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Background

Roslyn Boyar is a Naturopath in practice since 1992. Ros is a sole practitioner who specialises in Body Work, Herbal Medicine, Relaxation Massage, Reiki & Pranic Healing, Sound Therapy, Ear Candling and much more.

Ros currently operates two Melbourne-based practices treating many clients from all over Australia. These clients are treated for a variety of physical and / or mental conditions. Her product range varies from natural herbs to therapy kits. Ros is also a member of the Australian Traditional Medicine Society Ltd. (ATMS) and her qualifications include Certificate in IR, Diploma in RM, Diploma in Herbal Medicine and Bachelors Degree in Health Science (Naturopathy).

As a new way of promoting her business Ros has requested the design, development and implementation of a website. This project will enable Ros to provide a more effective service to her clients, as well as increasing her exposure to potential clients.

1. Goals

The major goal of the site is to provide users with a description of Ros' treating methods, services and products. Current and potential clients will be able to obtain information directly from the website.

This will include:

- General information about Naturopathy
- A brief overview of Ros' background and qualifications
- A history and explanation of the various therapies offered. A range of PDF documents will be available for general users to view and download.
- A list of illnesses that can be treated holistically / naturopathically
- Information about some of the products that are available; their uses and benefits. The product range will not be sold directly from the website
- Testimonials from satisfied clients
- Contact information, including address, phone and fax numbers, email address and business hours.

- An enquiry form which will allow comments and questions from users.
- A Search facility to allow users to search within the website
- A randomly generated 'Health Tip' which will provide users with home remedies for common ailments.

The website will include a linked database and a content management system. This will allow the contents of the website to be easily managed and updated. There will also be a login system, which will allow varying privileges to be assigned to different users of the website.

2. Success Measures

The major measure of success will be the number of visitors to the website each day which may result in an increased client base. The expectation is that new clients will find the website in 4 different ways:

- Business pamphlets
- Search engines
- Business card
- Media releases

It is difficult to estimate the average number of visitors to the site, but the business will receive more exposure and significant growth is predicted. The number of hits to the website will be measured by the 'c-panel' software supplied by the host. The 'c-panel' is an administration tool provided by most hosting providers which allows users to configure their own accounts. The value of the website will be measured by the number of hits that result in business opportunities.

3. User experience

Users will find using the site a pleasant experience. They will be able to find details about Naturopathy, a brief history and explanation of the various therapies, types of illnesses that can be treated, and the benefits of use. They will also be able to contact Ros by a phone, email, fax and an enquiry form.

3.1 Audience definition

The major audience will be located within the Melbourne metropolitan area, but will also include regional areas as well as interstate. At this stage it is difficult to define the target audience, but based on current trends the clientele are predominantly women aged 35 years and over. The site may attract anyone interested in a healthy lifestyle and / or alternative therapies.

They may be:

- Current or former clients
- Anyone with a general interest in health
- Anyone with a physical and / or mental condition
- Anyone dissatisfied with conventional medicine

The computer skills of the audience will vary from novice to advanced, therefore the site should be easy to navigate.

3.2 Scenarios

Four major groups of audience have been defined. The characteristics of each group are outlined in the scenarios below:

Current or former clients

They may want more information about their illness or other related illnesses. They may view the other therapies offered, and may view or download health related PDF documents. Current clients who are registered may have special access to more specific files related to their condition.

Anyone with a general interest in health

For these people, there should be information about the various traditional medicines and therapies, as well as a list of illnesses and their symptoms. There will be further information about the various types of remedial and relaxation massages offered.

Anyone with a physical and / or mental condition

These people will want to be assured of the quality of services offered by Roslyn Boyar. They will want to know about Ros' qualifications and background. They will also be interested in finding out about Ros' ways and methods of treating their own specific condition or illness. Testimonials from other clients with a similar condition (if available) would be an added advantage.

Anyone dissatisfied with conventional medicine

This group of people will want to find information about the history of traditional medicines and Naturopathy. They will be interested in knowing further details about the traditional way of treating their condition, and how effective it is. They will also need reassurance that these treatments are of the highest quality and won't have any side effects.

3.2.1 Scenario example:

Jenny has been unwell for quite some time now. Her symptoms are often vague and somewhat varied, and don't seem to match any one specific illness. She has been in and out of doctor's surgeries so frequently that they are starting to feel like her second home. Jenny has also been referred to numerous specialists, but so far no one has been able to pin point her particular problem, let alone the underlying cause for all this 'unwellness'. With all the medication she has been taking lately, Jenny is starting to feel like she 'rattles' every time she moves.

