

**Website Planning:** www.wellness-pendants.com

**Designer:** Scott McIntire

### Phase 1: The purpose of the Site

This website will serve as store front and informational website for the product: Wellness Pendants, a magnetic pendant that is used to promote health and a sense of well-being. The website will explain the principle of negative ions as they relate to these magnetic pendants and their role in encouraging a general sense of well-being.

Additionally for its main focus, the website will act as a store front for the client to sell these pendant, interact with his clients and market the Wellness pendants.

The majority of the clients business is done face to face or through word of mouth. He wants the website to serve as an enhancement to his one-on-one sales so he can direct potential clients to purchase a pendant later if his initial sales pitch doesn't work or if purchasers of his products want to share a link with a friend.

**Phase 2: Expected Outcome of the Web Site**

The desired outcome is to sell the Wellness Pendants, educate interested users on the principles of Negative Ions and get feedback from customers to better understand how to market to them.

**Phase 3: Target Market**

The target market for this product are those that have an interest in alternative medicines as well as users looking for ways to reduce the amount of stress in their lives. The main audience for this product will be woman, although not exclusively. There are several larger businesses that market a similar product to the Wellness Pendant proving that there is a market for this product.

## Phase 4: Managing Content

- Logo / header image
- Information on the properties of magnetic pendants and negative ions
- Product page
  - Product images
  - PayPal links
- Client testimonials page
  - Feedback form
- FAQ page
- About wellness-pendants.com page
- Contact form

**Phase 5: Mapping Out The Site**

*Show the flow of the site by making a flowchart showing the pages of the site and wireframes of individual pages*

See Attached Flow Chart and Wireframes

## Phase 6: Development and Design Requirements

*Decide at the beginning what colors, fonts, graphical treatments and programming should be used throughout the development of all pages.*

