

Omega Sigma Web Design: Design Document

Joseph Emmi

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Professor Emily Kay

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Design Direction

Purpose

The website is called Omega Sigma Web Design. The purpose of this website is to market potential customers who want a custom website built.

Target Audience

The target audience are small business owners in the United States who are English-speaking. These are business owners who want a custom website to promote their small business.

Goals

The goals of the site are to first gain the attention of the client. Second, they must have a problem that must be solved. Third, the client's problem should be solved by our business model. Fourth, the client needs to directly contact our staff. Lastly, the customer must be satisfied with the services provided.

Desktop Layout

The layout will be accustomed to F-shaped scanning. At the very top, the logo will be on the left. A heading will be in the middle with the call to action and purpose of the site. To the right, there will be contact information. Below that, there will be the navigation to the four sections of the website. Below, there will be main content information. Lastly, at the bottom, there will be a footer with supplementary information.

Mobile Layout

This layout will be formatted for vertical scrolling. The top left will have the logo followed by contact information on the right. Below on the left, there will be a paragraph with the call to action. To the right, there will be a hamburger menu that is dedicated to a mobile

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environment. Below, there will be the main content area of the site. Lastly, there will be a footer at the bottom of the page.

Planned Pages

The main navigation will include the Home, About Us, Services, Information, and Contact Us sections. The Home section will provide a brief description of the website and call to action. The About Us section will tell the client about the business's model and purpose. Next, the Services section will explain what type of services the business provides like web design/development. After, the Information section will contain supplementary information that will help the user answer any unanswered questions like an FAQ. Lastly, the Contact Us section will show the user how to contact our business to make an appointment.

Planned Posts

The first post will be Getting Started with an Online Business. This concept will introduce business planning, target audience, customers, and goals. Next, the user will be taught How to Build an Online Brand. They will learn how to make a logo, call to action, hero section, and site purpose. Next, there will be Building a Website for your business. This section will allow the user to plan out their site. After, they will have a Guide to getting Clients where they will learn how to get clients with zero experience. Lastly, they will learn Social Media Marketing where they promote their business through social media.

Block Theme Selected

The block theme selected was called Frost. It was the same block theme that the instructor used for her videos. Block themes allow for easy editing with no prior coding

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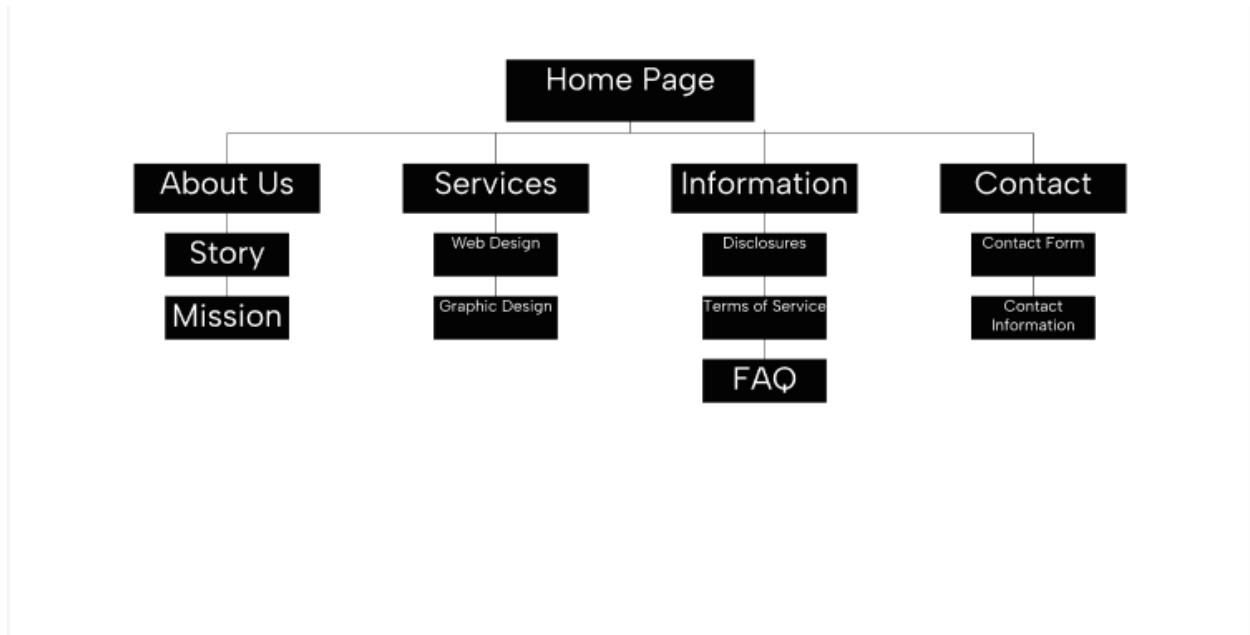
experience necessary. Block themes allow for less customization than classic themes. It was quick, easy, and efficient.

