

I. Web Site Requirements

Web Site Requirements defines the art and science of structuring and organizing a web site to help people find and manage information. It is useful to provide a benchmark to measure the success of the site.

A. Business/Functional Requirements

- To re-establish a definite web presence for Foxglove Antiques
- To recreate the existing website with a more user-friendly and visually pleasing look
- To deliver the information quickly and effectively
- Drive and direct more shoppers to the store

B. User Requirements

- To get information about the different products
- To view photographs of the products
- To contact the staff
- To get directions to the store

C. Design Requirements

- Will have attractive colors, text and images
- Will have global navigation
- Will have alt tags for accessibility to all users
- Will be compatible with different browsers
- Will be designed for viewing with a resolution of 800x600 pixels
- Will be scalable to 100%
- Will provide error or alert messages where appropriate
- All images will be gif and jpeg and will be optimized

D. Design Requirements

- Hyper Text Markup Language (HTML) to build the web pages
- Cascading style sheets (CSS) for the page layouts
- JavaScript rollover to indicate the active, visited, and hover links
- JavaScript to provide error messages where appropriate
- CGI for email links

II. Site Map

A site map is a visual representation of the navigation and content of a site. It is a diagram showing how elements of the site are grouped and how they link or relate to one another. A site map organizes all the pages within a website or web-based application, illustrating the big picture of the overall structure.

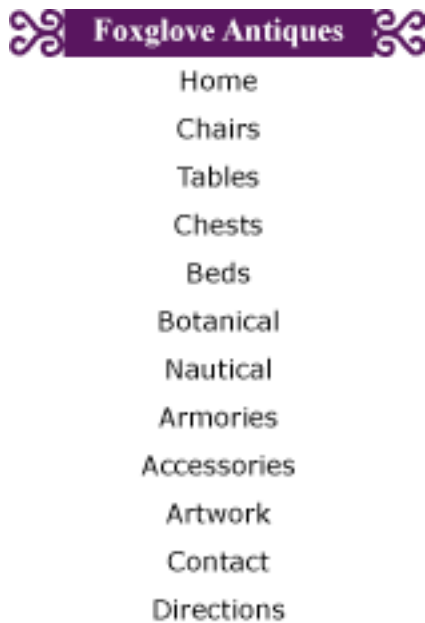


Figure #1: Site Map for the Foxglove Antiques website

III. Visual Comps

Visual comps are graphical representations or visuals that transform the information architecture into a set of fully designed user interface pages. By applying and refining the initial design ideas, the Designer will define the user interface, including color use guidelines, typographical standards and visual hierarchies. The process will create innovative and usable images and icons to enhance the site's navigation and brand.