**Fonts:** Verdana, Trebuchet MS

**Body text** - Verdana .75em

**Menu Text:** Verdana .85em

**Header, sub-heads – Trebuchet MS Bold**

**Logo Text:** graphic file

**Programming:** XHTML/ CSS, php, Javascript, JQuery

### **Color:**



-Background color, Side menu links: #FFF



-Menu bar, sidebar, H1 H2, footer menu: #bac6b7



-Rollover color: #666



-Text color: #595554

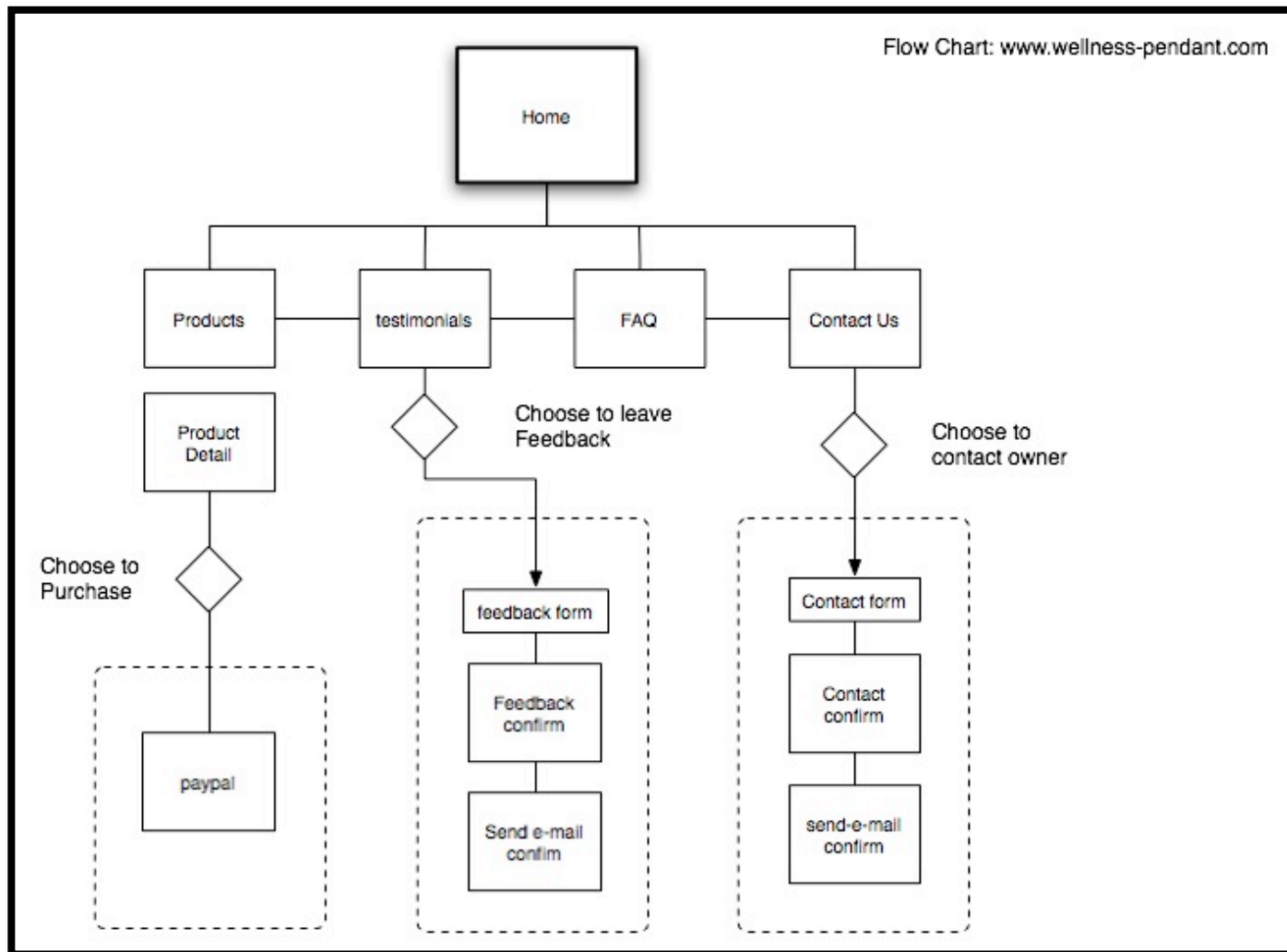
**Phase 7: Site Testing**

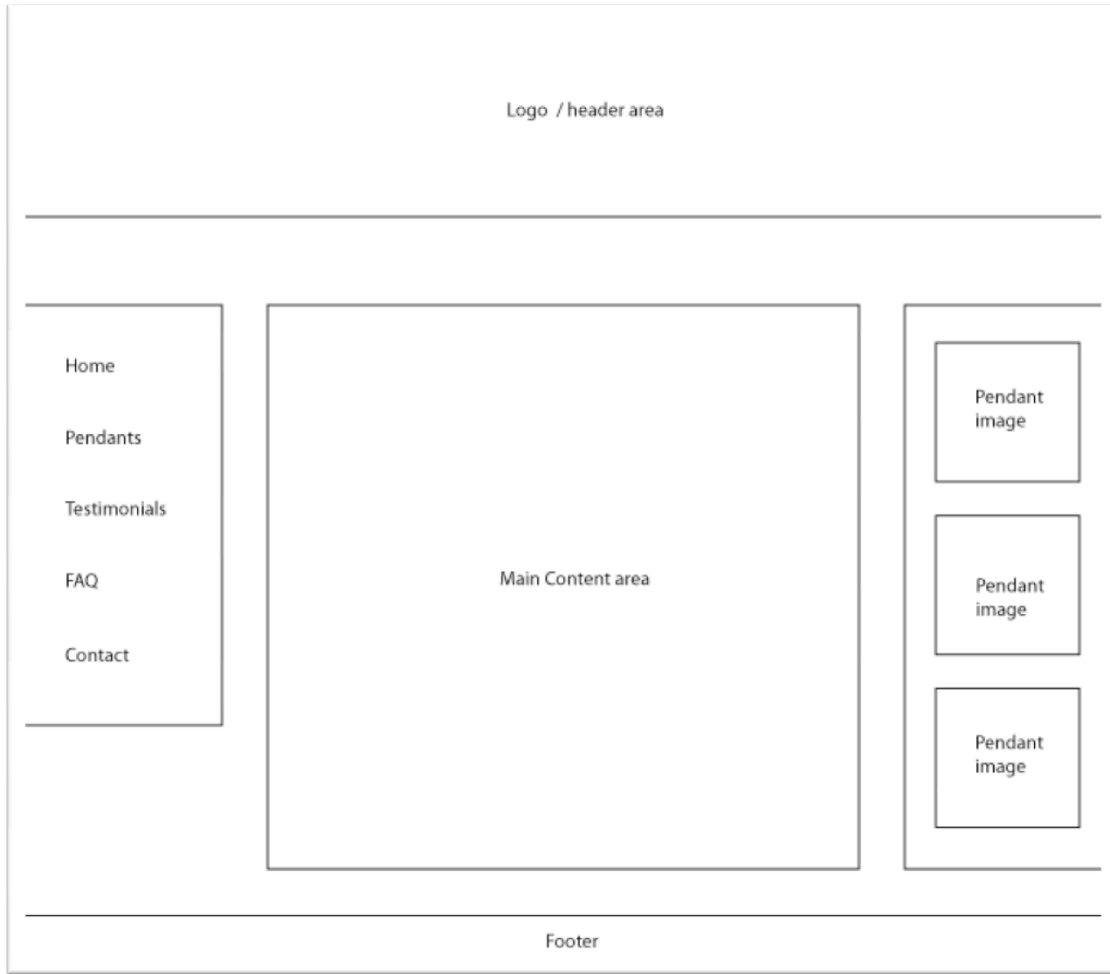
I will test the website on all the major browsers in addition, I have access to a PC and a Mac, so I can see how the web site displays on both platforms. All PHP will be tested on a local web server before deployment

