

SMITHVILLE BOWLING WEB SITE SPECIFICATIONS

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CIS141 Intro to Web Development
Spring 2015**

Date: June 8, 2015

To: Jon Smith, Smithville Bowling

From: Sujin Ryu, Project manager of Webarts

Project: Updating Smithville Bowling Web Site

Thank you for your time and trust in our company to have this project. The opportunity to work with you is honorable for our company.

For your review and comment, the attached Site Specification Document will provide a more detailed analysis of current Smithville Bowling web site and the proposed site.

The Site Specification Document contains an overview of web site requirement, search engine optimization, and brief descriptions of each web pages. The document also discuss about Smithville Bowling web site overall style and layout including three examples of wireframe, site folder structure, and additional requirements.

The future updated web site improves organization, readability, and convenient. It will be more informational than current web site so that the customers will be easier to get information about the company.

We look forward to meeting you on June 11, 2015 at 3p.m. at the meeting room 305 to discuss the proposed site that we have provided. Please feel free to contact us if you have any questions, 425-123-4567 or sujin.ryu@webarts.com.

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Acceptance

Smithville Bowling Web Site Specification

Proposed domain name: www.smithvillebowling.com

1.0 OVERVIEW OF WEB SITE REQUIREMENT

The new site will perform the following function for your business:

"We want people to find our products by searching the web. The site will provide detailed information about the products and enable visitors to make on-line purchases."

2.0 SEARCH ENGINE OPTIMIZATION

- The website should be accessible to search engine spiders and be coded with good on-page search engine optimization.
- The designer should propose separately a budget for link building required to make the site reasonably competitive in the target market.

3.0 LIST OF PAGES

3.1 Home Page

The home page will give visitors an overview of Smithville bowling's services.

3.2 About Us Page

This page will be distributed to two pages. The first will provide a details about the Smithville Bowling including directions and a company's history. The second will contains contact information.

3.3 Bowling Page

This page will give an overview of bowling services.

3.4 Roller skating information page

This page will give an overview of roller skating services.

3.5 Reservation page

This page will give options of reservation.

3.6 Food & Event page

This page will have a food page providing food & drink menus and event planning page.

3.7 Asteroid Climb for Kids page

This page will give an overview of asteroid climb for kids.

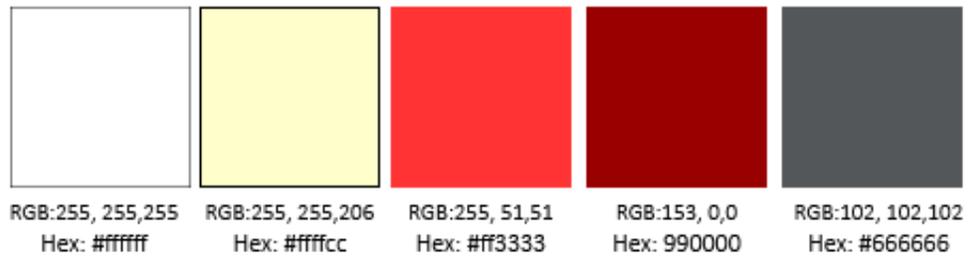
3.8 Testimonials & Fund page

This page will give details about the corporate testimonials and upcoming fundraisers.

4.0 STYLE AND LAYOUT

4.1 Overall Style

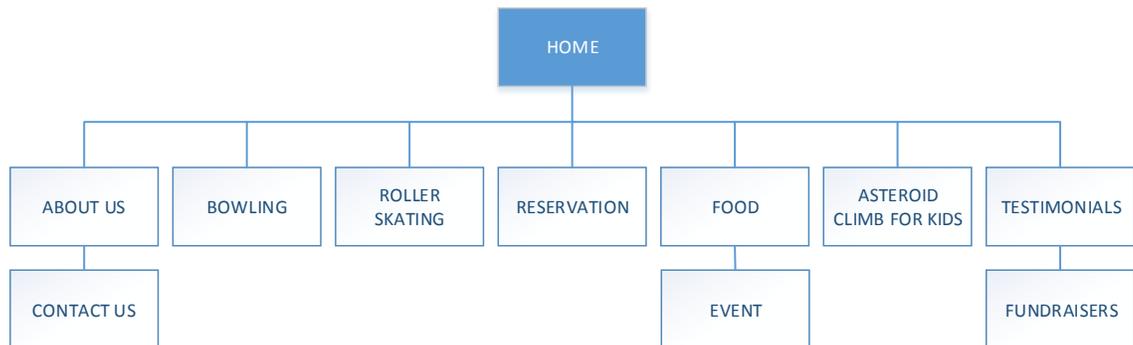
To present the color scheme of the website, the example below gives the graphic concept. The color scheme using within the site is:



