

Write a white paper outlining the following concepts and answer the following questions:

a. What is your business?

- Our business is a web-based To-Do List .

b. What is the business ethos?

- We are a lifestyle brand whose focus is to bring structure to peoples lives.

c. What do you produce/make/offer/sell?

- A service to help you keep track of your tasks in the form of a To-List and/or Calendar View.

d. Who is your target audience?

- The target audience will be geared towards students as well as anyone who needs help being organized, which is a majority of people.

e. What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein?

- A lot of people are stuck in their ways of doing things so bringing them onto something new to keep track of their tasks is a challenge in itself. What we can provide is a system where people are encouraged to do their work earlier. For example, reminding people if they get their work done beforehand, they have more time to enjoy the weekend.

f. Do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?

- People who use our website after one thing, to organize the tasks they have in everyday life and be held accountable.

g. Are they already familiar with the service or product that you offer or do they need to be introduced to it?

- Yes organization tools already exist such as Trello and Notion so the underlying principle of our website isn't something entirely new.

h. Are they looking for time sensitive information, such as the latest news or updates on a particular topic?

- No not at all, they will be entering their tasks whether it be daily, weekly or even monthly.

i. Do they want to discover information about a specific product or service to help them decide whether to buy it or not?

- No they do not, our product is pretty easy to pick up and use out of the box as well as our product being an organization tool which isn't anything complicated.

j. Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details

- A majority of customers will not need to contact us but if they do for any reason correspondence will be done via email. Enterprise customers may be more inclined to contact us for any deals we have for teams of whatever size.

k. Will visitors be familiar with your subject area / brand or do you need to introduce yourself?

- Yes visitors will be familiar as everyone tries to be organized at some point in their lives; it's a relatable struggle.

l. Will they be familiar with the product / service / information you are covering or do they need background information on it?

- Yes, they will be familiar as this isn't anything new in essence we are just building off of and making this our own.

m. What are the most important features of what you are offering?

- We offer tracking of all of your work and tasks that need to be completed and display them in a way where it shows what is to be completed first.

