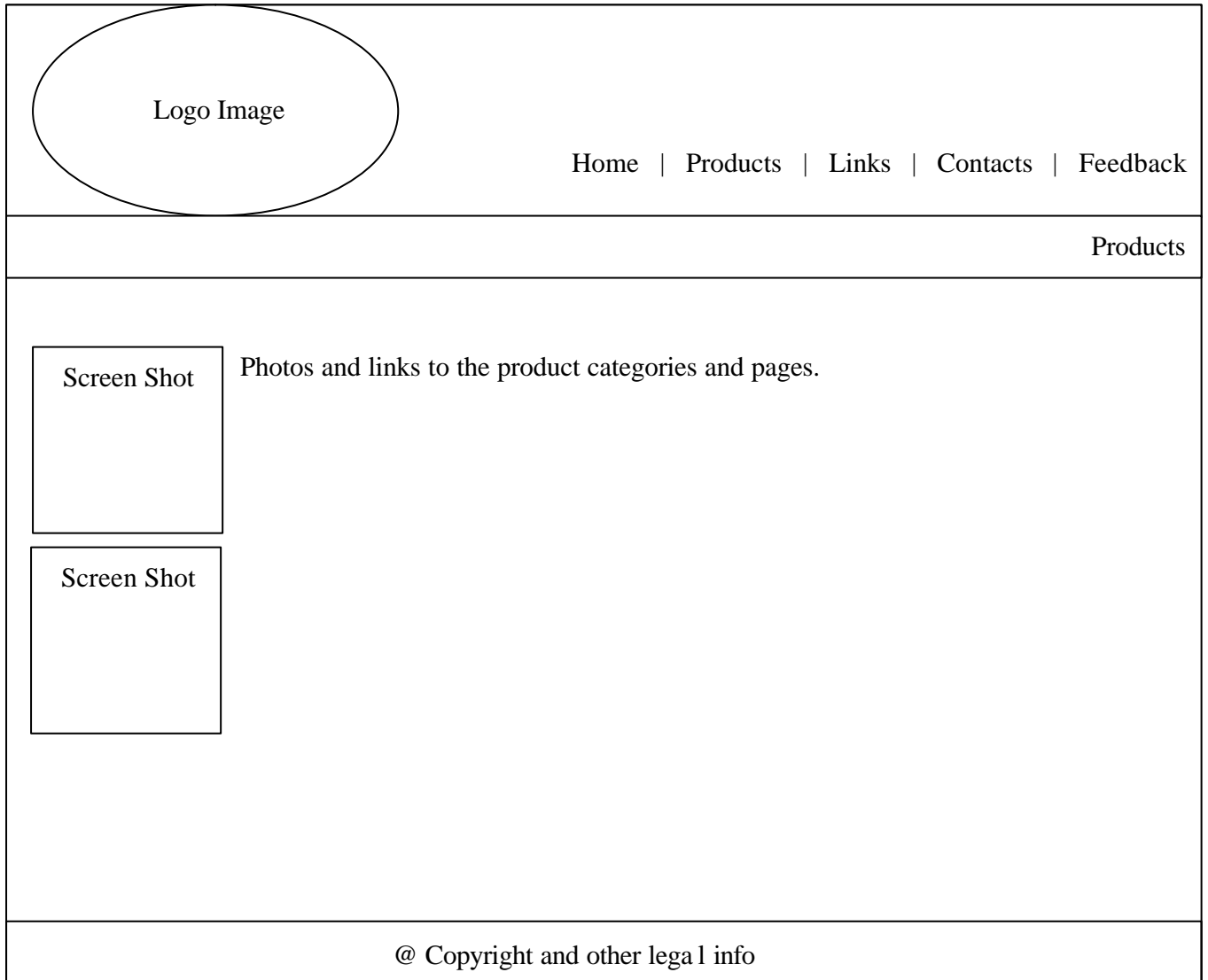
 An oval shape containing the text "Logo Image".
<p>To make this information neat within this page (and not to the edges), the text will be placed within a table that takes up approx 80% of page.</p>
<p>© Copyright and other legal stuff</p>

