The Design Process  
Planning & Prototyping Your Website

Group Exercise

**Choose your website purpose:**

1. You are creating a website to sell quilting supplies.

**OR**

1. You are creating a website for your landscaping business

**Steps:**

***Don’t know where to start?* Visit similar websites to get inspiration.** Use Google to search for similar websites. Consider:

* What do you like?
* What don’t you like?
* Why?
* What elements would you like to include in your website design?

1. Work with your group to answer the below questions.
2. Create a simple site map with sticky notes.
3. Create a wireframe sketch of your home page.

**Questions to consider:**   
  
**What are the purposes of your website?**

* *Sell products or services?*
* *Connect with others and build a community?*
* *Provide content and information on a specific topic?*
* *Other? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

**Aesthetics**

1. Who is your target audience?
2. What would they expect the website to look and feel like? (e.g. Comforting? Flashy? Plain? Complex? Edgy?)

**Aesthetics** **(cont’d)**

1. What general colours would you use?
2. What types of graphics, fonts and/or pictures best represent your brand?

**Accessibility**

1. What will you need to include to ensure accessibility?

**Responsiveness**

1. How will you prioritize your content?

**Usability**

1. How do you expect users to move through the site? What decisions might they make when navigating?

*Use these answers to begin your sticky-note site map.*