



COMP 266: INTRODUCTION TO WEB PROGRAMMING

Unit One - Site Design



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Themes and Purposes:

The website Liking for Biking created during this course will be used to buy road/mountain bikes. It will include search buttons labelled bike size, wheel size, frame material, price, condition and pictures. Road and Mountain biking are extremely competitive and enjoyed sport by Canadians, so this website will be intended for people with varied skill level (leisure to competitive), various age groups (ranging from young adults looking to start their biking journey to old people looking to get into shape). The idea to create this website came across when a close friend showed some concern in his ability to find just the right bike for the right price. The problems encountered were stolen bikes being sold or price gauging because of higher demand and lower supply in places like Facebook marketplace or Kijiji. Some important aspects of my website would be to have price comparison with current market prices and showing proof of purchase (whether first or second owner etc.) so that the above mentioned issues can be resolved. I want to get into mountain biking myself so that I can join my friends in various biking trips, thereby giving me great motive create Liking for Biking to the best of my ability.

Personas & Scenario:

Nathan Blundstone [1]



Basic Information:

- + Age: 16
- + Gender: Male
- + Education: Grade 10 student
- + Location: Burlington, ON
- + Interests: Sports

Knowledge and Interests:

- + Nathan loves to play soccer and enjoys long bike rides
- + He loves working on bikes and fixes used bikes to learn more and more everyday
- + Highly tech-savvy and socially active

Goals and Motives:

- + He wants to become an accomplished cross country rider just like his older brother so he has started looking for bikes at various places like kijiji, Facebook and other online sites so that he can satisfactorily spend his moths saving to buy the best specked bike in his price range

Scenario:

- + Nathan's friend Tam tells him about Liking for Biking, where he can search for bike based on size, wheel size, frame material, price, condition and pictures
- + Nathan enrolls in a bike-spec competition at his local bike store and the winner will get \$1000 coupon to be used towards a purchase on Liking for Biking

Use of site:

- + Nathan would be able to browse through an array of bikes based on the specifications mentioned above, so that he can get the best specked bike for the limited budget (savings from the past few years)

Anihar Godhi [2]



Basic Information:

- ✚ Age: 22
- ✚ Gender: Female
- ✚ Occupation: Computer Engineer
- ✚ Location: Markham, ON
- ✚ Interests: Coding and Cycling

Knowledge and Interests:

- ✚ Anihar works at Publicis Sapient as an associate software engineer
- ✚ She rides her bikes for 2 hours every morning to start her day with a blast
- ✚ Spends time scrolling through sites like pink bikes to see new bikes

Goals and Motives:

- ✚ She joined her workplace bike ride club and has been going on various trips to different velodromes across the city to experience what competitive cycling feels like
- ✚ Since the shutdown is over now, she wants buy her own carbon aero bike to go outside and enjoy the breeze while slicing through the air. So she's in the market for a new carbon bike but wants to find it for cheaper than retail

Scenario:

- ✚ Anihar's colleague brought his bike to work one day and she had been eyeing that specific bike for a while now but it was not in her price range, so she asks him where he got his bike from. The colleague told her that he got a nice discount on this bike as it was second hand and found it on Liking for Biking

Use of site:

- ✚ She would use the site to find discounted bikes for sale posted by 1st, 2nd or x number of owners (new/used bikes) with latest specs so she can accomplish her above mentioned goals

Zing Lee Shawn [3]



Basic Information:

- ✚ Age: 35
- ✚ Gender: Male
- ✚ Occupation: Bike mechanic
- ✚ Location: Vancouver, BC
- ✚ Interests: Coding and Cycling

Knowledge and Interests:

- ✚ Zing has been working as a bike mechanic in his shop for 20 years
- ✚ He has a website where he sells decent quality bikes for low prices as wants more and more people to ride

Goals and Motives:

- ✚ He wants to expand the bike selection in his shop and online website, so he is constantly looking for cheap fixer upper bikes that can be fixed and sold for relatively low prices, thereby contributing and supporting his neighborhood, especially young teenagers getting into the sport

Scenario:

- ✚ Zing found out about a bike package deal advert on Liking for Biking from a customer visiting his shop who came to pick up their fixed up bike and he immediately hopped onto the site to see if that advert was still up along with what kind of bikes were being offered