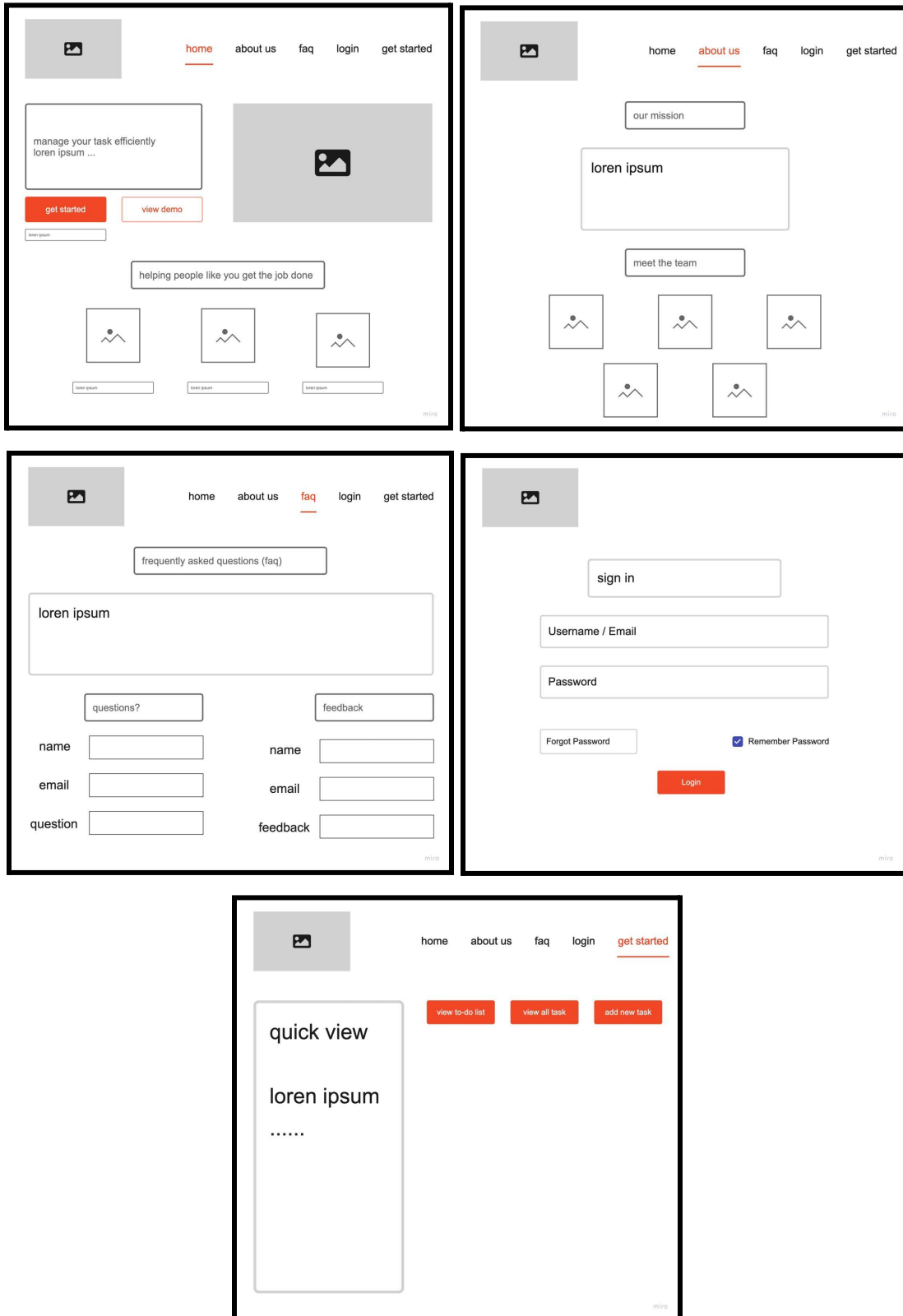
n. What is special about what you offer that differentiates you from other sites that offer something similar?

- We are a constantly evolving team and greatly consider user suggestions through our feedback system. At the moment our product displays your tasks and removes them as they are completed but more features such as a calendar will be implemented in the future.

o. Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area

- Not that we are aware of. Our product is simple and to the point it does exactly what the user is looking for and chances are if they used it once they will most likely come back again if it helped them.

Wireframes:



Your white paper should explain how you implemented concepts in visual hierarchy, grouping, and similarity in your design

Visual Hierarchy

We implemented a visual hierarchy in our web application by placing ourselves in the user's shoes and understanding how we can use color and size to draw focus on the goal of our website. On the "Home" page, we placed our main image on the right-hand side to show what service our application offers. In our case, we chose an image where boxes are checked off to convey that the users will be doing a similar action when managing and completing their to-do tasks. As the user shifts their eyes to the left side we used a large font size and weight to reinforce the purpose, "manage your tasks efficiently." We continued to break down what exactly our tool is and can do below the heading by decreasing the font weight and size. The purpose of not enlarging or bolding too many of the elements on the screen is to emphasize the central use of our website instead of having to read through all the details. The method of using size and scale to pull focus can also be seen on the "About Us" and "FAQ" page; we used larger fonts to explain the mission and direct the user's eyes on how they can easily ask or submit questions if needed. Moreover, we used a bright orange color as a focal point that can help draw attention no matter where the user is on the page. For instance, we highlight the function "get started" on the page by using a bright orange font to persuade the user that all they have to do is click that one button to begin their journey of managing their day-to-day tasks easily. We help users understand where we want them to go by using colors with higher contrast. For example, on the "about us" page we used bright colors to draw the user's attention to meet the team and learn more about who is behind the screen. Another example of this can be seen on the "homepage" where the numbers of tasks completed, partnered companies, and satisfied customers are enlarged to provide statistics to back up the efficiency of our task management tool. Providing those numbers has the power to affect the customer's behavior in a positive way and convince them to commit to using the tool. We also made effective use of subtle motion on the home page to draw the user's attention and give hints that compel them to engage with the design. One of the key visual hierarchy principles our web application implements is balance and symmetry. We do this by using white space to our advantage. Aligning the key elements on each page and creating negative spacing between them to either group or separate the elements help provide balance and organization to the design. All in all, these concepts of visual hierarchy assist the user in making the web application easy to follow through and in understanding the main purpose of each page.