Iterative Process

The website design and development went through an iterative process that received instructor feedback and revisions. Starting with site planning. The purpose, goals, and target audience were addressed. Next, a site map was created. In addition, multiple iterations of a wireframe were created starting from low to high-fidelity. The site was also locally created with HTML and CSS before being implemented into WordPress for the Gold Version.

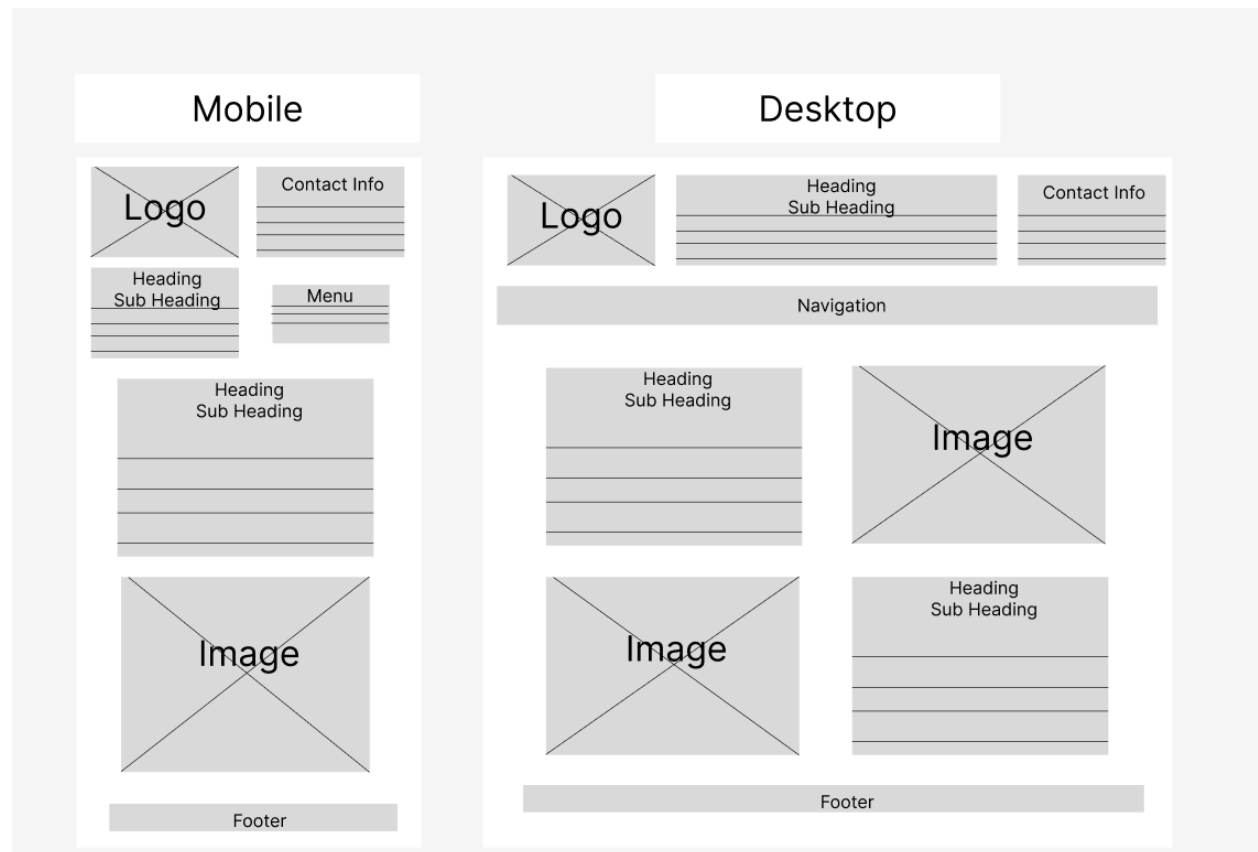
Sitemap

<https://www.figma.com/design/AsfVBKw9OLjabgei3yQXR7/Sitemap-2?node-id=0-1&t=EHVDI7rH0UxziZOY-1>