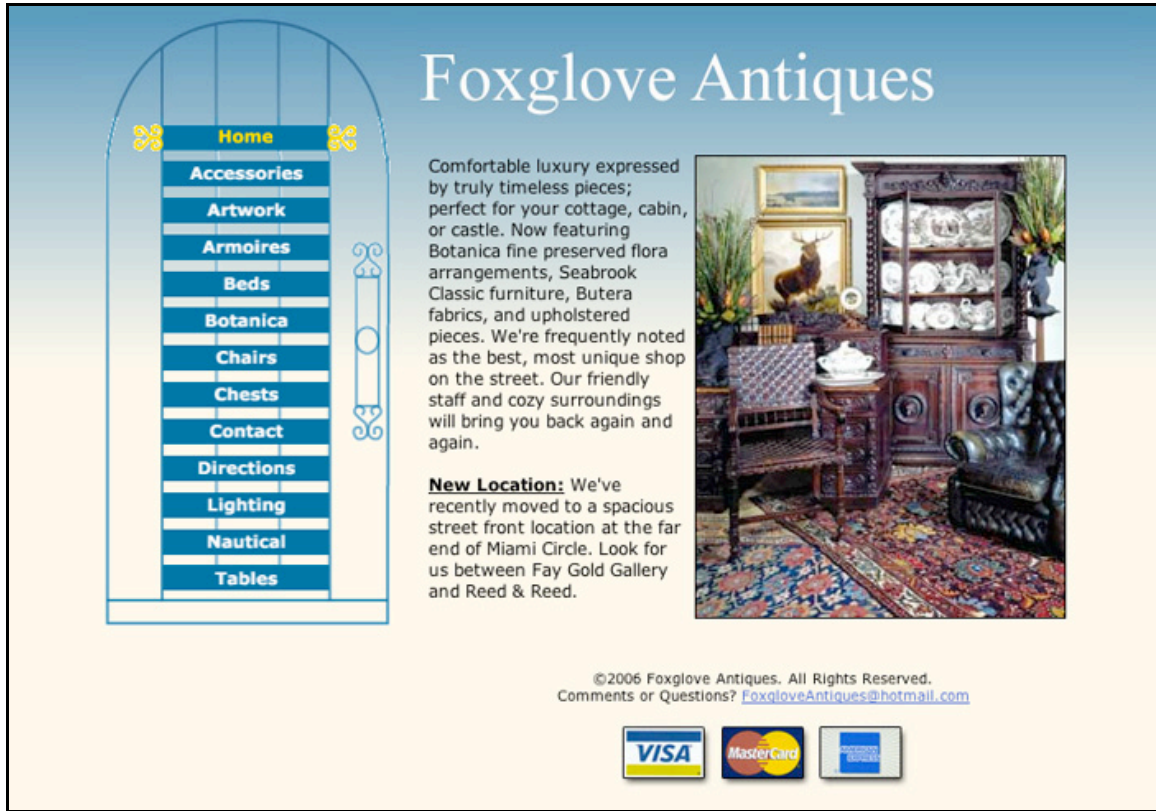


Figure #2: Visual comp for homepage

IV. Concept Note

Blue is used to invoke a calm feeling and yellow is used as a contrast color, and dominate the interface design for the homepage. I have used different shades and tints and opacity to bring out the atmosphere. The graphical elements like the decorative motif help to create an artistic atmosphere.

The big and bold image of the iron gate on the left of the webpage catches the eye of the visitor and guides them from one element to another as they navigate through the site. It also reflects the charm and feel of the Foxglove Antiques store. The status indicators are in yellow and also have the same decorative motifs as on the iron gate.

The colors and the global navigation remain consistent throughout the site.




V. Style Guide

This document will standardize treatments for global elements and graphics. Font choice sizes, HTML hexadecimal colors, headers, rollover states, text to graphic spacing and photo treatments are all defined in this document and guidelines will be set to make sure the Foxglove Antiques website is consistent in design. Before any changes are made to the website, this guide should be referenced to ensure that this site will avoid any design breakdown.

A. Design Tools and Settings

The designs for this website were created in Adobe Photoshop and Adobe Illustrator. The color setting for the RGB workspace in Photoshop and Illustrator should be set to Adobe RGB (1998). The Color Management Policies should be turned off in both Photoshop and Illustrator. The units of measurement used are pixels and for type; points are used. When working with any Photoshop or Illustrator file these preferences should be set to avoid color and size misinterpretations.

B. Palette

Color	Hex Color Code	Description
	#006699	Used for the links, background, and as a border color of the iron gate
	#FFFF66	Used for the over state of the links
	#000000	Used for status indication, outline of the logo, and border of the web page

C. Fonts

Times Roman	Foxglove Antiques	Used in logo
Verdana	Sample	Used for the body content

Foxglove Antiques - Documentation

D. Photograph and Image Treatment

Treatment of digital images will vary from page to page, however, each image should be at a resolution of at least 72dpi. This resolution will ensure proper screen display.

E. Page Dimensions

The pages designed for this site should be 780 pixels in width and 413 pixels in height. These measurements will allow for browser inconsistencies and browser window tool bars. This site is designed to work well with monitor resolutions of 800 pixels by 600 pixels.