Grouping

When it comes to grouping elements in our design, our group planned out many things regarding spacing. One of our group members used borders to make sure each element is spaced evenly. Again, with spacing, we grouped together the social media elements in the footer; they are all known icons and thus were grouped together. Many elements in our project were divs floated next to each other; they are all spaced in a way that the most important element has greater width. In the Home page you can see where each specific element is grouped together. Under the “Manage Complex Tasks Easily” you can see that the image is aligned with the list elements of what the site has to offer. Moving along, to the About Us page, the five cards to represent each member are all grouped together; even though there are 3 people on top and 2 on the bottom they are all evenly aligned. The card in this page also implements white spaces in between. Going to the FAQ page, we have four questions, 2 on top and 2 on the bottom, each box all aligned and evenly spaced using whitespaces between them. The same goes for the forms below, we have 2 which each lines are aligned with each other and spaced evenly. Continuing with the Login page, the line that holds the Username and Password are centrally aligned and a border with box shadow was implemented to show that everything is a part of the Login. A group member also made sure that the Forget Password and Remember Me element was evenly aligned using margins. Finally, on the Get Started page, the buttons were grouped together and spaced evenly between them. Width percentages were used on the page to get the Upcoming task element and the buttons to be spaced within the same line. Spacing was not the only thing used for our site, we also implemented the use of the orange color that can be seen all throughout the website. It was the primary color theme we used, and can be found in our logo, any important buttons, statistical numbers used on the site and text along the FAQ page.

Your white paper should take another website (that already exists on the web) and analyze it based on the above, creating a wireframe for it as well.

a. What is your business?

- Zoom is video software used for communication between large parties. It is often used for workplace meetings or hosting classes for schools.

b. What is the business ethos?

- Zoom is a business that promotes leadership and responsibility.

c. What do you produce/make/offer/sell?

- Zoom promotes a streaming service to either host or join meetings in which you can either listen or actively participate on open mic. It also allows for cameras to simulate a real meeting.

d. Who is your target audience?

- Our target audience is either small groups or large groups in schools or the workforce.

e. What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein?

- Our website simulates a real life classroom or workplace meeting and it is very easy to use. This allows users to hold meetings from the comfort of their homes instead of having to travel.

f. Do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?

- People who use zoom either do one of two things. Host meetings or join to watch them.

g. Are they already familiar with the service or product that you offer or do they need to be introduced to it?

- Zoom is very simple to use. It is intuitive because all you need is for someone to either send you the direct link to a meeting or the meeting code or password.

h. Are they looking for time sensitive information, such as the latest news or updates on a particular topic?

- They are most likely looking for updates on topics that the user who hosts the meetings will provide for them. It is driven by the users since the users are the one that create and host the meetings.

i. Do they want to discover information about a specific product or service to help them decide whether to buy it or not?

- Zoom has a paid package for large scale companies to buy and give to the clients that they want to host meetings for.

j. Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details?

- Contact is possible if the user is having any difficulties in the usage of the site, contact can be done via a phone call as well as a chat bot which answers any questions the user has live, if questions not answered, the user can be connected with a representative.

k. Will visitors be familiar with your subject area / brand or do you need to introduce yourself?

- As Zoom, the name, doesn't give a clear introduction to what it is, so it would be introduced as a way of communication.

l. Will they be familiar with the product / service / information you are covering or do they need background information on it?

