

Website proposal for Mike's Comicbook Vault

Designer: Scott McIntire
Web Development II

The Challenge:

Mike is a comic book collector who has decided to sell off his considerable collection of vintage comics. Mike would like to get the best price he can for his collection so he's decided to sell each book individually rather than as a collection. Mike wants the ability to communicate with his buyers to negotiate a price. He will also need to be able to show an image of each title, a short description of it, its condition and his asking price. Mike would also like to highlight a few select items from his collection on the front page as featured items that he can change as the items are sold.

The Solution:

The website I develop will fulfill the criteria laid out by Mike in several ways. By using a database driven website I can catalog the Mike's collection, collect user information and add to, or remove items easily from the inventory.

As a designer I intend to develop a clean user-friendly storefront from which Mike can interact with his customers through his website. My emphasis will be on comfortable usability and ease of use. This will be important for the users so that they browse the catalog of comics and not feel burdened by clicking on extraneous links.

The website will divide the collection into four categories, Golden Age, Silver age, Manga and Underground. Each category will have a catalog page of thumbnail images with some basic information; each of which when clicked will link to a larger page with a better view of the comic and more detailed information. Included with the item page will be a brief description of the book, the names of the artist, writer, and publisher as well as the year it was published, issue number and the asking price.

The website will also feature a registration/login system that the user will need to use to be able to bid on an item in the inventory. The login system will collect the users name, mailing address, e-mail address and a password. Users will be able to browse the catalog of comics, but will be required to log in if they choose to purchase a comic or contact Mike with a bid.

The website will include additional pages; an: "About" page with a brief introduction of Mike and a description of the purpose of "Mike's Comic Vault". This page will also include an overview of his collection and a search function to look for specific books by author, title, artist, writer or publisher. There will also be a "FAQ" page that answers questions about Mike's policy for how he takes payments and other issues related to the selling of his collection. Lastly there will be a contact form where users can contact Mike with either a bid, or a general inquiry.

The Database:

The database will focus on two areas, the catalog and the user database.

The catalog of comics will be grouped into four categories, Golden Age, Silver Age, Manga and Underground. Each category will store the title, issue number, description, artist, writer, publisher, year published, selling price and image name of the thumbnail image and the larger image.

The user database will store the first name, last name, street address, city, state, zip code, e-mail address, telephone number and password for the user.

Hosting:

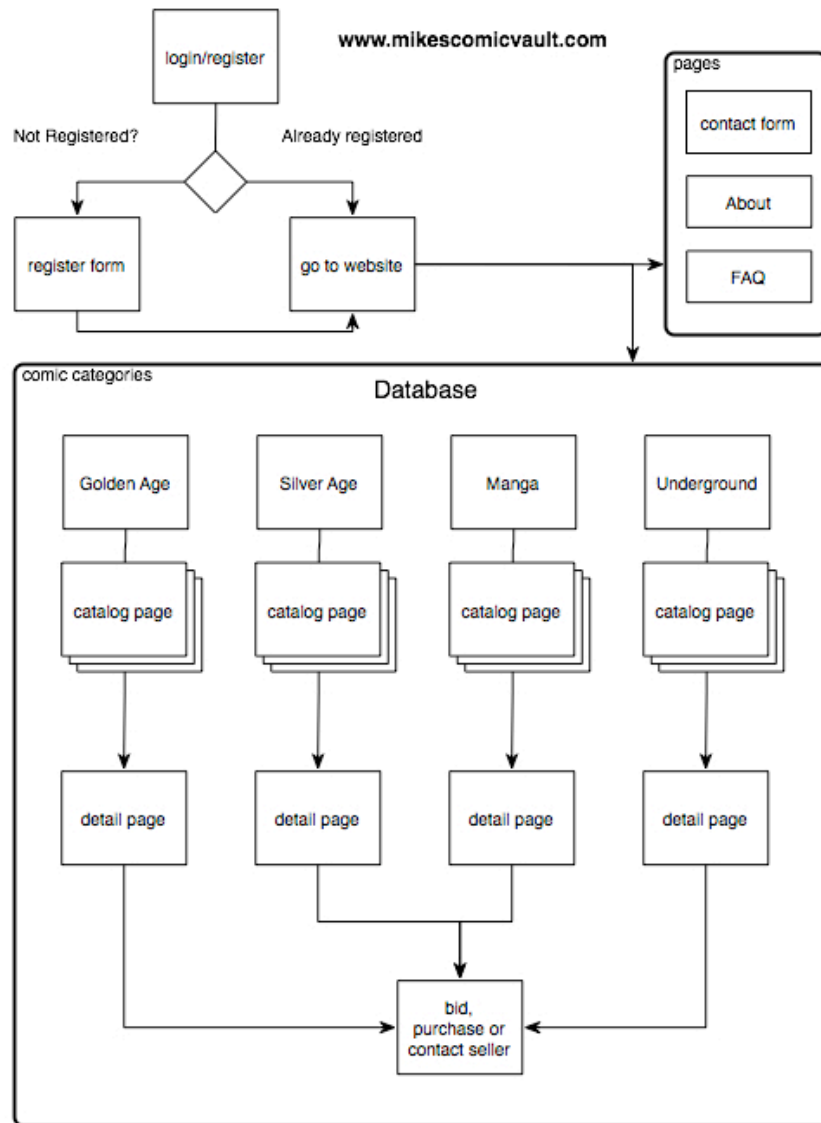
For hosting the website I'd recommend a web host that I myself use called HostGator.com. HostGator offers a wide range of hosting solutions all at a reasonable price. Since "Mike's Comic Vault" will be a database driven site the most important consideration is the options for creating and developing databases.

