Business Website Project Guidelines

Requirements:

- Business websites should feature at least three web pages that follow a consistent design theme.
  - Focus on: Masthead Branding and Brand Consistency throughout the site.
- A “home” page (index.html) must be used. I recommend the others to be: “about us” (about.html) and “products/services” (products_services.html).
- The masthead should be finely tuned and have a professional appearance.
- The quality of the masthead and navigation system is a major part of midterm and final grading.
- All pages should clearly highlight the products and/or services offered and demonstrate significant effort with regard to both design and functionality.
- Sites must use the PayPal shopping cart system.
- There must be a link to the PayPal shopping cart in the masthead (any image may be used for this link for the midterm).
- There should be at least 10 unique products and/or services that are offered that may be added to the PayPal shopping cart. For the midterm, you may use any “add to cart” or “add to bag” buttons you want.
- There should be a bottom copyright area (for example, look at the bottom copyright area at apple.com). &copy;
- TIP: Work on the masthead and navigation system first then move on to the other elements. Look around the web for mastheads that you like.
- Here are some good examples that can be made with Expression Web: filson.com landsend.com llbean.com cnn.com target.com

Due Date:
Tuesday, February 3 - Midterm Website Sharing & Peer Feedback
- Share the in-progress website with the group. At this point the website should feature preliminary “home” (index.html), “about us”, and “products/services” pages. The masthead, main navigation system, and “home” page should be close to complete, but the “about us” and “product/services” pages will be in-progress.
  - You may use different names for the secondary (“about us” and “product/services” pages, if you want.
- Submit a sitemap made with Word. (A link will be added to the course website with instructions.)
- In a Word document, briefly answer the following questions related to Information Architecture:
  - What should be the key message that hits the user when the site loads?
  - What is the primary call to action?
  - How many pages should there be?
  - What should be on each page?
  - What elements should be on all pages?
  - How does each element relate to the goals of the website?
- Email the website, sitemap, and answers to the above questions to the instructor as a ZIP file.
  - A link will be added to the course website with ZIPPING instructions.
- Worth 40 points.

Due Date:
Tuesday, February 24 / Thursday February 26 – Final Website Presentations
- Share the completed website with the class.
  - Point out the strengths of the website.
- Demonstrate the functionality of the PayPal shopping cart.
- Note: Presentation Date Will Be Chosen At Random
- Worth 20 Points.

Due Date:
Monday, March 2 – Final Website Submitted
- Email the website to the instructor as a ZIP file. ( jhall@coe.edu )
- Worth 120 Points.