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| Ravix Design Partners LLC  Design Proposal for Sully’s Fishing Charters |
| [YOUR NAME] IS1500 – <Semester> |

# Background

[Describe the background of your client and the main needs of the website; a couple of sentences is enough]

# Requirements

## Users

[describe the users who you expect will visit the website]

## Use Cases

[what will the users want to do on the site? How did you come up with those uses? Be sure to express your use cases in the format “As a <user>, I want to <goal> so that <purpose>”; be sure to list different scenarios that must be considered when designing the website, for example, half-day charters, full-day charters, split groups, etc.]

* As a potential charter guest, I want to book a half-day fishing charter with friends, so that I can spend a day on the water and do what I love.

## Functional Requirements

[what specific needs do users have? Extract these from your understanding of the use cases]

* Book a charter online
* Find available dates and time slots
* List prices
* Show location of marina where charters depart
* …

## Non-Functional Requirements

[are there other considerations that are not listed above, e.g., mobile access, booking via smart phones?]

* Allow access from mobile devices and tablets, particularly iPad
* Keep credit card information secure
* …

# Design Specification

## Content Needs

[list the type of information that you will need to have on the website]

* Directions to marina with Google Map
* …

## Media Needs

[what kinds of media will you host on the site and why? Video? Images? Forms? Calendars? Blogs?]

* Blog summarizing recent fishing excursions
* Videos on how to rig bait, hooks, etc.
* …

## External Links

[what external website will you link to? why]

* Link to NOAA weather
* …

## Technology Recommendations

[how would you recommend that the website be built? Hosted? Maintained?]

## Page Flow

[create a page flow using Visio, LucidChart or another tool of your choice]

## Wireframes

### Main Landing Page

[paste a wireframe for the main landing page here; use Pidoco, Visio, LucidChart, or Balsamiq]

### Charter Booking Page

[paste a wireframe for the booking page here; use Pidoco, Visio, LucidChart, or Balsamiq]