A colleague at work, sensing Jenny's frustration, suggests she try a natural alternative, such as Naturopathy. Totally fed up with getting no results from main stream medicine, Jenny decides to do some investigating of her own.

That afternoon, after returning home from work, Jenny gets on the Internet and does some serious browsing. After looking at several sites on natural medicine, she discovers the website for 'RosBoyarNaturopath'. The site was so calming to look at, Jenny was immediately enticed to explore the website further. The colours and the beautiful images of plants and herbs made Jenny feel like she had come to the right place. The navigation with the comprehensive drop-down menu made it so simple for Jenny to see at a glance what the website had to offer.

After browsing through some of the information on the 'About Us' page, the 'Illnesses' and 'Therapies' pages, as well as reading the testimonials, Jenny was so impressed she made a decision right then. She wanted to make an appointment to consult with Ros as soon as possible. She quickly clicked on the 'Contact Us' page, and was presented with several different ways to contact Ros. There was an option to send a message via the enquiry form, but Jenny was so eager to make an appointment, she simply got the telephone number and rang straight away.

It has now been two weeks since Jenny's initial consultation with Ros, and after two sessions of 'Raindrop Massage Therapy' and some nutritional advice, Jenny feels

better than she has for a very long time, and believes she is now well and truly 'on the road to recovery'. She recommends the website to friends and family.

3.3 Competitive analysis summary

3.3.1 Strengths

- Roslyn Boyar is a trained and professionally qualified health care specialist able to provide services in a wide range of therapies.
- A well-established practice with a substantial existing client base
- There will be opportunities to reach a much broader audience by having an Internet presence, and promote services and products others businesses may not offer
- The website will appeal to a wide range of clientele by being pleasing to look at, user-friendly, easy to use, and feature an inbuilt Search facility that will enable users to locate information quickly.
- It will promote return visits by having a website that will load quickly since it does not contain an excessive number of images.
- Good customer relations will be fostered by providing a client login that will allow new and existing clients to receive specialised services.
- It will be positioned to respond rapidly to industry change.
- No affiliation with certain brands provides freedom of content and layout.

3.3.2 Weaknesses

- Lack of accessibility for those without Internet access.
- Must compete with other businesses with an already-established website.
- Website delivery lacks personal contact for visitors with enquiry.
- Not supported by well-known brand names.

3.3.3 Opportunities

- Establishing a web presence allows the business to widen its audience and produce growth by utilising modern advertising methods that are cost-effective.
- Providing services not commonly found on other websites, such as dynamically generated "Health Tips" and establishing "Client Login" benefits are likely to increase the business's market share.
- Opens up the possibility for other revenue sources, such as "on-line selling" of products.

3.3.4 Threats

- The business is governed by rules and regulations specific to the industry and there may be other sites not governed by these regulations that can offer service that the business would like to offer, but cannot.
- Other businesses may steal ideas on products, services, and website content or design.

4. Site content

The website will contain details of the therapies, services and products available from Roslyn Boyar. Clients will be able to access details of these online. The website will contain 7 main pages, these are:

1. 'Home' page

The 'Home' page will feature an overview and a brief history of Naturopathy. A randomly generated 'Health Tip' will be displayed every time the page is refreshed.

2. 'About Us' page

The 'About Us' page will provide specific information about Roslyn Boyar. This will include her qualifications and background, and an overview of her business.

3. 'Therapies' page

The 'Therapies' page will feature the various types of therapies practiced, including an explanation and brief history of each one.

4. 'Illnesses' page

The 'Illnesses' page will have details on many illnesses that can be treated naturopathically.

5. 'Products' page

The 'Products' page will provide details about the range of products available; their uses and benefits. The product range will not be sold directly from the website.

6. 'Testimonials' page

The 'Testimonials' page will contain several testimonials from clients who have been successfully treated by Ros, for a range of conditions.

7. 'Contact Us' page

The 'Contact Us' page will contain contact information, including address, phone and fax numbers, email address and business hours. An enquiry form will also be included.

4.1 Content grouping and labelling

There will be two major parts to the website. Information for general users and information for registered clients only.

4.1.1 General information

This will contain:

- An overview of Naturopathy and it's uses
- Background information about Roslyn Boyar
- Product information
- A list of therapies and illnesses
- Public PDF documents for viewing and / or downloading
- Client testimonials
- Enquiry form -
The Enquiry form will contain a field for users to type in their comments or questions.