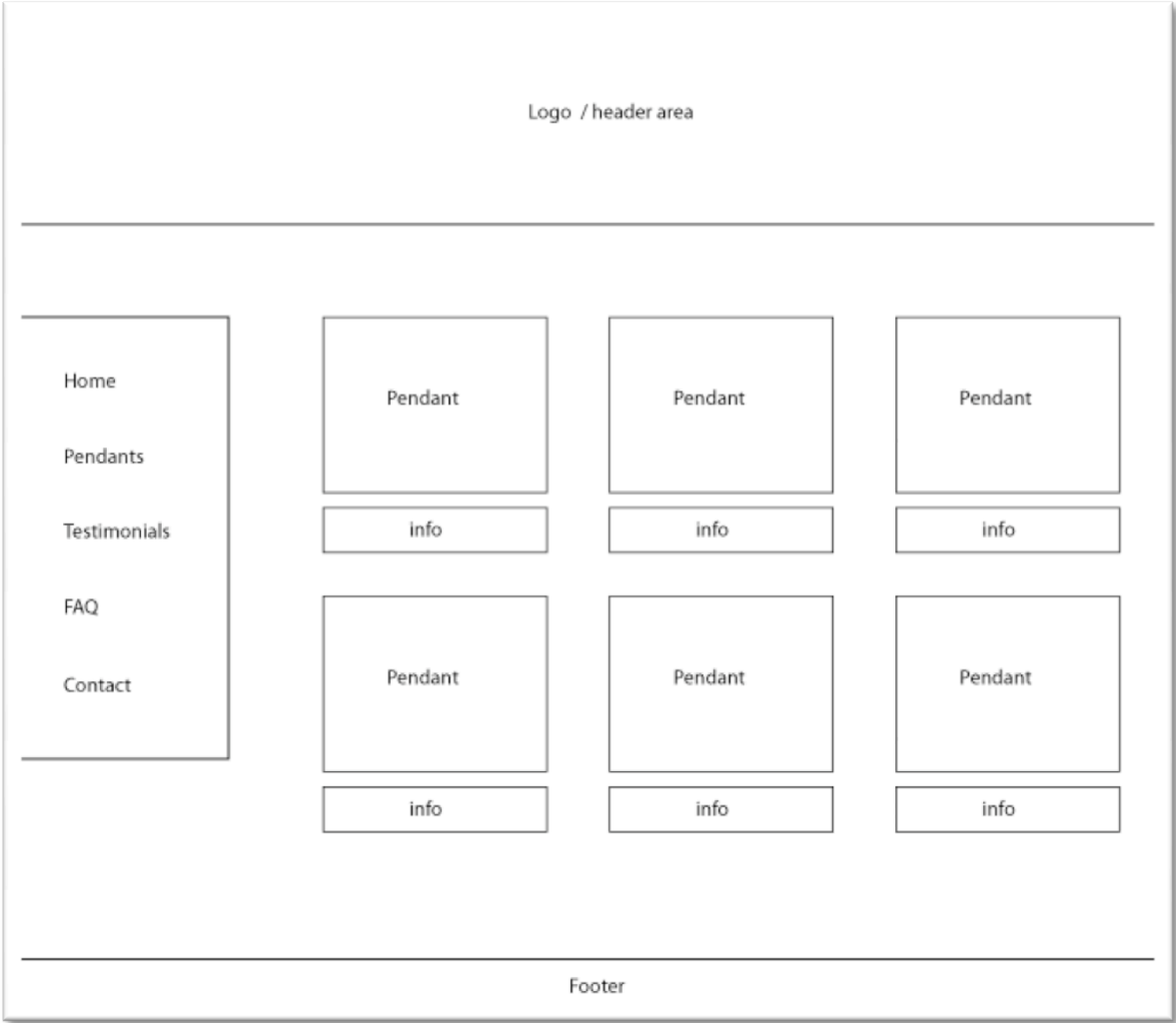
**Phase 8: Site Deployment**

I will upload the web site to the client's web server.

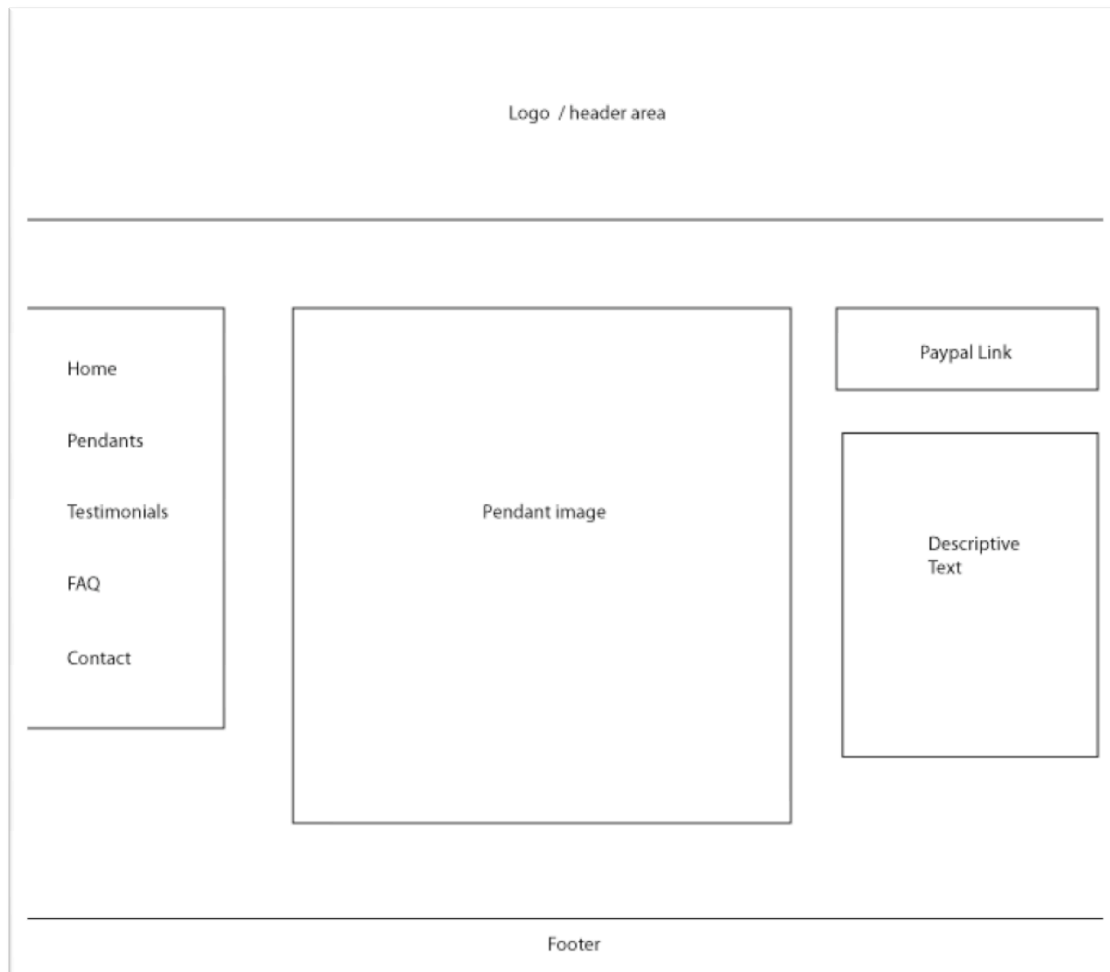
## Flow Chart / Information Design:



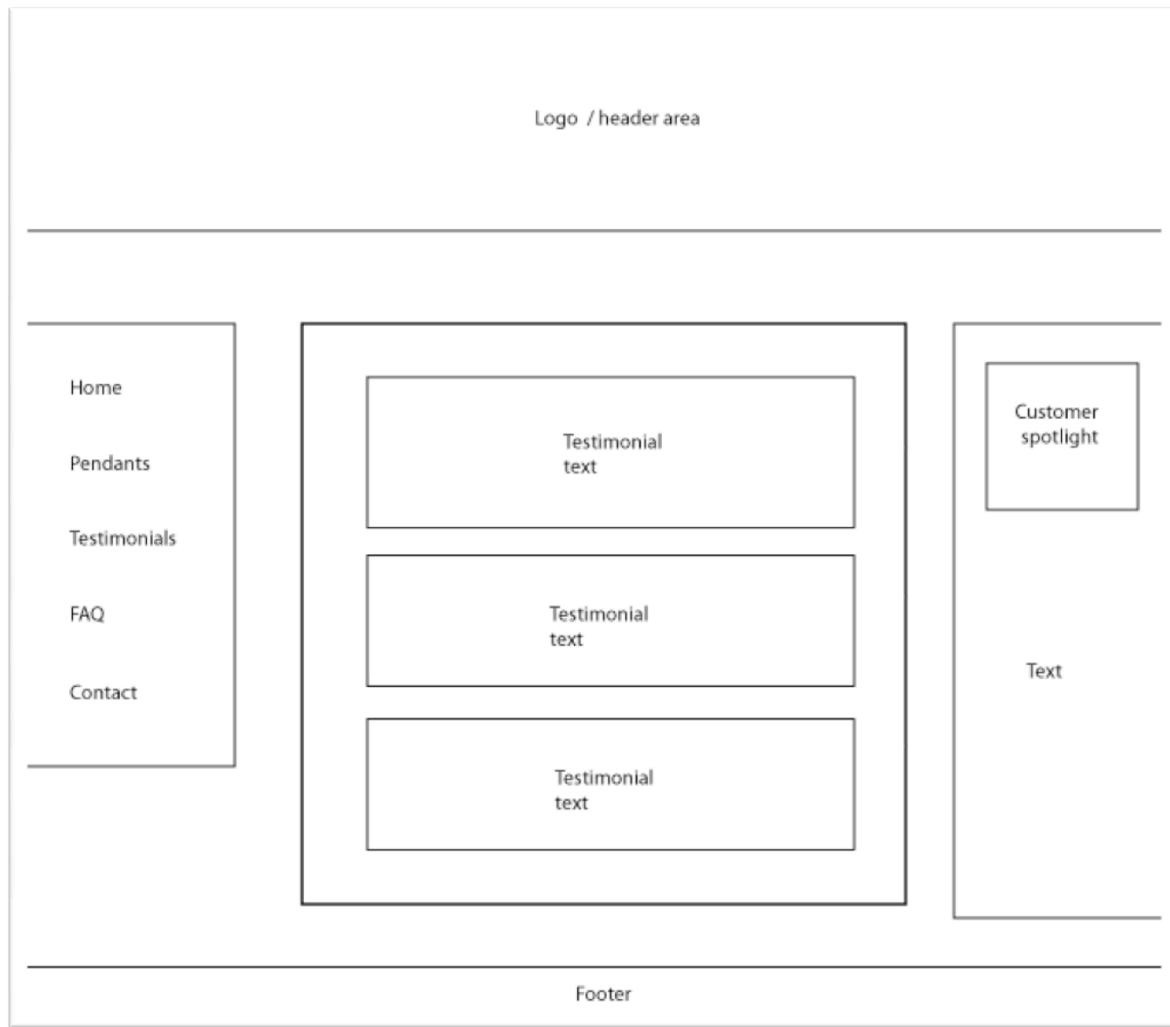




## Pendant detail page



## Testimonials Page



## Feedback form

Logo / header area

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Feedback form

Home

Pendants

Testimonials

FAQ

Contact

Name:

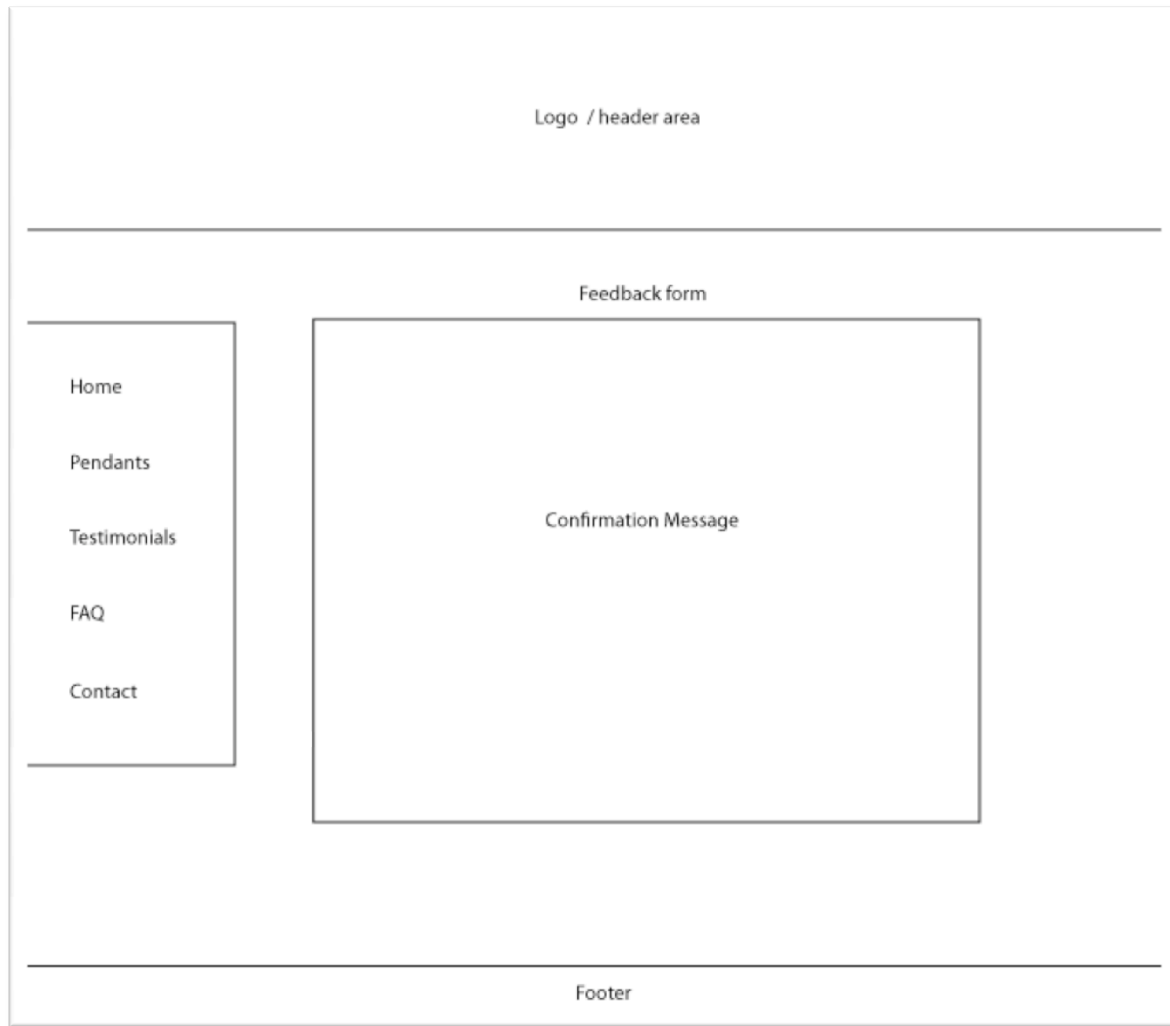
E-mail:

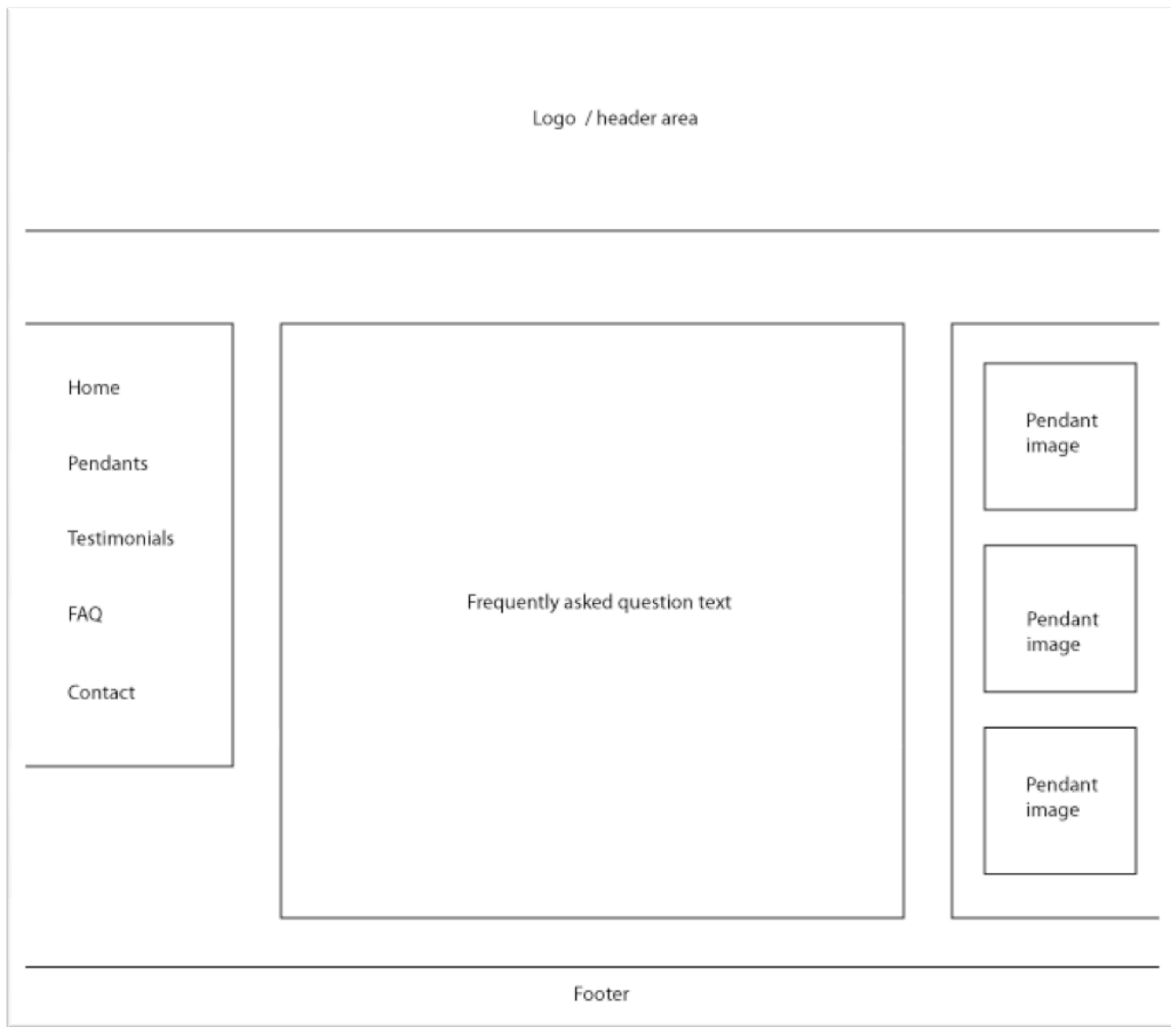
Your Feedback:

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Footer

## Feedback confirm page





## Contact page

Logo / header area

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Contact Us

Home

Pendants

Testimonials

FAQ

Contact

Name:

E-mail:

Message:

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Footer

## Contact confirm page