Use of site:

- ✚ He can use the site to get his hands on cheap fixer upper bikes before anyone else so that the continue to expand his bike inventory and keep contributing to the community while maintaining his livelihood

Bob Turner [4]



Basic Information:

- ✚ Age: 60
- ✚ Gender: Male
- ✚ Occupation: Retired fisherman
- ✚ Location: Summerside, P.E.I.
- ✚ Interests: Leisure golfer

Knowledge and Interests:

- ✚ Bob used to be an avid rider back in his teenage and prime years
- ✚ He listens to radio all day long as he likes to stay up to date
- ✚ Does not have a phone but asks his grandkids when he wants to talk to friends or family

Goals and Motives:

- ✚ Bob has grandkids who love riding their bikes through the nearby forest and he wants to accompany them however he is not as physically fit as bike riding for a couple hours requires, so he wants to build his stamina and loose weight along the way

Scenario:

- ✚ Bob's brother invited him to participate in a community bike ride session and once Bob participated, he couldn't even do 5 km before fatigue caught him and gave up mid way. He then decided that he will buy a used bike for himself to get into shape

Use of site:

- ✚ Considering his brother's advice, Bob will use the site to see what kind of bikes are out there in the market and decide how much he wants to spend. He can also communicate with various sellers on the site to get more information about bike specs, usage and cleaning routines

Site Map:

Home Page

- This page would have an embedded you tube video showing competitive mountain bikers going through their obstacle courses

Search:

- Bike Type
- Size
- Frame material
- Wheel size
- Price
- Condition

Note: This page would be used if someone wants to find a specific bike with the details mentioned above along with the list of other bikes being offered for sale

Contact us

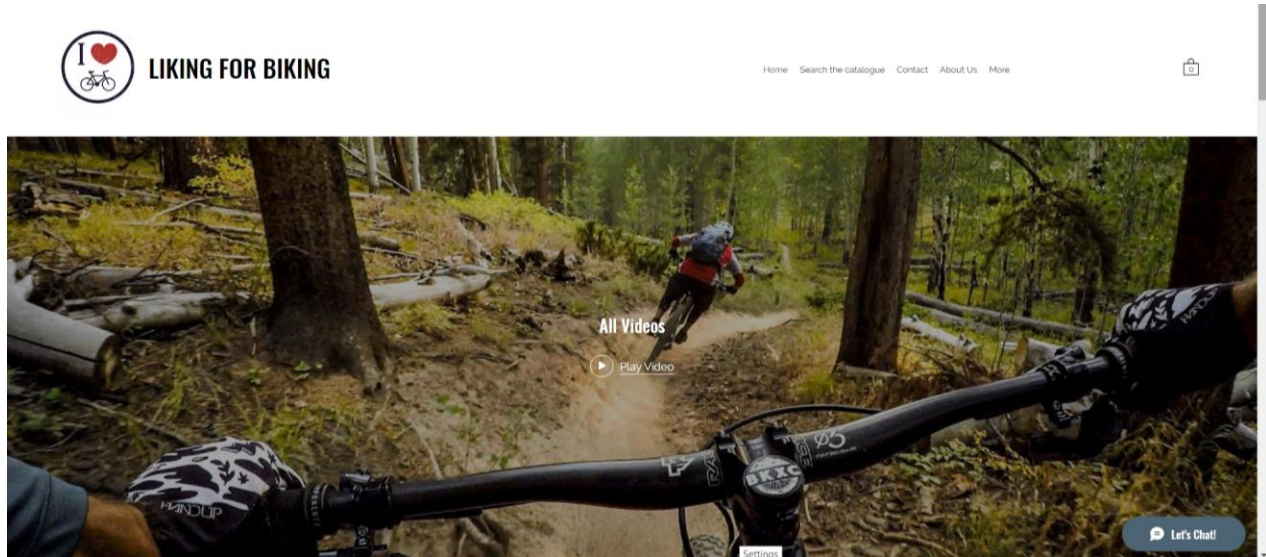
- An embedded contact form that would require users' name, contact number, email and reason for contacting