All web-hosting packages offered by HostGator include unlimited disk space and unlimited bandwidth. The package I would recommend is the "Baby" plan which is feature rich enough to develop a storefront style website, but less expensive than the business class package which has many features that would not be needed by a smaller storefront like "Mike's Comic Vault".

The package includes unlimited MySQL databases and a wide range of server-side languages to choose from including PHP5, which we will be using to build this site. Also included in the package is a \$100 Google Adwords credit that can be used to advertise the website.

The cost for the hosting for 3 years is \$6.36 per month, coming to a total of \$228.96. We can also register the domain name www.mikescomicvault.com at HostGator for \$15 per year. The total cost for 3 years including domain registration \$273.96

There is also the option to register the domain with a cheaper provider like namecheap.com where you can register the name for \$9.98 per year for a savings of \$15 over the 3-year period.



Storyboard and wireframes

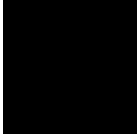
www.mikescomicvault.com

Designer: Scott McIntire

Logo design:



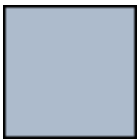
Color Palette:



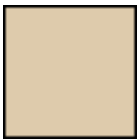
Color: Black - *#000000*



Color: Dark Blue - *#4a546c*



Color: Light Blue - *#a0abbf*



Color: Tan - *#cfbf9c*



Color: White - *#ffffff*

Typefaces:

Logo text

FontDiner Swanky: 72pt -white

Google web font URL:

<http://www.google.com/webfonts/family?family=Fontdiner+Swanky&subset=latin>

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Menu bar links
Geo: 20pt - white

Google web font URL:
<http://www.google.com/webfonts/family?family=Geo&subset=latin>

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Headers (h1)
Verdana Bold - 36pt
Black

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Sub-headers (h2)
Verdana Bold - 18pt
Black

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Body text
Verdana 12pt / 24pt leading
Black

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Navigation links will be as follows:

Musings:

The opening page will be the Musings page, which will have short articles written by Mike, related to new deals he might offer, or any general news about comic books that he feels like sharing. The writing will have a light informal quality to it as Mike tries to connect with his potential buyers. This page may include a larger image of one or two specials Mike will be offering at the moment.

The Vault

The vault is a direct link to the selection of vintage comic books that Mike is offering. The page will be broken down into 4 categories, Silver Age, Golden Age, Underground and Manga. Each section will be accessed through a sub-menu from the “The Vault” link.

Contact

This page will have a contact form from which potential buyers can contact Mike and make a bid on one of his comic books.

