

Zakaria Bakkal

Comp 266

Unit 1

- **The main themes and purposes of the site:**

The website that I am about to make in this course will be for the purpose of selling few products. These products are for cosmetic purposes. I decided to build this website because it is an opportunity for me to make the website for my wife the way she wanted it to be and also to the way it should be done. I mean by this, to build the website from scratch and add contents and functionalities and also have “total” control over what goes on behind the web-browser. I’ve made a website before using website builder but the difficulty I’ve found was that I couldn’t add code to it everything was already made for me and I just click and add to the page, which I didn’t find interesting.

As the products in this website are cosmetic, the majority of the website audience would be woman of all ages, also there would be men who will love to use these products. Because the products are natural with no chemicals added to them and 100 percent organic, the audience would be organic lovers and people who have tried many other products but didn’t work and they are looking for something that really works.

The people that would visit this website will be people who are trying to maintain a healthy skin, hair and nails. Also other people who have skin conditions such as dry skin, acne. Others who have scars and burn marks. Woman who are looking to strengthen their hair and guys who love to take care of their beards. Majority of people would be informed about the product already and they could be looking for the original product with an affordable price.

Me and my wife started this company and my wife calls it our baby and it feels good to see her happy while doing something she likes. Also it matters to me and my wife because there are so many products out there that rob the consumer and cheat them. We discovered this because the products we sell are from Morocco and I am Moroccan, so it was easy for us to get these products to Canada and make sure we provide the best quality while inform our customers with the difference between a fake and a genuine.

- **5 personas:**

Persona 1: Bridget



Bridget is a 29 year old female who lives in Leduc Alberta. She is currently on maternity leave from her position as a librarian at Edmonton public libraries. She is currently enjoying her time home with her first son Ali. Bridget lives a vegetarian life style and prefers an all-natural approach to her and

her family's health and wellbeing. She is a very organized and motivated individual who is socially active and responsible in all aspects of her life. Bridget would support equality between men and woman and is very concerned about reducing her and her family's environmental impact. Cloth diapering and recycling are some of her personal inclination.

Scenario 1:

Bridget is pregnant in her 6th month, and she started her maternity leave. She knows that if she wants to get rid of pregnancy stretch marks she needs to start as soon as possible. Bridget is home alone surfing on the internet on her iPad using safari browser looking for natural products that she can use to help her with the stretch marks. While looking for the ideal product that suits her morals and believes she finds our website. Bridget lands on the home page where she learns what products are available and what they are good for. She finds that Argan oil is the right product for her, she clicks on the link to find out more about this product. On the Argan oil page she reads about the ingredients and benefits of this oil. On this page she can add the product to her chart and follow check out steps or she can browse for other products and read more about the company. Bridget is interested but she still needs to know more about the company that produce this oil. She finds a link on the same page that takes her to the about us page. Now Bridget is amazed about what she discovers and decides to make a purchase. She finds a link on the about us page that takes her back to the Argan oil page and adds the product to her chart and proceeds to purchasing the oil by choosing a method of payment.

Scenario 2:

Bridget has given birth about two weeks ago. She got a boy and named him Ali. Ali is having dry skin and his mom would not use any product that has chemicals and would not use a product from a company that is not socially responsible. Bridget has tried the Argan oil that she purchased from us before and she is almost out of it. So she goes online on her laptop using internet explorer. She types the website name and goes directly to the Argan oil page. There she adds a couple of bottles to her chart and browse for other products that they offer, on the Argan oil page there is a link that takes her to a page of all products available on the website. She finds another products which is exfoliating soap and clicks on the link then reads about

the product and she finds it interesting and would love to try it. So she adds to the cart. Now she presses the checkout button and chooses her method of payment.

Persona 2: Alex



Alex is a 16-year-old male who lives in Vancouver, British Columbia. He just finished the 11th grade and is about to graduate next year. Alex works with his dad in the summer at a mechanic shop so that he can have some pocket money that he can use while going out with his girlfriend, Adrian, and his other friends from school and his neighbourhood. About two years ago, Alex started experiencing some skin problems. He started to have acne on his face and he is not happy about it. He has tried many products that were prescribed to him by his dermatologist but none of them work; they just make the spots worse. His mom suggested that he might need to find a natural way to fight this nightmare.

Scenario 1:

After fighting to get rid of acne, one day on his smart phone Alex googled natural skin products and found our website. He lands on the Argan oil page and reads about the product. It sounds interesting and he calls his mom and asks her to purchase the product for him. So he adds a bottle to the cart and proceeds to check out. His mom chooses the payment method and follows instructions to seal the deal. Alex also shares the website on his Facebook page and lets his friends know about this product.

Persona 3: Adrian



Adrian is a 16 year old girl who lives in Vancouver British Columbia. She is Alex's girlfriend and same as him she is graduating from high school next year. Adrian has long healthy dark hair and she likes to take care of it. Adrian already knows about Argan oil and its benefits, but she only used products that Argan is the fifth ingredient in the list, which means other ingredients are in the product as well as chemicals. So Adrian has never used Argan oil in its pure form.