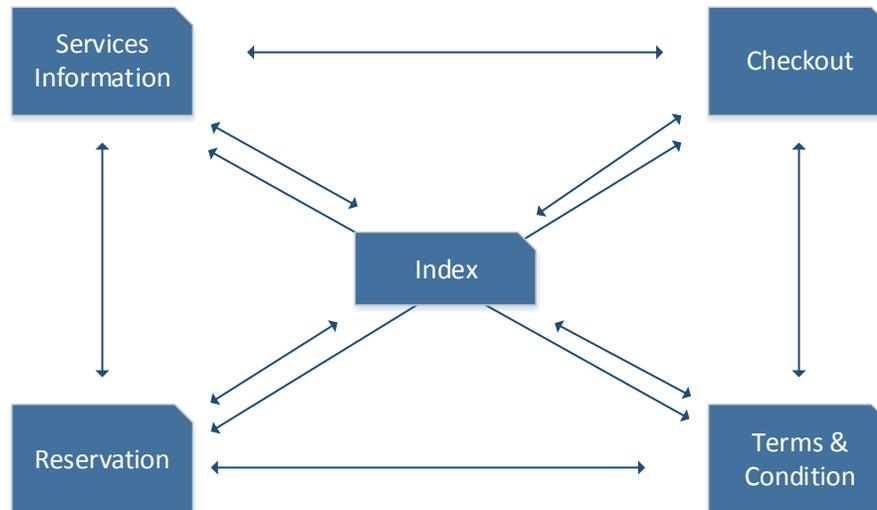
| RGB Color | Hex Value | Description | Usage |
|---------------|-----------|-------------|--|
| 255, 255, 255 | #FFFFFF | White | Information background Possible rollover highlight for navigation |
| 255, 255, 206 | #FFFFCC | Light lemon | Header background |
| 255, 51, 51 | #FF3333 | Bright red | Title font color |
| 153, 0, 0 | #990000 | Burgundy | Navigation background |
| 102, 102, 102 | #666666 | Dark Grey | Font color |

4.2 Navigation

A navigation bar is included on all pages. The navigation bar will include links to the home page, about us/contact us, bowling, roller skating, reservation, food/event, asteroid climb for kids, and testimonials/fundraisers.



Hierarchical Representation of Navigation ↑



Cross-page or Matrix Representation of Navigation ↑

4.3 Font Selection

We selected Berlin Sans FB and Segoe UI typefaces as font usages. The example of fonts will give an overview of font selection for each usage.

Lynnwood Bowl & Skate

The header font will be using Berlin Sans FB font with 24 point size like example above. The font for header will be normal, not bolded.

Home, About US, Bowling, Roller Skating

The font for navigation text will be using Segoe UI with 13 point sizes. When the text is clicked for linking each page, the text will be bolded with same size.