4.1.2 Information for clients only

There will be a secure 'Client Login' on this website. Once registered, clients can access specific information related to the condition for which they are currently being treated. These will be in the form of PDF documents, which can be viewed and / or downloaded by the client.

4.2 Functional requirements

Users need to be able to browse the general information on the website as well as be able to search for more specific information.

4.2.1 Search facility

The 'Search facility' will assist users locate information contained within all sections of the website, with the exception of PDF documents.

A 'Search Bar' will be located at the top right-hand side of the screen and will be simple and easy to use. The user can type a keyword into the 'Search Bar', and then click the 'Go' button to process the search. The results of the search will then be displayed on a new page.

The keywords will be searched for from within the database, anywhere within the contents of a web page. Searches will not be case-sensitive. The search results will be ordered by the frequency of the keyword. They will be displayed with a heading related to the keyword, and a small section of the text that is associated with it.

The search results will be easy to navigate. A maximum of ten results per page will be displayed as links at the bottom of the page. Users can view the results by clicking on these links.

4.2.2 Accessing other information

Users will be able to click on any of the navigation buttons or text links, which will then open a new page displaying further information.

5. Site structure

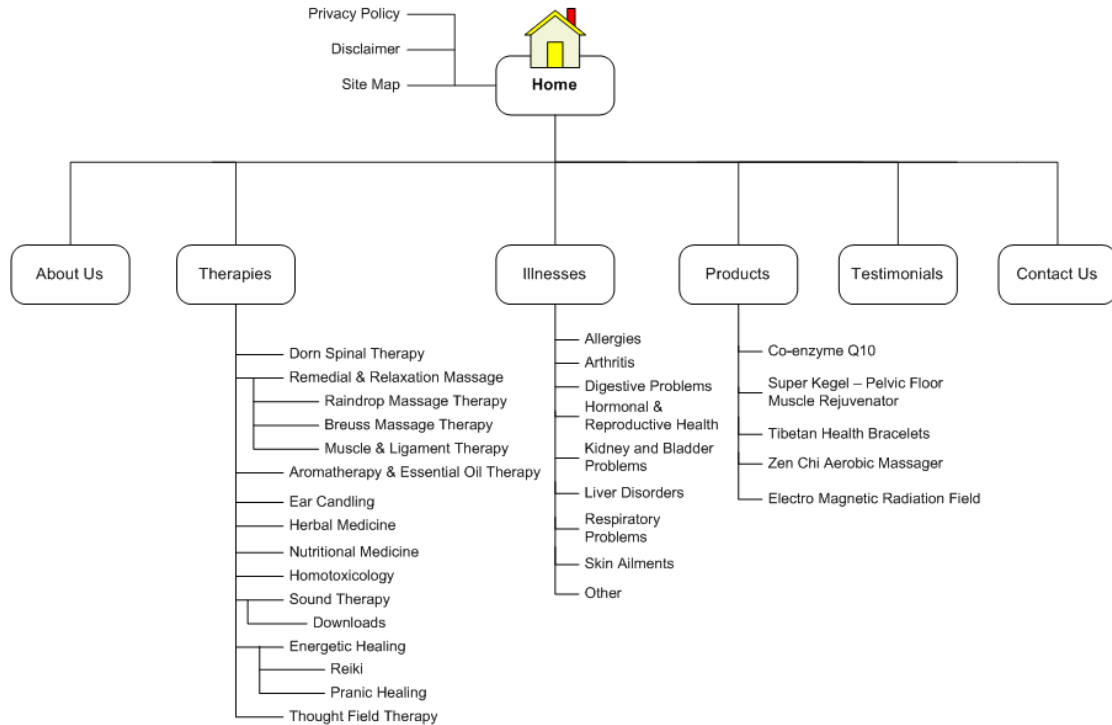
The website will be organised into a hierarchical structure, though this will not be evident to the user. There will be three types of user privileges which will be:

1. **Anonymous** – Privileges for an ‘anonymous’ user will be restricted to access to the general information area of the website and the search feature.
2. **Client** – Once a client has been registered they will have extra privileges assigned to them. They will have all the ‘anonymous’ privileges as well as access to a special ‘Client only’ page that will allow them to view and download health related PDF documents
3. **Administrator** – The administrator will have full privileges and access to all areas of the website. They will be able to manage the website dynamically, with ease, via the ‘Admin Login’ page.