About Me

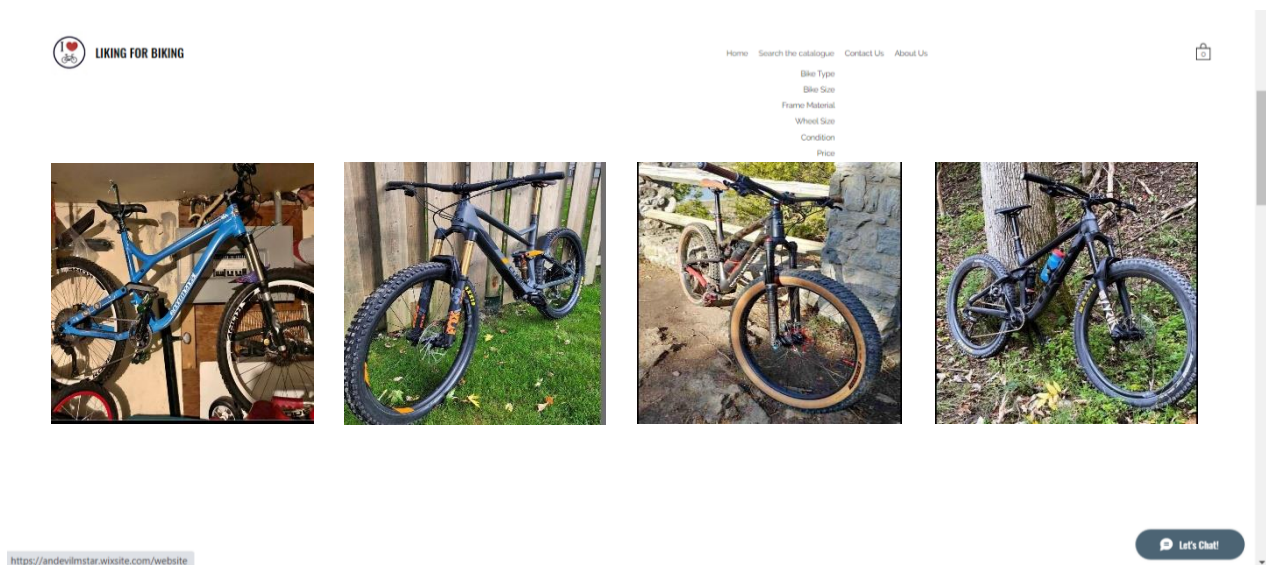
- This page would contain information about why this website was started and what it hopes to accomplish

Site Design:


Home Page:





Search:



Contact Us:

 LIKING FOR BIKING

Home Search the catalogue Contact Us About Us 



GET IN TOUCH

500 Terry Francois Street San Francisco, CA 94158
andevilmstarg@gmail.com
123-456-7890

Name *


Address


Email * Phone


Subject

Message

About Us:

 LIKING FOR BIKING

Home Search the catalogue Contact Us About Us 



WHO WE ARE

Our Story

Since day one, we've been working tirelessly in order to expand our product offerings and make our customers experience even better. We're proud of how far we've come, yet remain committed to performing even better.

Our collections are carefully selected. Delivery options and payment methods generous and flexible. Browse through our product gallery and experience shopping with Liking for Biking for yourself. Please don't hesitate to contact us with questions, comments or suggestions.

Mapped Learning Outcomes:

| Learning Outcome | Evidence of Meeting the Learning Outcome | Your Own Assessment of the Grade You Believe Would Be Appropriate |
|---|--|--|
| Apply a structured approach to identifying needs, interests, and functionality of a website | This document provides in depth information about each persona going to use my site. The goals/motives, respective scenarios and use of site is also identified which has helped in creating the mock-up site keeping the needs of personas in mind. | A |
| Design dynamic websites that meet specified needs and interests. | The site design has simple to follow interface that will be easy to navigate and be used according to its intended purpose. The site would also be accessible from mobile devices as well as personal computers. | A |

Works Cited:

- [1] https://www.123rf.com/stock-photo/boy_16_year_old.html?sti=nkwz2uo97mivj0nzgv
- [2] <https://road.cc/content/blog/108571-how-not-be-knob-female-cyclists?amp=&page=3>
- [3] <https://www.monster.com/career-advice/article/6-great-jobs-bicycle-lovers-0511>
- [4] https://stock.adobe.com/be_en/search?k=older+guy&asset_id=129515973