



Planning Documents

Responsive Design Webpage

PUZZLES BY THE PRINT WEBSITE STATEMENT

Puzzles By the Print specializes in creating puzzles from images. Customers can upload their own images, chose an image of a famous piece of art, or choose a seasonal image to be made into a puzzle.

The goal is to create a tangible memory, making the puzzles great gifts. In putting together the puzzle, created from the image of a memory, customers will be making new memories.

The website serves as a place where customers can find and order from us, find out why we are a better choice than competitors, and see testimonials of happy customers.

DOCUMENTS

TRANSLATE WEBPAGE NEEDS TO CONTENT

- Website Analysis
- Content Analysis
- Content Outline: <h> tag diagram

TRANSLATE CONTENT TO LAYOUT

Wireframe

DESIGN LAYER

- Style Choices
- Photoshop Artboards with Responsive Layout

Website and Content Analysis

AS-05 Content Outline

Select one of your Website Designs from AS-04 and develop it here.

For your selection COPY this from the AZ-04 Website-Section-Design Worksheet

Website Name	Puzzles by the Print
Business	
Website Purpose	make custom puzzles out of pictures
Website Goals	To have people either buy already uploaded pictures for puzzles or they can upload their own pictures
What makes your biz different	Can choose from famous art or do your own
What do visitors want?	<p>personalized gifts</p> <p>Wants to be the hero of gift giving - gives the best gift.</p> <p>How long does the process take.</p> <p>What is the quality like?</p> <p>Is it hard to create my own puzzle? ie what kind of photo do I need.</p> <p>What is offered additionally? frames, if so what size, glue, glue squeegee</p> <p>Think of deals/promos/offers; limited edition?</p>
What action do you want users to take?	To buy either premade puzzles or create their own.
Website Type	card based

What is going on the page? In what form? In what container?

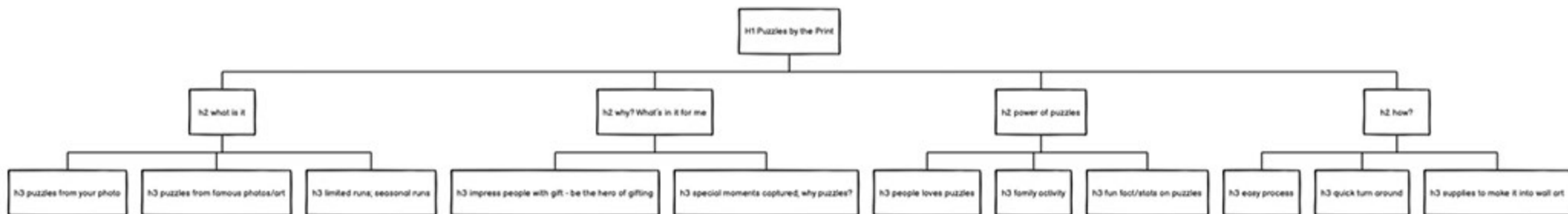
Will be used for layout thumbnails - What is the placement and proportion of elements