5.1 Site structure summary

The structure of the website will be relatively simple, containing six main sub-pages extending from the ‘Home’ page. The ‘Therapies’, ‘Illnesses’ and ‘Products’ pages will have further sub-pages extending from them. There will also be three ‘global’ pages which will include the ‘Privacy policy’, ‘Disclaimer’, and the ‘Site Map’ pages.

5.1.1 Site Map – Front-end



5.2 Architectural blueprints

The following information relates to the relationship between the front end interface and the backend functionality.

5.2.1 External links

There will be two external links on the website. The first link will be <http://rosboyar.willau.com> and will be located on the 'Electro Magnetic Radiation Field' page (a sub-page of 'Products'). The second link will be <http://www.soudtherapyinternational.com.au> and will be found on the 'Sound Therapy' page (a sub-page of 'Therapies').

5.2.2 E-mail and mail functions

On the 'Contact Us' page, there will be 2 different methods to contact Ros electronically. The first method will use an email client such as 'Outlook Express' to send an e-mail directly to a specified e-mail address. The second method will be using an electronic enquiry form, which will be sent to a specified e-mail address via

the 'PHP mail' function. An 'Auto response' will be automatically generated and sent once the form is submitted.

5.2.3 Search facility

There will be a 'Search' bar located on every page of the website. Once a search is initiated, the contents stored in the database will be searched to retrieve the relevant results.

5.2.4 Health Tip generator

All of the tips for the 'Health Tip' will be stored in the database. Every time the 'Home' page is refreshed, a new tip will be randomly generated and displayed on the right-hand side of the page.

The administrator will be able to add, edit or delete these 'Tips' using the 'Tip Management' page.

5.2.5 Database

A linked 'MySQL' database will be used to store and retrieve information related to the website. All areas of the website will access the database.

5.2.6 Login system

A login system will allow users, once registered, to login into the system and access specific PDF documents assigned to them by the administrator.

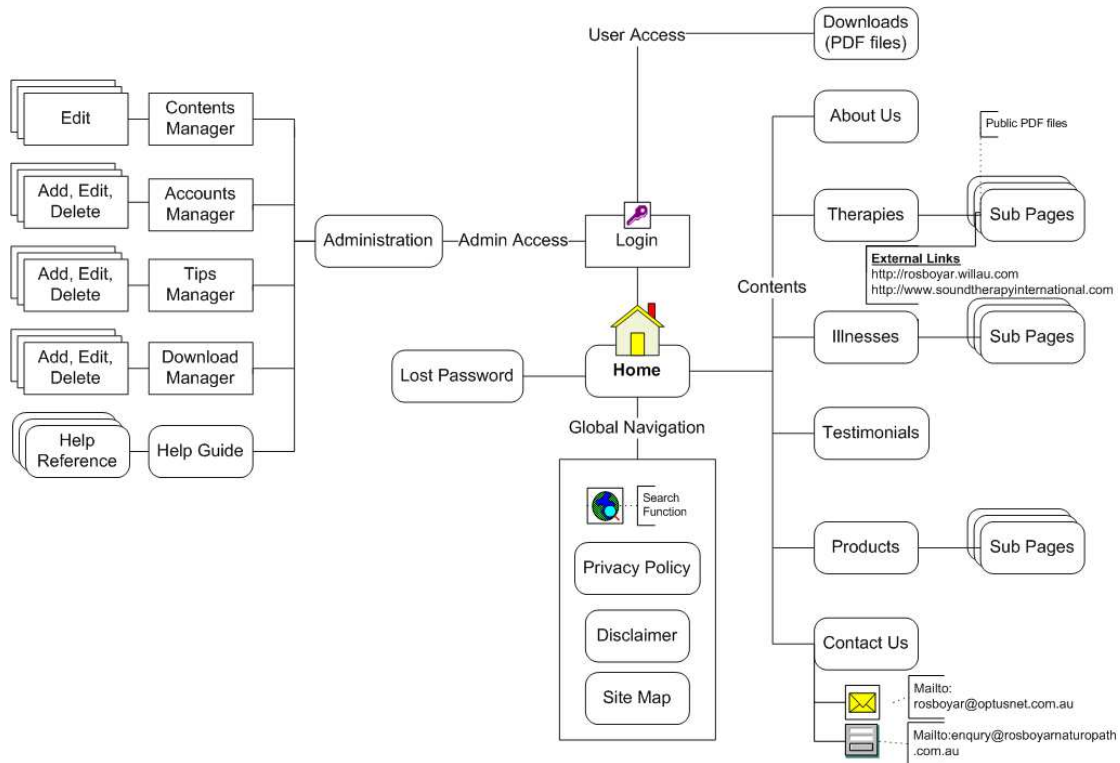
5.2.7 Content Management System

All the content of the website will be stored in a linked 'MySQL' database. When a web page is first loaded, the content will be retrieved from the database and displayed on the corresponding web page.