Scenario 1:

Adrian has noticed her boyfriend's acne starting to look better than it used to be. She feels happy for her boyfriend and out of curiosity she asks what he has done to solve his ongoing problem. He informs her of the Argan oil he purchased last couple of weeks and provides her of our website address. Now Adrian as soon as she gets home she gets on her Mac using safari and surfs the website and discovers other products available. Adrian likes what she sees but she can't afford it right now but she shares the website on her twitter account and tells her followers that has found Argan oil in its purest form.



Persona 4: Bev

Bev is a 65 year old retired female nurse who lives in Montreal, Quebec. Bev has a visual impairment and uses a screen reader to browse the webpages. Bev is looking for an all-natural product which she can use as an anti-aging agent. Also, Bev has a sensitive skin which makes it difficult for her to find the right product and she is always testing products before she can commit to any of

them.

Scenario 1:

Bev is home surfing the internet on her desktop using Google Chrome browser. On this browser she has ChromeVox installed which is a screen reader. On the website she hovers over the images of products and reads the information available on the website. And because she is not sure if this product will work for her, she wants to send an email to us and ask further questions and also ask for a sample to test. She clicks on the contact us and finds our contact information then she wrote the email and sent it successfully.



Persona 5: Jeff

Jeff is a 36 year old male computer programmer. He likes his beard and takes care of it really good. He only uses products that will not make his beard feel oily but makes it smells good at the same time something that would be nutrient, also he is looking for products that won't make his hands greasy as he works on his laptop the majority of the time. Jeff is

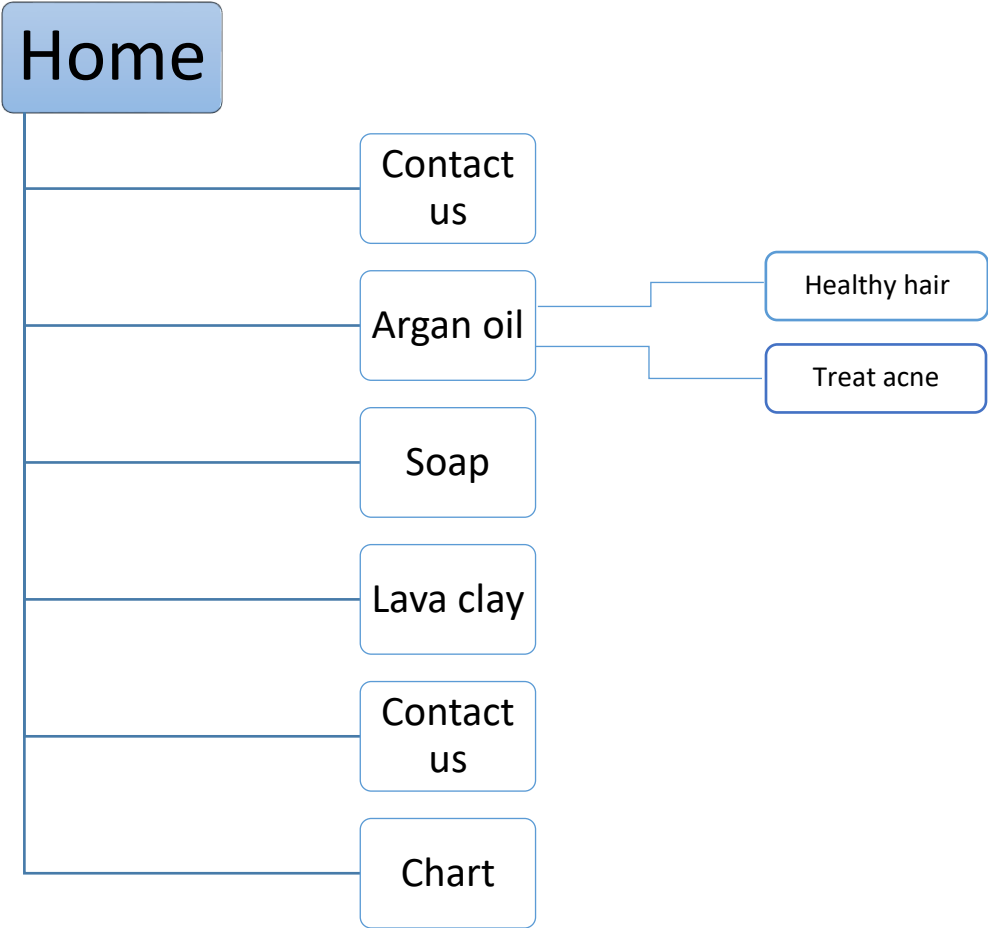
socially responsible and do not like to waste nor fill the earth with unnecessary litter.

Scenario 7:

Jeff is on his laptop using internet explorer to surf the internet. He gets to our website after some extensive search about products that would work for his beard. First thing he does is read the about us page and continues to the Argan oil page where he discovers what he is looking for. He adds his product to his chart, and continues to browse the website for other products then he goes to his chart and checks out.

- **Rough mock-up of the site:** on a separate pdf file

- Site map:



References:

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