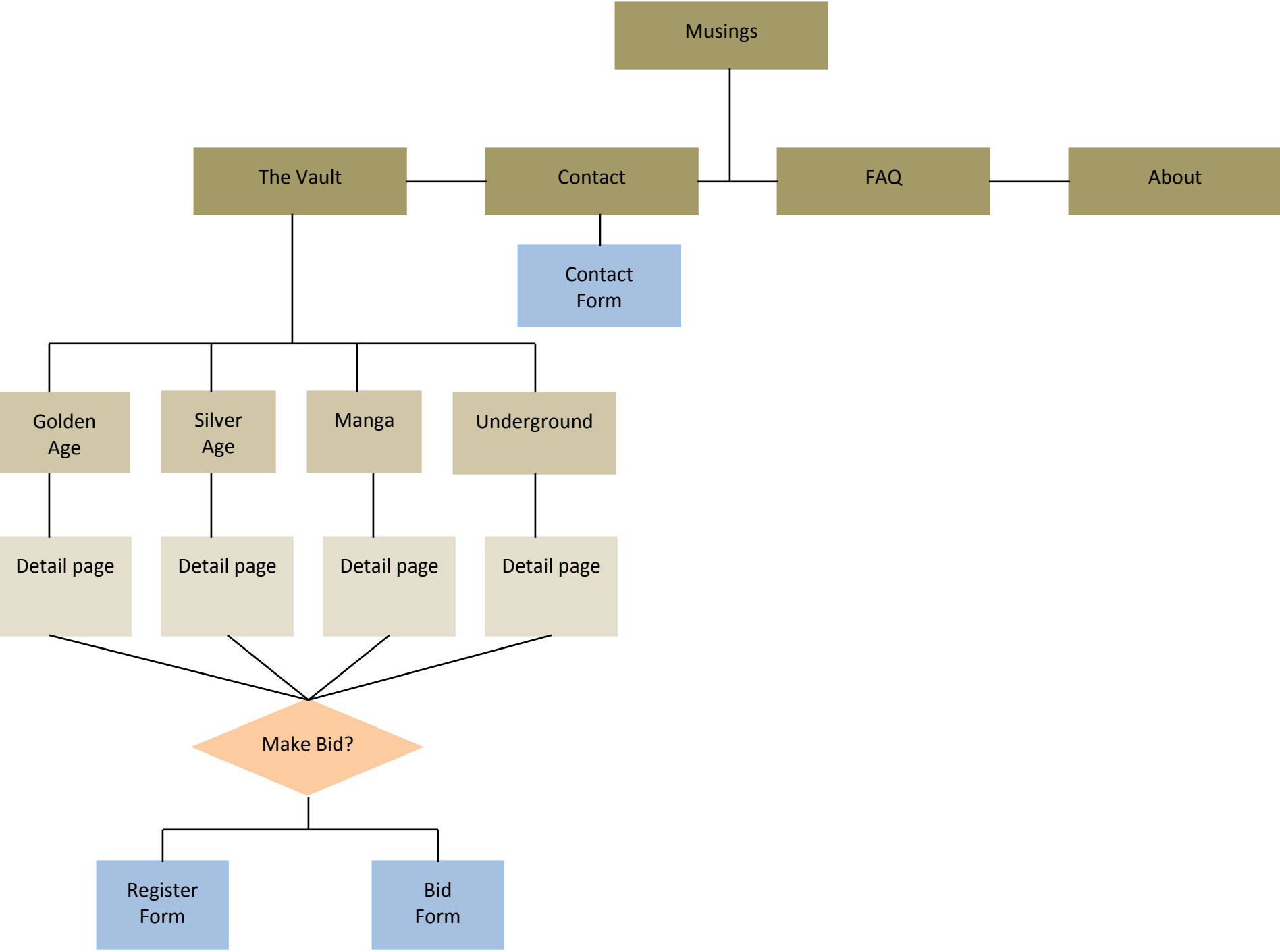
FAQ

This link will have frequently asked questions about Mike’s policies regarding the sales of his comic books.