Digital Wireframes

<https://www.figma.com/design/AsfVBKw9OLjabgej3yQXR7/Sitemap-2?node-id=24-2&t=vaftOAKn1K0G4WCb-1>



Mid-Fidelity Wireframes

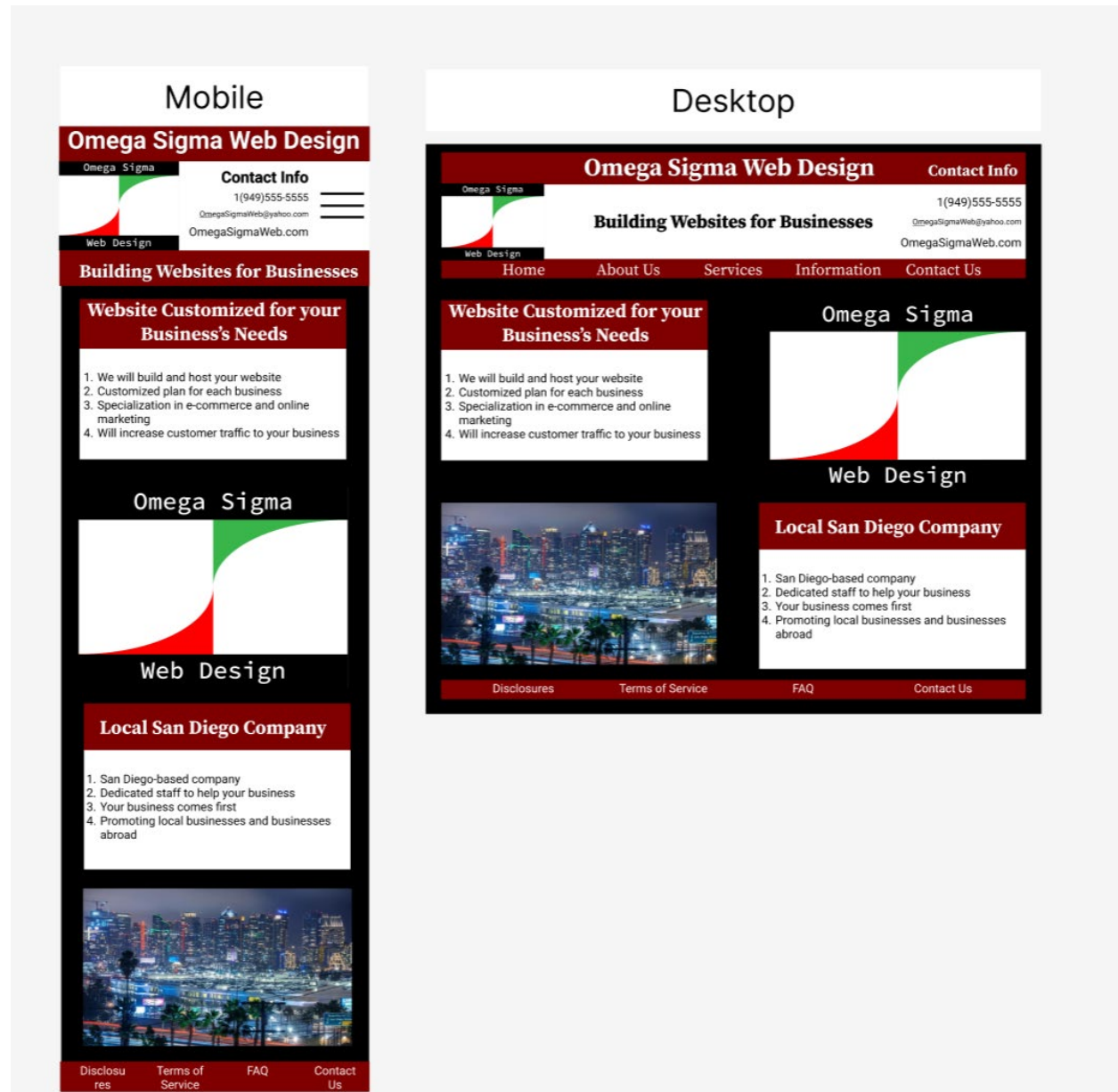
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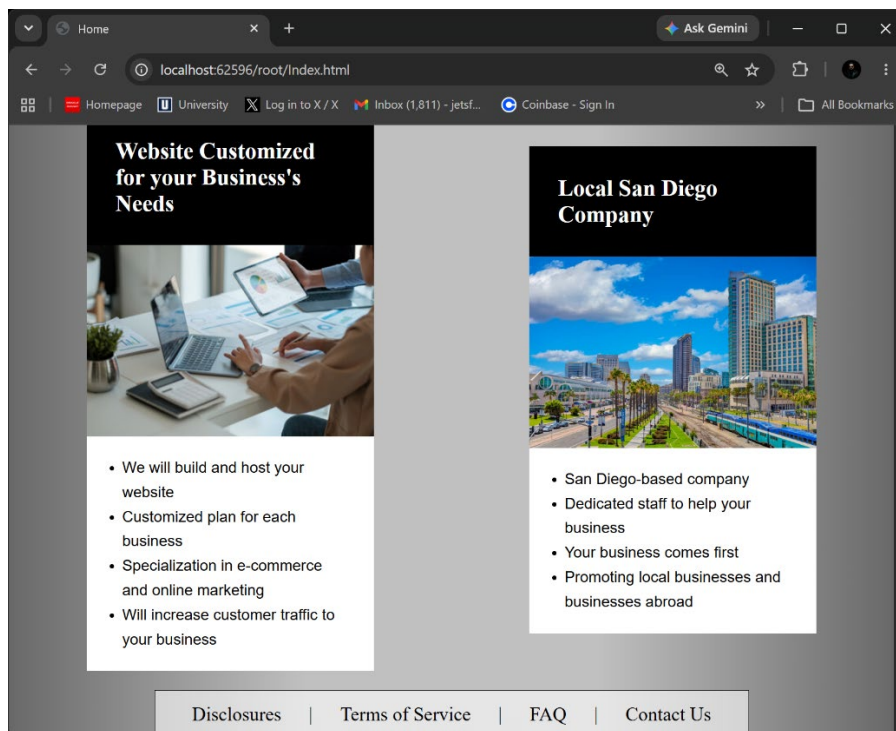