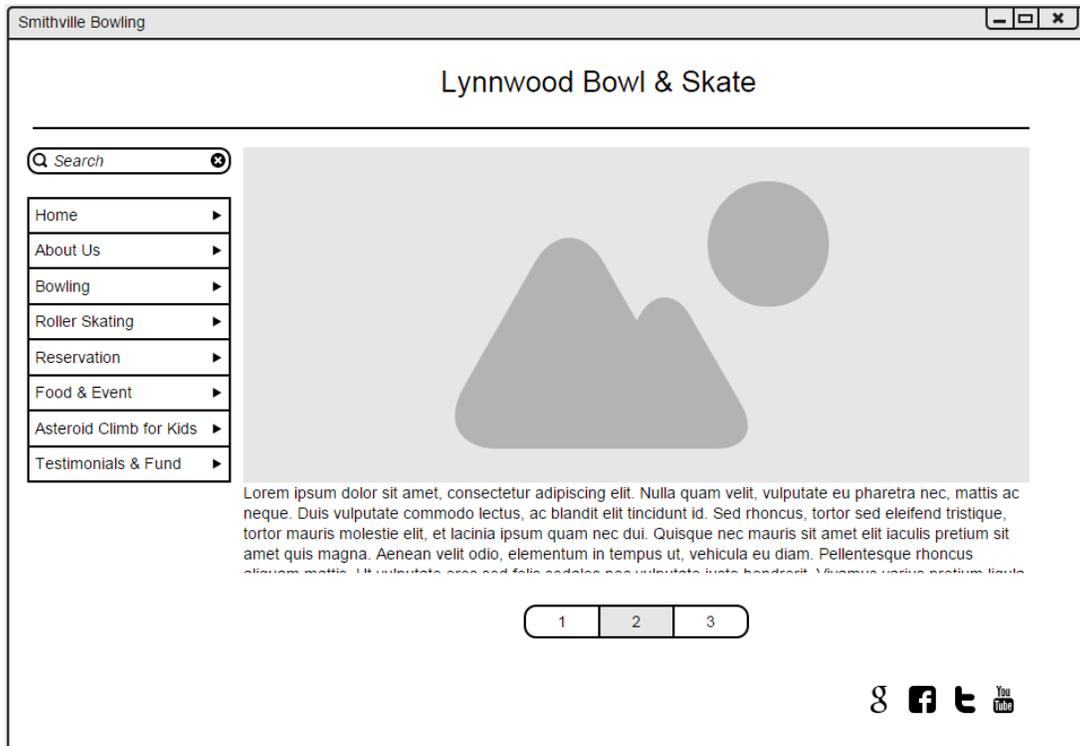
Paragraph, Subtitle, Title

The font for paragraph and title will be using Segoe UI as well. The title font will be 15 point size, subtitle will be 13 point size, and the paragraph or information text will be 11 point size. These font will not have any text effect such as bold or italic.