WHAT

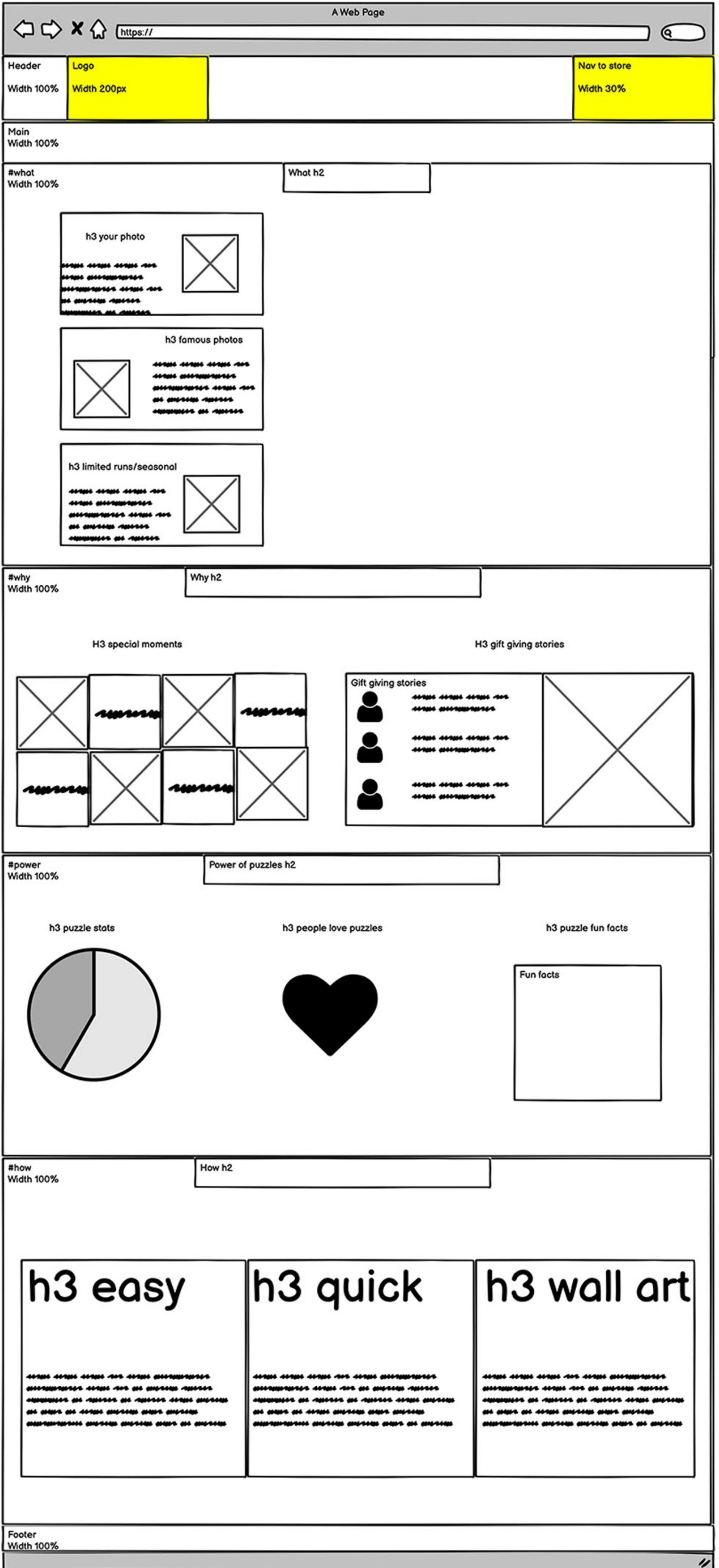
CONTENT LIST

Content	Form	design/build information
Header	name	
Call to Action	"Picture perfect moment? Puzzle it"	
Nav	<ul style="list-style-type: none"> ready made shop customize 	
footer	<ul style="list-style-type: none"> copyright custom service 	
content page 1	<ul style="list-style-type: none"> ready to order ships ready to order lighthouses ready to order animals 	
Content page 2	How to get personalized puzzles	instructions, examples, size suggestions(?)
reviews	Testimonials	


Content Outline: <ht> tag diagram



Content Layout Wireframe:



Website Style Guide

Brand Words	Colorful and lighthearted
Design Ideas	<ul style="list-style-type: none"> • Pictures • Define sections with different colors • Two colors for each section, a darker main color and a lighter shade of that color
Existing Logo	
Typography: Headings	Helvetica, a sans serif font that to some gives a clean and modern look. The typeface is known for its functional invisibility.
Headings graphics	No headline graphics
Typography: Text	Helvetica
buttons	
favicon	
icon set	
Image treatment	<ul style="list-style-type: none"> • People being together, happy, doing puzzles
section background textures	



Desktop Photoshop Composition

Artboard 1

Puzzles by The Print

What you can do

Your Photo
Upload your favorite photo and create a new memory.

Favorite Photos
Have a favorite memory or photograph? Puzzle it!

Seasonal Fun
Check out our seasonal pattern (Photo) packs.



Why gift puzzles

Together
Laughter
Joy

Gift Giving Basics
Get my team a puzzle of the last season and everyone can "Puzzle" with the memories. Best time, best place, best memories. Who knew?

These always loved Photos in "Seasonal" and now I can have fun by giving them. Why for yourself, right?

We will have memories and fun from trying to put something our family can be together. We had so much fun putting our family photo, we had to get another one. Love to get other gifts to spend time with you.

Puzzle fun!

People love puzzles!

People love fun!

People love fun!

What you can do

Easy
Quick
That too

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Artboard 2


Puzzles by The Print

What you can do

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People love fun!

What you can do

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© 2014

Artboard 3

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