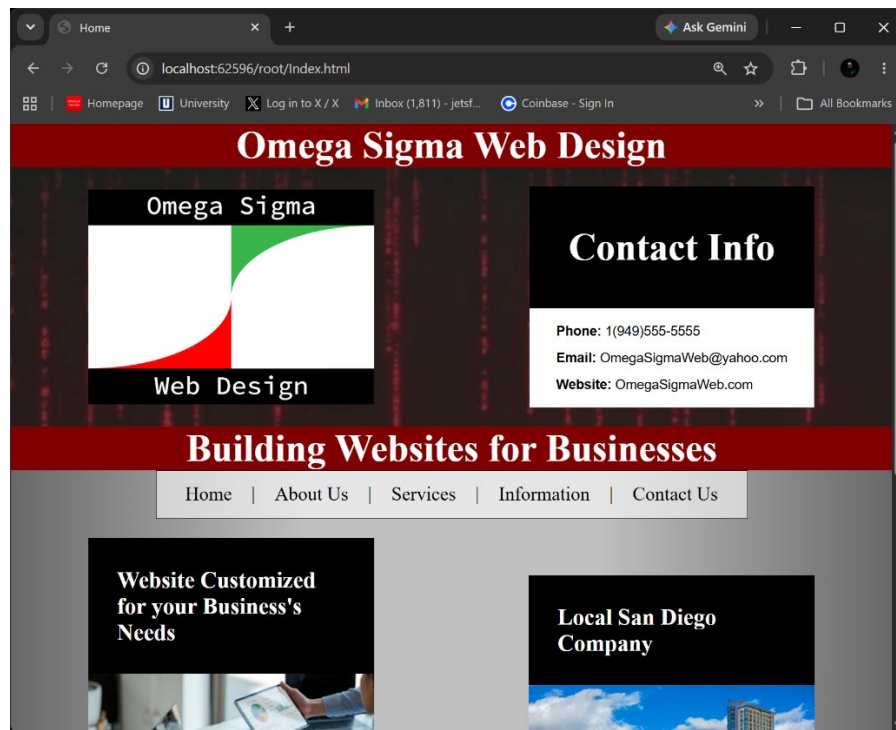


Topography Redefined Wireframes

<https://www.figma.com/design/fLQ5oG2lxUxmYQZhgECkgu/Topography-Redefined-Wireframes?node-id=0-1&t=YvHqKXsMTu8EXsET-1>



Localized Version



WordPress Version

www.joeemmi.mat125.org/Omega-Sigma-Web-Design/