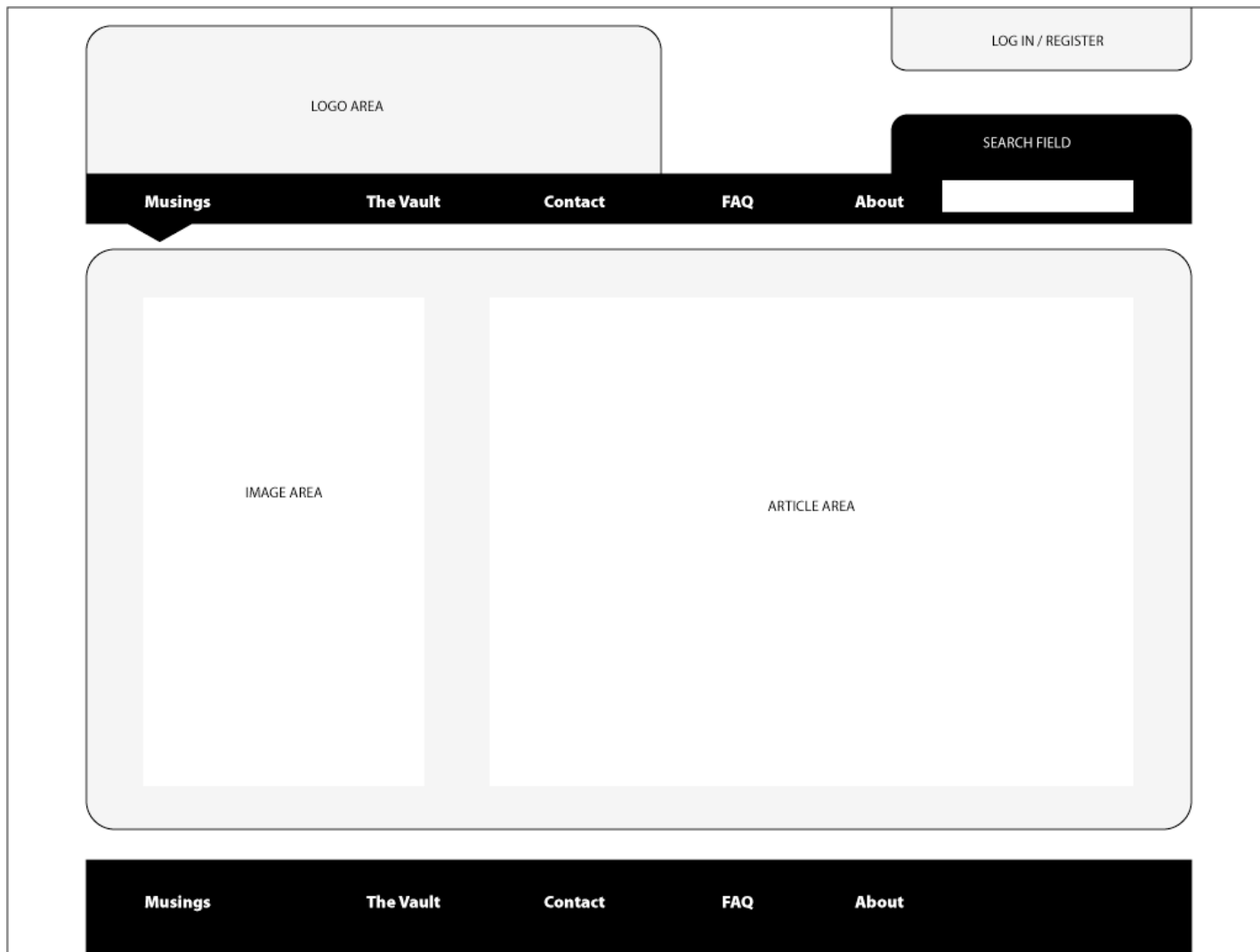
About

This link will simple be a brief background on Mike and how he came to own such a huge array of old comic books.