6.3 Design Sketches

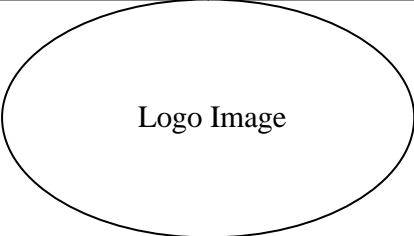
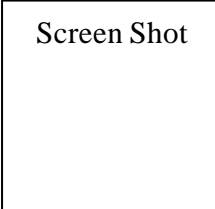
6.3.1 Home Page

	Home Products Links Contacts Feedback
Home	
<p>Being the Home Page, this would include very basic information pertaining to Blah Industries and their products</p>	
@ Copyright and other legal info	

6.3.3 Products Page



6.3.4 Individual Products Pages

	Home Products Links Contacts Feedback
Products >> Ladie's >> Smiley's	
	Colours available, sizes, prices etc
<input type="button" value="Purchase"/>	
@ Copyright and other legal info	

7 Database requirements

There are a number of pages that will require database access:

- Products
 - Each individual product
- Contact inquiries
- Feedback

It is intended that a relational database be developed with individual tables for relevant areas.

The information in the database will regularly be updated as enquiries and sales are expected to be on a regular basis.

The information gathered will not only be identifying customers and their requirements but also for marketing analysis and strategies. It is for this reason that some information may not necessary appear relevant purely for website use.

7.1 Customers Database

When a product is sold, some information will need to be supplied before the product is dispensed. These fields are shown below with an asterisk beside them.

Customers

Date Time	Name*	Email*	Street Address	Suburb	State	Country	Phone	Price*	Item purchased*	Notes
Auto										

The customer will also need to provide their credit card details, but this information will not be kept in the database.

*Name:	<input type="text"/>
*Email:	<input type="text"/>
Street Address:	<input type="text"/>
Suburb:	<input type="text"/>
State:	<input type="text"/>
Country:	<input type="text"/>
Phone:	<input type="text"/>
Credit card information	
<input type="button" value="Purchase"/>	

On the form, the State, and Country fields will have drop-down lists so as the user can easily fill in the form.

The other fields will be text boxes.

There will be a button to finalise the Purchase and send the information to the server.

Date and time will automatically be registered on submission of form.

7.2 Contact Us

The Contact page will give enquirers the option of sending a direct email via an email link or to fill in a simple form.

The information from the form is to be kept in another data table so as information can be gathered on who is enquiring, where are they from, and do they do a final purchase (if a purchase is secured, then information gathered from the Purchase table automatically be compared to the Contact table and then this field will be acknowledged).

Contact

Date	Time	Name*	Email*	Country	Phone	Purchase?
Auto	Auto					

*Name:	<input type="text"/>
*Email:	<input type="text"/>
Country:	<input type="text"/>
Phone:	<input type="text"/>
Question:	<input type="text"/>
	<input type="button" value="Submit"/>

The Questions field will be a text area.

All other fields will be text boxes.

There will be a button to submit the information

Date and time will automatically be registered on submission of form.

8 Technical Requirements

8.1 Hardware

To be able to view the website, the user needs a computer that connects to the internet either through dial-up or cable.

The minimum hardware requirements are:

	IBM Compatible PC	Macintosh
Computer	Pentium processor (200MHz or above recommended)	Power PC, Power Book, iMac or iBook
Memory	16MB RAM for Windows 95 and 98 32MB RAM for Windows NT4 64MB RAM for Windows 2000 and ME	12MB RAM for Macintosh OS 128MB RAM for OSX
Free Space on Hard Disk Drive	150MB	20MB
Modem	28k	28k

8.2 User Software

The minimum software requirements are:

- JavaScript capable browser
- Flash

8.3 Browser

It is anticipated that the Blah Industries website will be able to be viewed properly on a wide variety of browsers.

- Internet Explorer 5
- Netscape 4.7
- Firefox 1.0
- Mozilla 1.4
- Opera 7
- Safari 1.0

Appendix A: Content Inventory

Content on the site should include:

a. Information about Blah Industries

Item	Supplied by
i. Address	BI
ii. Phone number	BI
iii. Email contacts	BI
iv. Business logo	PIT

b. Products

Item	Supplied by
i. Product information	BI
ii. Screen shots	PIT
iii. Prices	BI

c. Links

Item	Supplied by
i. Businesses to link to	BI

d. Internet Presence

Item	Supplied by
i. Hosting	PIT
ii. Domain name	PIT