- They will be familiar as users might be looking for ways to communicate.

m. What are the most important features of what you are offering?

- A voice/video calling feature which allows users to communicate with anyone in whichever part of the world.

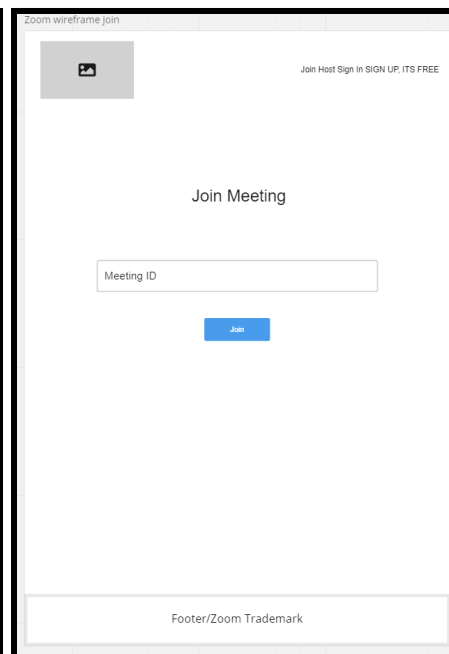
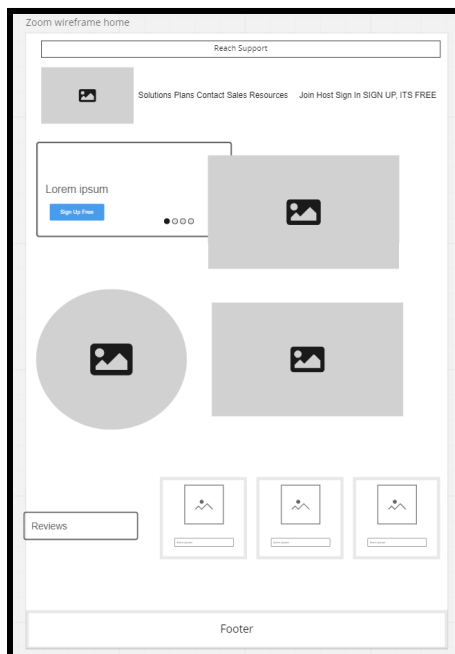
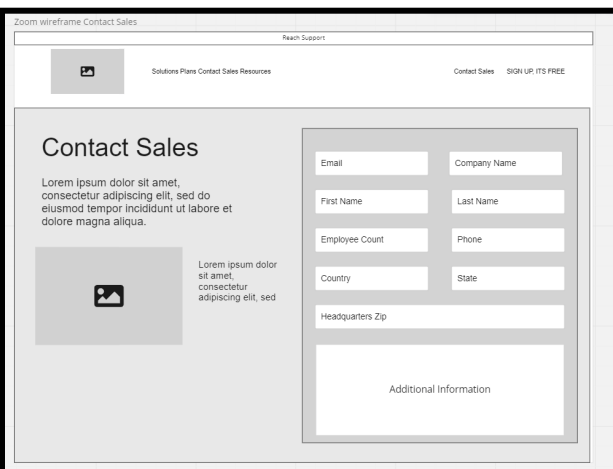
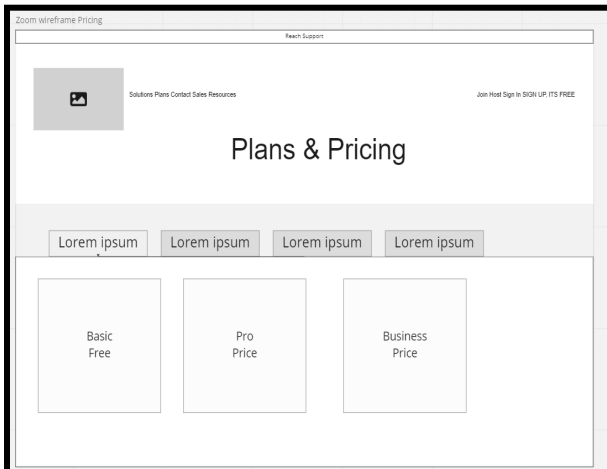
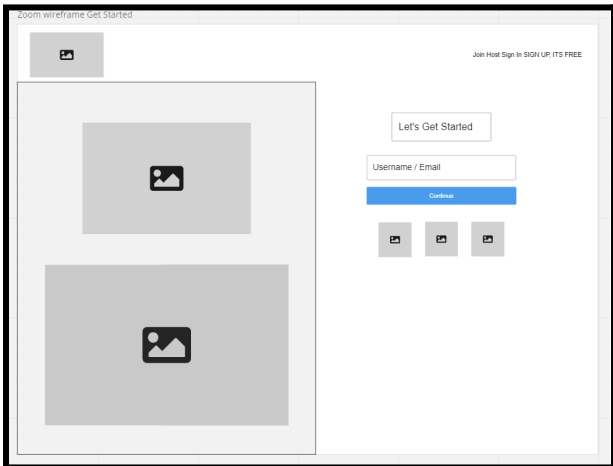
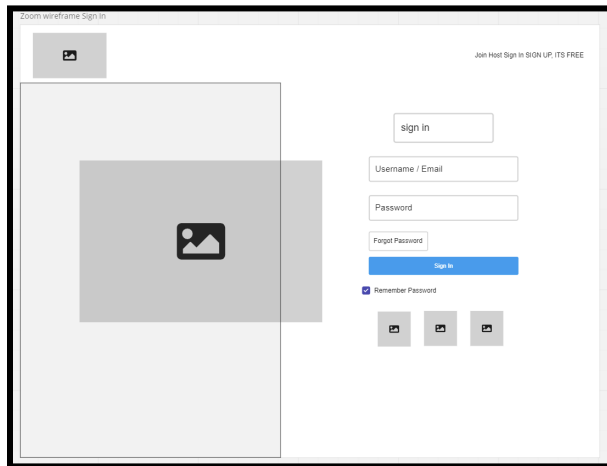
n. What is special about what you offer that differentiates you from other sites that offer something similar?