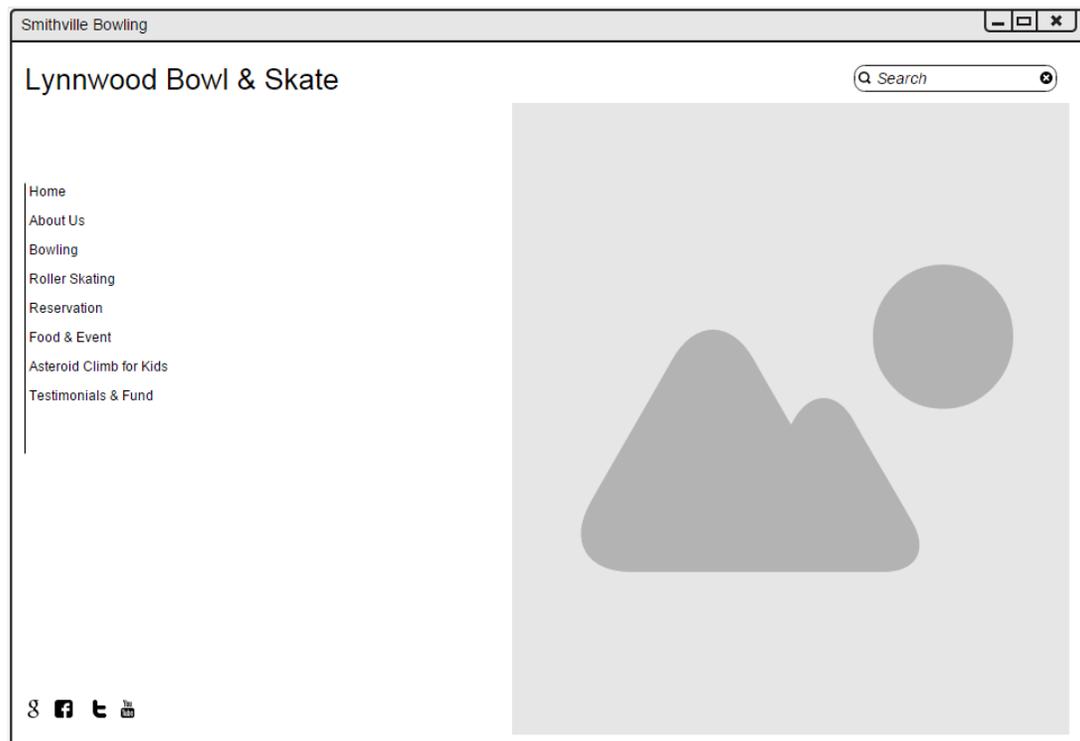
5.0 SITE LAYOUT

5.1 Wireframe

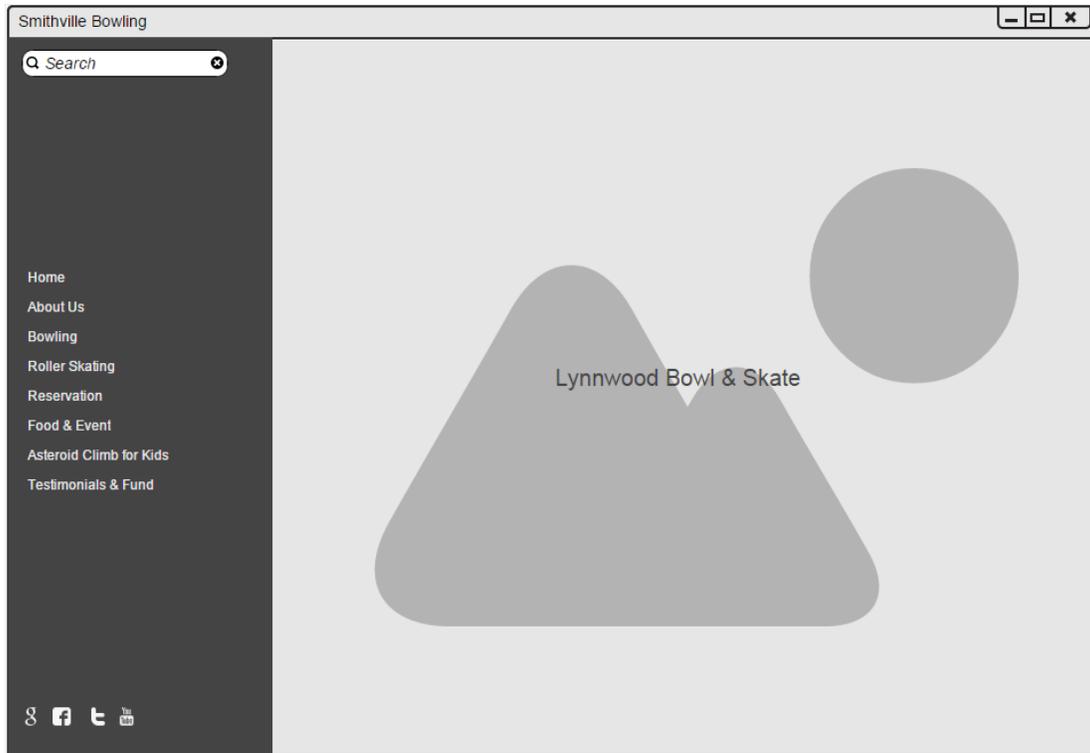
There are three examples of wireframe. As Jon Smith, the owner of Smithville Bowling, referred that he wants their navigation along the left side of the page would be better, all the navigations for wireframes are on the left side of the page. Each wireframes have Google plus, Facebook, Twitter, and YouTube icons that link to the pages.



The first example of wireframe has three big image of the company and a paragraph about the company on the bottom of the images. The three buttons are for selecting images that the users can see the company. The navigation buttons are composed with follow-up arrow symbols that allow to go more details.



The second examples of wireframe has a half size image on the right side of the page. The navigations do not have buttons but the texts are linked to each pages.



The third example of wireframe is highly recommended for the web page. The navigation bar will be left side and a big image of the company will take whole space of the page. Since the image will be huge and not grey scale, navigation bar will not have any decoration to make it simplify.

5.2 Site Folder Structure

Starting from index.htm, each pages have a folder under the index folder. Each HTML document relating to a single subject matter and each file, graphic, downloads, or multimedia files, needed to complete HTML document of the subject are placed in a separated directory. To give an overview of site folder structure, I wrote up an example of Directory by Function organization for updating Smithville Bowling Web site project.

- 📁 Index.htm
 - image.jpg
 - FBicon.png
 - GoogleP.png
 - Twitter.png
 - YouTube.png
 - 📁 AboutUs.htm
 - BowlingSkate.gif
 - Historypic.gif

- Hlstorypic2.gif
- 📁 Bowling.htm
 - Bowling.gif
 - BoEquipment.gif
- 📁 RollerSkate.htm
 - Rollerskating.gif
 - RoEquipment.gif
- 📁 FoodEvent.htm
 - Cocktail1.gif
 - Cocktail2.gif
 - MeetingRoom.gif
- 📁 Reservation.htm
 - timetable.gif
- 📁 AsteroidClimeKids.htm
 - promotion.gif
 - Info.gif
- 📁 Testimonials.htm
 - Coverletter1.gif
 - Coverletter2.gif
 - Coverletter3.gif
 - Fundinfo.gif

6.0 ADDITIONAL REQUIREMENTS

6.1 Accessibility

This site must comply with the standard of accessibility contained in W3C WAI (World Wide Web Consortium Web Accessibility Initiative) level A Guidelines.

6.2 Valid Code

All code on the site should validate to W3C (World Wide Web Consortium) specifications.

ACCEPTANCE

Smithville Bowling, LLC.

Company name

Jon Smith

Full name

Owner & Operator

Title

Jon Smith

Signature

06/08/15

Date

webarts, Co.

Company name

Sujin Ryu

Full name

Project Manager

Title

Sujin R

Signature

06/08/15

Date