The administrator will be able to edit and format all of the page content using this system. To edit or format the content, the administrator selects the page to be edited and the content from that page will be displayed on the 'Edit Content' page. The filename, page heading, page content and brief content will be displayed on the 'Edit Content' page, as well as the editing tool bar.

Once the content has been edited, it will be stored back into the database and the updated content will be displayed on the web page.

5.2.8 Site Map – Relationship between front-end and back-end



5.3 Architectural summary

The administration of the website will be controlled via the 'Admin Login' page.

5.3.1 Administration Login and Client Account Management system

The 'Admin Login' is the first page of the administration area, and will be separate from the 'Client Login' page. It will use a secure login system, and a user cannot get past this page unless the correct login information is provided and verified.

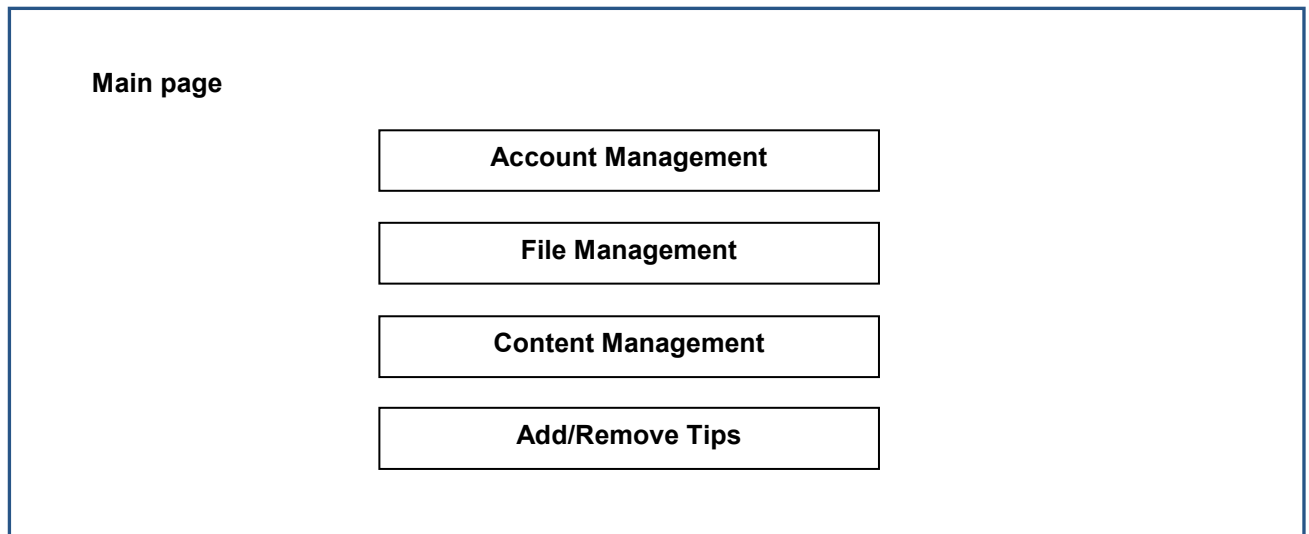
Admin Login

Username

Password

Once logged in, this is the 'Main page' the administrator will see. From here the administrator can follow the links to:

- Account Management
- File Management
- Content Management
- Add / Remove Tips



The 'Account Management' page is where the administrator can manage files available for client access. There are two different tools for the administrator to search for client accounts.

The first tool is for viewing client accounts by alphabetic characters. These will be generated according to the first letter of the client's username, and will only be listed if a username with that character exists. For example, the administrator creates the first two initial accounts. These are created with the usernames of 'John' and 'Mary'. Only the characters 'J' and 'M' will be listed. If the administrator clicks on 'J', then only the usernames starting with 'J' will be displayed, showing the account summary and available files for download for each client account.

The second tool is the text search. Here the administrator can locate client accounts by searching for username, first name, last name or email address. The 'View all' button will list all the client accounts and will be ordered alphabetically according to username.