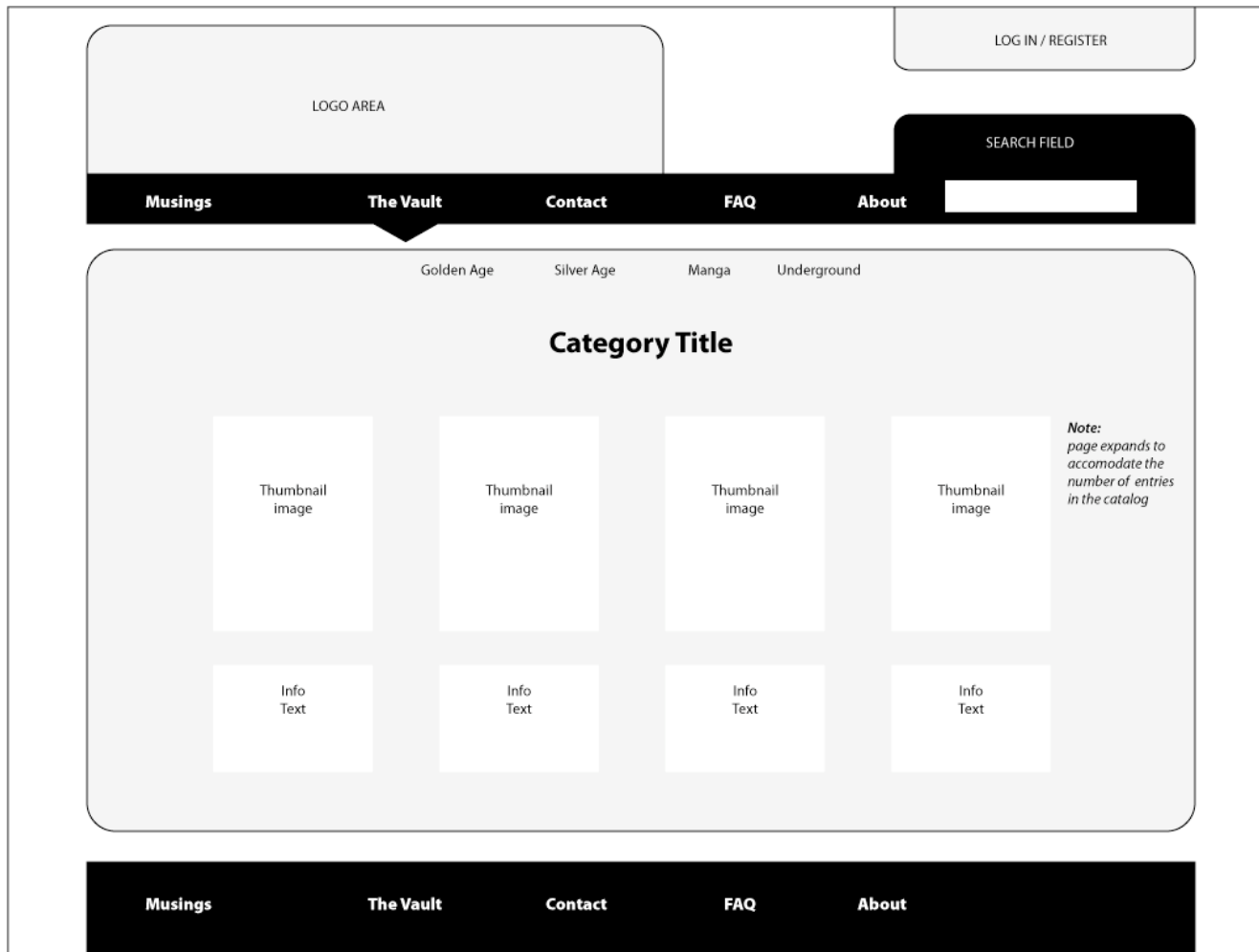
Mike's Comic Vault: Flow Chart



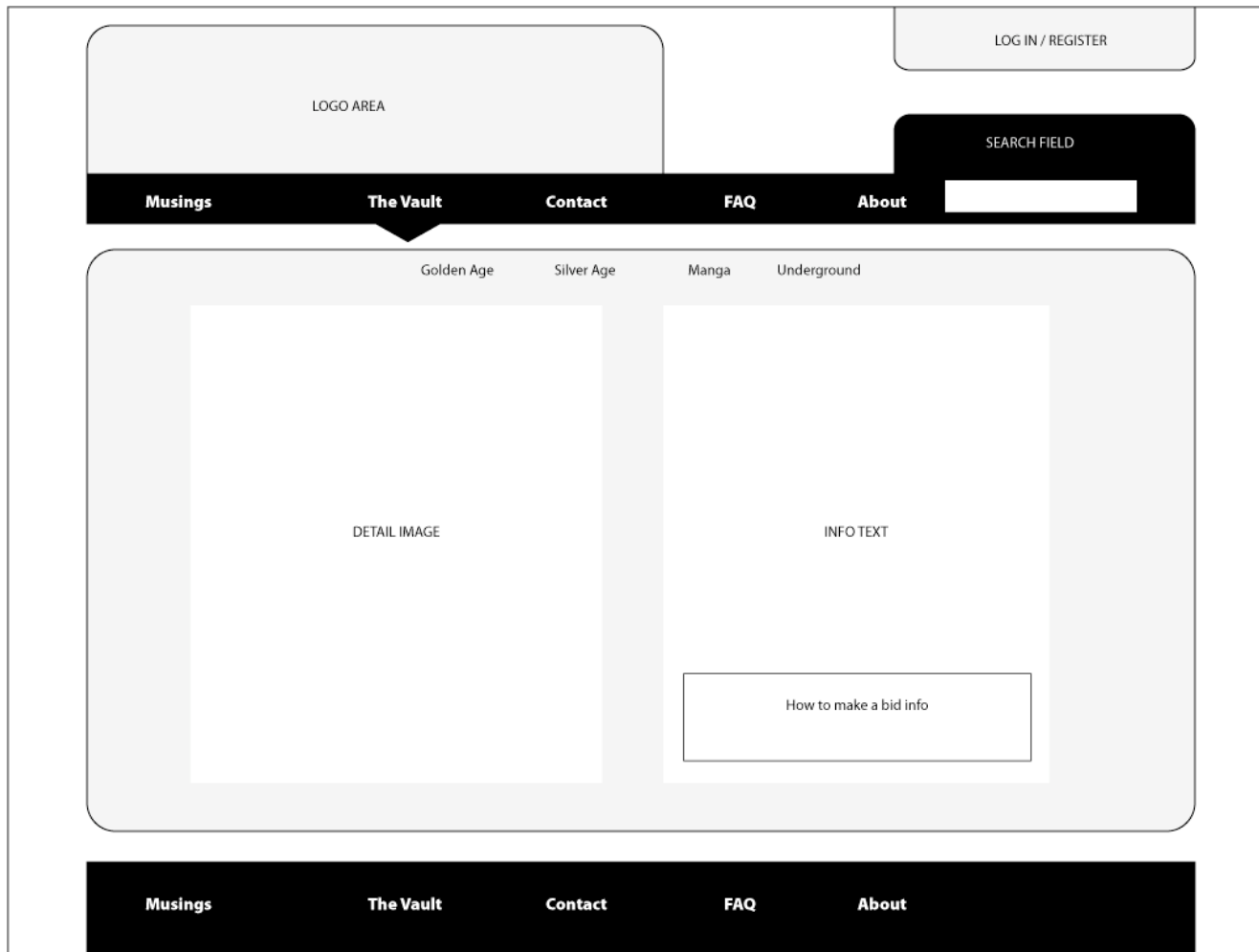
Musings – Opening page, may feature a special sale item or news of comments from Mike



The Vault: catalog page with thumbnails of comics for sale, opens at the “Golden Age” category, but the user can browse all four categories through the submenu links.