- It gives the opportunity of a large amounts of people to join and have meetings or even a class together without a form of interruption as it can be set as a private meeting

o. Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area?

- Common questions would be mostly questions if the users have technical questions, such as "how would you change your video background in a video call".

Wireframes:



Your HTML must include a minimum of one table, links, two lists, five images, a navigation bar, three forms (text box, radio button, checkbox, submit, and button), and anything else you like.

Table: Implemented on the buttons in the “Get Started” page.

Links: There are many links throughout our page. Relative links work through the navbar and logo. External link under “View Demo” in the home page and also LinkedIn pages within each card in the About Us page.

List: There are three lists in the Get Started page, which list the task users input. In the home page there is also a list that shows more about our web application.

Images: There are numerous images throughout our page. One of which is a logo created by a group member. There are also at least 5 images in the About Us page.

Navigation Bar: We have a navbar which is visible in all pages but the Login.

Forms: Our page consists of 4 forms. Two can be found in the FAQ page. Another in the Get Started page (under the Add new Task to add list elements). The final one in the Login page.

You must implement the ideas in at least four out of the first 10 examples in the Udemy course.

Each page implemented an example from the Udemy course totaling 5 ideas.

Homepage: Incrementing Counter

The counter that increases statistical values. Under the “Helping People like you” there are two increasing counters.

About Us: Button Ripple Effect

After flipping the cards, per person, there is a “LinkedIn” button. When pressed there is a slight ripple before it goes to the linked page.

FAQ: FAQ Collapse

On each question asked, there is a button which collapses and reveals the answer to that question.

Login: Form Wave Animation

Pressing “Username/Email” and “Password” makes the words flow up which allows you to type in that textbox.

Get Started: Todo List

Allows users to add a list element (under “Add new Task”) to the Upcoming Task list, Quick View list and View all task list.