Account Management

username
first name
last name
email

username beginning with: **J M**

Results per page

Account 01
Available files for download

Account 02
Available files for download

Page 1 **2** 3 4 5

The 'File Management' page is where the files can be managed and categorised. The files may be grouped into several different categories, or the administrator may choose to combine all the files into just one category. New categories can be created and categories can be renamed. From this page, the administrator can rename, delete and upload files, as well as move files from one category to another.

File Management

<p>Category 01</p> <p>Category 02</p> <p>Category 03</p>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Category 02 <input style="width: 50px; height: 20px;" type="button" value="Rename"/> <input style="width: 50px; height: 20px;" type="button" value="Delete"/></p> </div> <div style="margin-bottom: 10px;"> <p><input style="width: 20px; height: 20px;" type="checkbox"/> File 01</p> <p><input style="width: 20px; height: 20px;" type="checkbox"/> File 03</p> <p><input style="width: 20px; height: 20px;" type="checkbox"/> File 04</p> </div> <div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <input style="width: 60px; height: 20px;" type="button" value="Delete"/> <input style="width: 60px; height: 20px;" type="button" value="Rename"/> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 10px;"> <input style="width: 150px; height: 20px;" type="text" value="Upload new file"/> <input style="width: 60px; height: 20px;" type="button" value="Browse"/> </div> <p style="text-align: center;"><u>Upload new file</u></p>
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The 'Create New Account' page is where the administrator can create new user accounts for clients. Here the administrator can assign an account privilege to allow access to specific files every time the user logs in. To give access to these files, the administrator can tick the box next to the particular file name. New accounts may be created without initially assigning files to that account.

Create New Account

Username	<input type="text"/>	Category 01
Password	<input type="text"/>	<input type="checkbox"/> File 01
First Name	<input type="text"/>	<input type="checkbox"/> File 02
Last Name	<input type="text"/>	Category 02
Email	<input type="text"/>	<input type="checkbox"/> File 03
Home phone	<input type="text"/>	Category 03
Mobile phone	<input type="text"/>	<input type="checkbox"/> File 04

5.4 Navigation system

A fixed navigation bar will appear on the left side of each page, consisting of seven main navigation links. These links will be:

- **Home** - displays a page giving an overview of Naturopathy. A random 'Health Tip' will be displayed every time the page is refreshed.
- **About Us** – displays a page giving an overview of Ros Boyar's qualifications and background.

- **Therapies** – displays a page with a summary of the therapies available. Each individual therapy will have a text link which when ‘clicked on’ will open a new page detailing further information about that particular therapy.
- **Illnesses** – displays a page with a summary of the different categories of illnesses that are treatable with Naturopathy. Each ‘illness category’ will have a text link which when ‘clicked on’ will open a new page detailing further information about these particular illnesses.
- **Products** – displays a page detailing some of the product range available.
- **Testimonials** – displays a page consisting of several client testimonials.
- **Contact Us** – displays a page showing contact details and an enquiry form.

Three of these main navigation links, ‘Therapies’, ‘Illnesses’ and ‘Products’ will also have sub-menus that will be revealed when ‘rolled-over’ by the mouse.

Other navigational buttons and links will include:

- A set of main horizontal text links in the footer of each page. ‘Clicking’ on any of these links will display the relevant page as outlined above. There will also be a text link to the ‘Privacy policy’, ‘Disclaimer’ and ‘Terms and Conditions’ included in the footer.
- The ‘Go’ button on the right-hand side of the ‘Search Bar’, once ‘clicked’, will process the search and display the results on a new page. The colour of the button will change when ‘rolled-over’ by the mouse.
- The ‘Login’ button at the bottom of the ‘Client Login’, once ‘clicked’, will display a special page that will allow the user to view and download PDF documents that have been specifically assigned to them by the administrator.

6 Visual Design

The visual design metaphor for the website will consist of several images of plants and herbs. The banner at the top of each page will contain an image of the herb ‘Ginko Biloba’. The ‘Go’ button will be an image of a leaf. The navigation bar and the ‘Client Login’ section on the left-hand side of the page will contain background images of plants.