Vault Detail – A detail page showing a larger image of the Comic Book. This will be linked from the thumbnail image. This page will include a link to the contact page and the registration page should the user want to make a bid on one of Mike’s comics.



Registration – Should the user decide they were interested in making a bid on a comic they would need to register to the website to access the bid form

LOGO AREA

LOG IN / REGISTER

Musings The Vault Contact FAQ About

SEARCH FIELD

Registration:

First Name:

Last Name:

E-mail Address:

Street Address:

City:

State:

Zip Code:

Home Phone:

Cell Phone:

Musings The Vault Contact FAQ About

Bid form – This page is made available after registering with the website and is accessed in the Comic detail page

LOGO AREA

LOG IN / REGISTER

Musings The Vault Contact FAQ About

SEARCH FIELD

Image of Comic being bid on

Make a Bid

First Name:

Last Name:

E-mail Address:

Comic title

Issue Num

Your Bid
\$

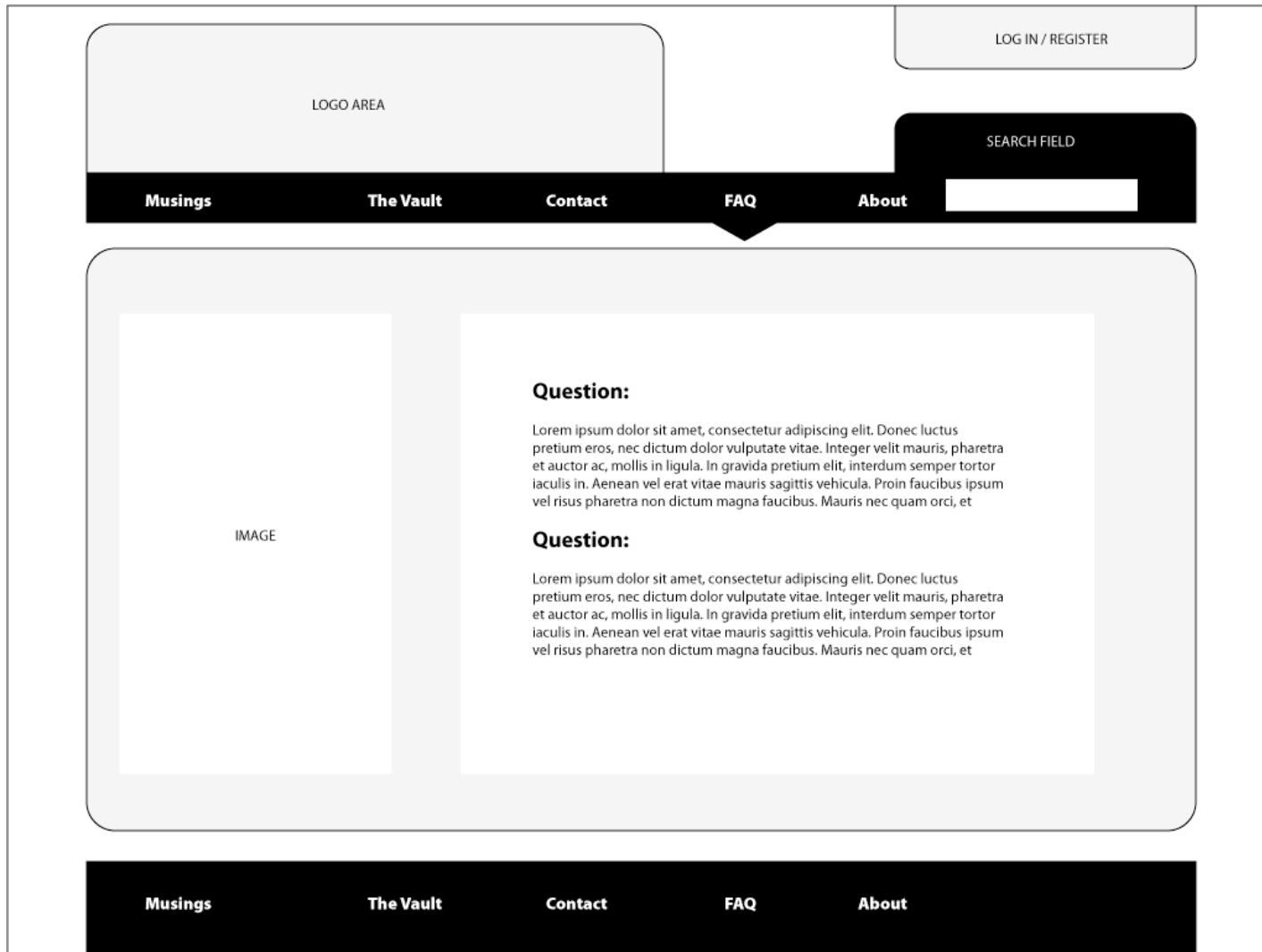
Musings The Vault Contact FAQ About

Contact – a contact form for e-mailing Mike, used for just asking a question of Mike without having to register or log in.

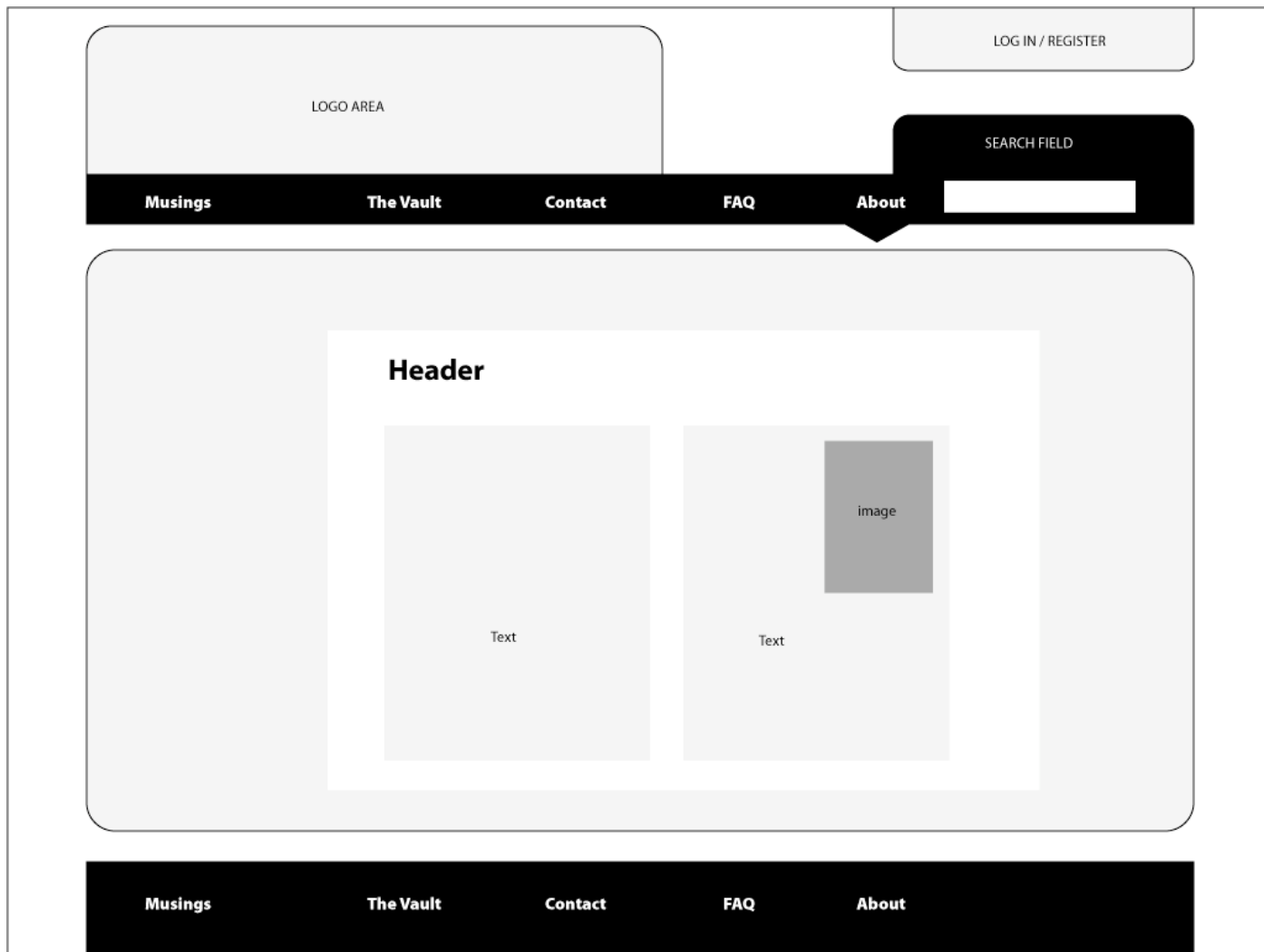
The wireframe shows a contact form page with the following elements:

- Header:** A light gray rounded rectangle labeled "LOGO AREA" on the left and a button labeled "LOG IN / REGISTER" on the right.
- Navigation:** A dark horizontal bar with white text links: "Musings", "The Vault", "Contact" (highlighted with a white downward-pointing triangle), "FAQ", and "About". To the right of these links is a dark rounded rectangle labeled "SEARCH FIELD" containing a white input box.
- Main Content Area:** A large light gray rounded rectangle containing:
 - On the left: A white box labeled "IMAGE / SUPPORTING TEXT".
 - On the right: A white box titled "Talk to Mike" containing a form with the following fields:
 - "First Name:" with a text input field.
 - "Last Name:" with a text input field.
 - "E-mail Address:" with a text input field.
 - "Message:" with a larger text area.
 - Below the message field is a gray rounded button.
- Footer:** A dark horizontal bar with white text links: "Musings", "The Vault", "Contact", "FAQ", and "About".

FAQ – A simple page with answers to frequently asked questions. This may possibly be built using a jQuery accordion menu



About – a page with some background info about Mike and the purpose of this website.



Color Study:

Mike's Comic Vault

Log In:
Username:
Password:

Search

- [News](#)
- [The Vault](#)
- [Contact](#)
- [FAQ](#)
- [About](#)



Header Text

Sub-head

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur ac diam ac nisl blandit tincidunt in ut lectus. Etiam id turpis nisl. Aliquam elit lorem, blandit nec pellentesque viverra, condimentum a libero. Integer eleifend dolor et dui imperdiet consectetur. Maecenas interdum, lacus in dignissim lacinia, lacus sem consequat enim, quis placerat lorem lorem in felis. Proin pretium orci ac libero rutrum at eleifend odio viverra. Fusce rhoncus nisi sed velit rhoncus

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur ac diam ac nisl blandit tincidunt in ut lectus. Etiam id turpis nisl. Aliquam elit lorem, blandit nec pellentesque viverra, condimentum a libero. Integer eleifend dolor et dui imperdiet consectetur. Maecenas interdum, lacus in dignissim lacinia, lacus sem consequat enim, quis placerat lorem lorem in felis. Proin pretium orci ac libero rutrum at eleifend odio viverra. Fusce rhoncus nisi sed velit rhoncus

- [News](#)
- [The Vault](#)
- [Contact](#)
- [FAQ](#)
- [About](#)

Table definitions for Mike's Comic Vault

Table name: Comic_Books – data type – *Data*

This table will essentially be the central catalog of all the comic books for sale by Mike. The table will store all relevant information comic book collectors would need to know in order to place a bid.

Field Name	Key Type	Field description	NULL	Data Type	Length
product_ID	PK	Auto incremented PK	No	INT	
comic_title		Title of the comic book	No	VARCHAR	150
comic_issue_num		The issue number of the individual comic book	No	INT	4
comic_publisher		The name of the comic book publisher	No	VARCHAR	150
comic_condition		The condition of the comic book using the Overstreet Grading Scale.	No	VARCHAR	5
comic_description		A brief description of the comic book, the characters or other significant	No	VARCHAR	500

		info related to the identity of the comicbook			
comic_price		The asking price for the Comicbook	No	Decimal	6,2
comic_image_name		The file name used to display the detail image and the thumbnail image. Thumbnail images will be in a separate folder but share the same name as the detail image		VARCHAR	50
category_ID	FK	This will define whether the comic book is a Silver Age, Gold Age, Manga or Underground comic. It will also serve as the foreign key, linking the Categories table to the Comic_Book table.			

Table Name: Categories – data type – *validation*

This table is a validation table; it stores the category names of each of the four groups of comic books being offered for sale.

Field Name	Key Type	Field description	NULL	Data Type	Length
category_ID	PK	Auto incremented PK	No	INT	
category_name		Stores the name of each grouping an individual comic book belongs. (Golden Age, Silver Age, Manga or Underground).	No	VARCHAR	11

Table Name: Users – datatype - *data*

This table stores the user information, gathered when a user registers to the website, logs in or makes a bid on a particular book.

Field Name	Key Type	Field description	NULL	Data Type	Length
user_ID	PK	Auto incremented PK	No	INT	
first_name		Stores the user's first name	No	VARCHAR	100
last_name		Stores the user's last name	No	VARCHAR	100
email		Stores the user's e-mail address	No	VARCHAR	150
street		Stores the user's street address	No	VARCHAR	50
city		Stores the user's city	No	VARCHAR	50
state		Stores the user's state	No	VARCHAR	13
zip		Stores the user's zipcode	No	INT	5
phone		Stores the user's telephone number	No	VARCHAR	13