Four major regions are visible on each page:

1. Top banner – this will include the ‘Search Bar’ in top right-hand corner.
2. Vertical navigation bar on the left hand side of each page. The navigation buttons will be located in the upper area, while the ‘Client Login’ section will be positioned directly below the buttons.
3. Horizontal text navigation bar at the bottom of each page
4. Content area. This will be different for each page; however templates will be used to ensure consistency of the layout throughout the website

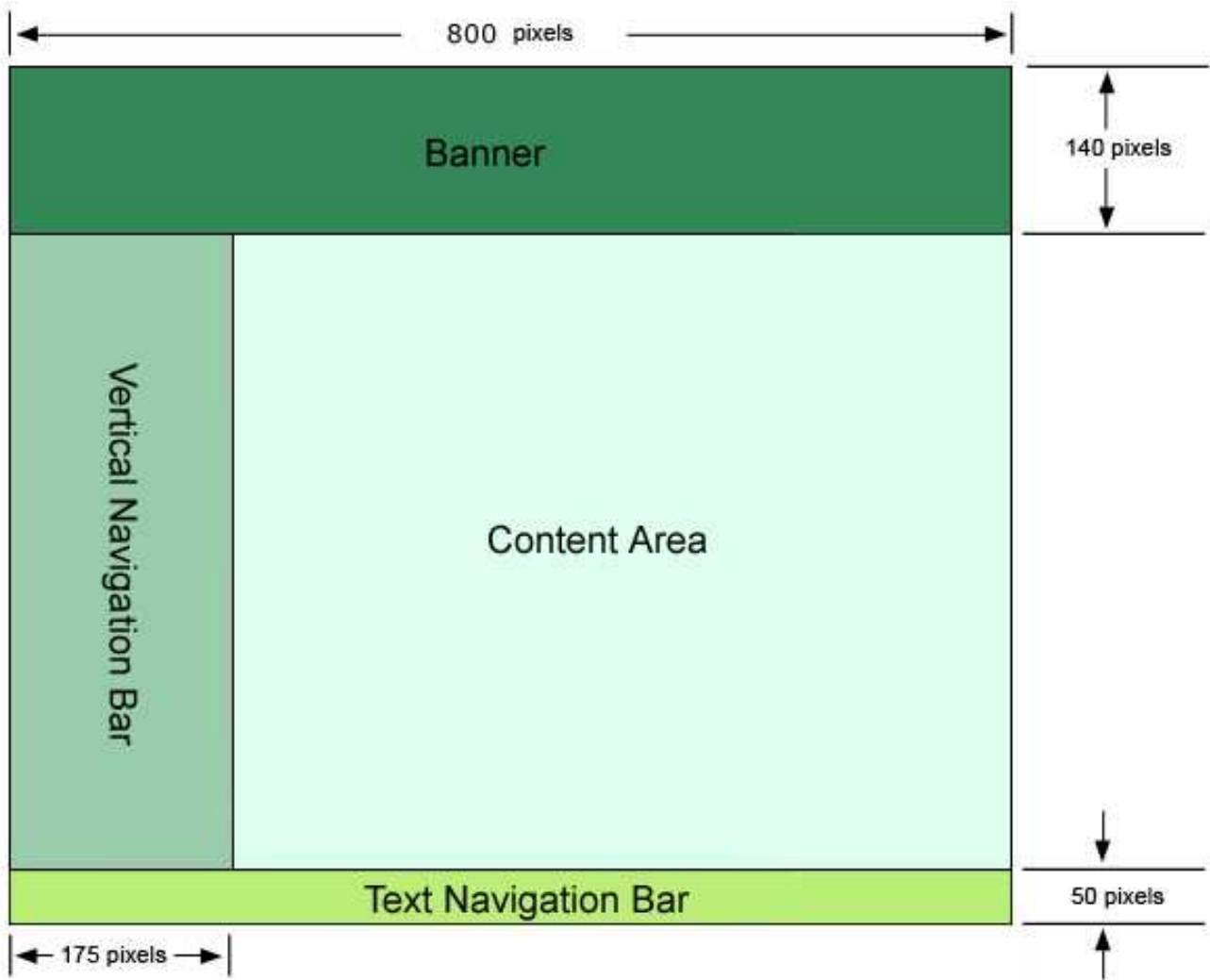
6.1 Fonts and colour scheme

The font used for the main headings and text will be a sans-serif font – ‘Verdana’.

The font sizes and colours used to display the main content will be:

- Heading 1 – 18 pixels; #338855; (dark green)
- Heading 2 – 16 pixels; #77bb33; (bright green)
- Heading 3 – 14 pixels; #77bb33; (bright green)
- Heading 4 – 13 pixels; #77bb33; (bright green)
- Paragraph text – 12 pixels; #000000; (black)
- Text links – 12 pixels; #338855; (dark green)
- Interface - #338855; (dark green)
- Interface - #99ccaa; (mid green)
- Interface - #ddffee; (light green)
- Drop-down menu - #bbee77; (lime green)
- Drop-down roll-overs - #ccff99; (pale lime green)
- Page background colour - #ffffff; (white)

6.2 Layout grid



6.3 Design sketch – ‘Home’ page

<h2>Ros Boyar Naturopath</h2>		Search : <input type="text"/> <input type="button" value="Go"/>															
<table border="1"> <tr><td>Home</td></tr> <tr><td>About Us</td></tr> <tr><td>Therapies</td></tr> <tr><td>Illnesses</td></tr> <tr><td>Product</td></tr> <tr><td>Testimonials</td></tr> <tr><td>Contact Us</td></tr> <tr><td> </td></tr> <tr><td>Client Login</td></tr> <tr> <td>Username</td> <td><input type="text"/></td> </tr> <tr> <td>Password</td> <td><input type="text"/></td> </tr> <tr> <td colspan="2" style="text-align: center;"><input type="button" value="Login"/></td> </tr> </table>	Home	About Us	Therapies	Illnesses	Product	Testimonials	Contact Us		Client Login	Username	<input type="text"/>	Password	<input type="text"/>	<input type="button" value="Login"/>		<p>Welcome</p> <p>What is Naturopath?</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc et diam. In hac habitasse platea dictumst. Aliquam tincidunt libero bibendum enim. Curabitur nec magna vel orci aliquam blandit. Fusce ullamcorper velit sit amet neque. Ves tibulum blandit elit sed mauris. Morbi bibendum condimentum ante. Aliquam erat volutpat.</p> <p>Lorem ipsum</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc et diam. In hac habitasse platea dictumst. Aliquam tincidunt libero bibendum enim. Curabitur nec magna vel orci aliquam blandit. Fusce ullamcorper velit sit amet neque. Ves tibulum blandit elit sed mauris. Morbi bibendum condimentum ante. Aliquam erat volutpat.</p>	<p>Health Tip</p> <p>Biebdum enim</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc et diam. In hac habitasse platea dictumst. Aliquam tincidunt libero bibendum enim. Curabitur nec magna vel orci aliquam blandit. Fusce ullamcorper</p>
Home																	
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Testimonials																	
Contact Us																	
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Username	<input type="text"/>																
Password	<input type="text"/>																
<input type="button" value="Login"/>																	
<p> Home About Us Therapies Illnesses Products Testimonials Contact Us Privacy Policy Terms & Condition Disclalmer Copyright (c)2006 Ros Boyar Naturopath </p>																	

6.4 Design sketch – ‘Therapies’ page

<h2>Ros Boyar Naturopath</h2>		Search : <input type="text"/> <input type="button" value="Go"/>
<ul style="list-style-type: none"> Home About Us Therapies Illnesses Product Testimonials Contact Us 	<h3>Therapies</h3> <p>Dorn Spinal Therapy</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc et diam. In hac habitasse platea dictumst. Aliquam tincidunt libero bibendum enim. Curabitur nec magna vel orci aliquam blandit. Fusce ullamcorper velit sit amet neque. Vestibulum blandit elit sed mauris. Morbi bibendum condimentum ante. Aliquam erat volutpat.</p> <p style="text-align: right;">>Read More</p> <p>Remedial Massage</p> <div style="display: flex; align-items: flex-start;"> <div style="border: 1px solid black; width: 50px; height: 50px; margin-right: 10px; display: flex; align-items: center; justify-content: center;"> Picture </div> <div> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc et diam. In hac habitasse platea dictumst. Aliquam tincidunt libero bibendum enim. Curabitur nec magna vel orci aliquam blandit.</p> <p>Fusce ullamcorper velit sit amet neque. Vestibulum blandit elit sed mauris. Morbi bibendum condimentum ante. Aliquam erat volutpat.</p> <p style="text-align: right;">>Read More</p> </div> </div> <p>Aromatherapy - Essential Oil Therapy</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc et diam. In hac habitasse platea dictumst. Aliquam tincidunt libero bibendum enim. Curabitur nec magna vel orci aliquam blandit. Fusce ullamcorper velit sit amet neque. Vestibulum blandit elit sed mauris. Morbi bibendum condimentum ante. Aliquam erat volutpat.</p> <p style="text-align: right;">>Read More</p>	
<p style="text-align: center;">Client Login</p> <p>Username <input type="text"/></p> <p>Password <input type="password"/></p> <p style="text-align: center;"><input type="button" value="Login"/></p>		
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6.5 Page mock-up – ‘Home’ page

