Family Hub

Development planes

Introduction:

This document was created during the planning phase of this project, the final website has some slight differences from what was planned.

I included this document in the project to provide insight into the original planning and direction of the site during the planning stages.

Strategy Plane

What are the main goals of this site?

- To provide well structured, up to date information on family events and activities for kids to English speaking parents living in Haarlem and Haarlemmermeer.
- Create a scalable platform that could be expanded to reach a wider geographical footprint, and cover relevant topics for international families (local services, blog with articles and reviews)

Who are we building it for?

- English speaking families with children aged 0 to 12, living in Haarlem and Haarlemmermeer.
- International parents who have just arrived in The Netherlands but have not yet learned the language.

What are the goals & needs of the user?

- Useful information: Value for English speaking families searching for activities and events for their children. Without being able to speak the language this is hard to do in the beginning.
- Connection: Help international families feel more connected with easy access to useful family information, and ways to get out and enjoy the place they live in.
- Entertainment and Education: Keeping the kids busy and developing.
- Community: Users searching for a community to be a part of in a new country.
- Up to date information – events organised by date, ability to filter search by multiple options. Relevant, clear, easy to find and understand information.

What are the goals & needs of the business?

- Provide a service that brings value to our community.
- Social currency / brand awareness.
- Eventual expansion to larger geographical areas.
- Eventual advertising revenue to run the website.

Research.

Who else is building this?

Amsterdam Mamas Provides events and activities information in English within Amsterdam.

Kidsproof and Go-Kids (Haarlem) provides huge amount of information for parents in the Haarlem area, in Dutch.

[Uit in Haarlemmermeer](#) provides easily searchable information on all events (not just for families) in the Haarlemmermeer area in Dutch. They have an English version of the site, but it is missing a lot of what the Dutch one has.

How are they doing it?
- Agenda sections for upcoming events, in order of closest to the current date.
- Clearly set out home page with a visual introduction to the different sections of the site. "Read more" buttons to lead to more information for the user if they need it.
- Search bars – multi filter search. Search by type, day of the week, age range, indoor/outdoor, location, paid/free
- Clubs categorised by: Sports, creative, science and tech, cultural and music, yoga and mindfulness, nature clubs, vacation clubs. After-school, language, library, mama health and wellbeing, museums and exhibitions, parks and playgrounds, petting zoos.
- As scroll browsing more content appears.
- Share buttons for social media/email.
- Built in maps.

What are the pros and cons of what they are doing?
- Multi-filter search very useful but complex to set up.
- Large amount of data to process.
- Build an interface that means businesses can input their own data.
- Too much information crammed into small spaces. Overwhelm happens too fast.

What could they do better?
- Some styling issues: text, icons and buttons too small.
- Cluttered styling, too busy.
- Some broken links.

Planning.
What relevant content should we deliver that fits our demographic?
Event data:
- Event Name
- Age range (pregnancy, baby, toddler, pre-school, school age, Family)
- Indoor/Outdoor
- Contact Name / Company
- Email address
- Website
- Start Date
- End Date
- Days of the week open
- Location (Address)
- Price
- Short intro (2 lines)
- Description (longer, include dates & times open in description)
- Image file

Activity data:
- Activity Name

- Activity Category (Sports, creative, science and tech, cultural & music, yoga & mindfulness, nature clubs, museums & exhibitions, parks & playgrounds) select many possible
- Age range (pregnancy, baby, toddler, pre-school, school age, Family) select many possible
- Indoor/Outdoor/both
- Contact Name / Company
- Email address
- Website
- Start Date
- End Date
- Days of the week open
- Location (Address)
- Short intro (2 lines)
- Description (longer, include dates & times open in description)
- Image file

How can we make the content easily tracked and catalogued in an intuitive way?
Make database clear with all the categories and key value pairs we need.

Is the technology appropriate? What are the tech considerations?
Use MongoDB to manage data, flask to build website templates, python to manage and render the pages as needed.

User expectations.
- Sections for activities and events.
- Calendar of events, in order of nearest date.
- Searchable / filterable content, using multiple filters. On both activities and events.
- Short summary of each data entry, with more info available when clicked.
- Easy to use navbar
- Social links
- Contact information

Why are we special? Why would a user want this?
- Info is provided in English.
- Functionality for businesses to add and update their own data.

Strategy table
When using the strategy table there is always a trade-off between importance and viability. Can we build a solution given the limited time and resources available?

Importance is driven by business goals and user needs.

id	Opportunity / Problem / Feature	Importance	Viability
A	Separate sections of the site for events and activities	5	5
B	Multi-filter search in browsing page.	5	4
C	Search bar in navigation and footer	5	4
D	Pagination for multiple search results	4	4
E	User login – data entries tied to users, only admin and user can delete/update their entries	5	3

F	Home page sections in carousel: Recommended Events, Activities this month. Footer with contact info and logos in.	4	5
G	Family services section (photographers, babysitters, other people who want to advertise on site) *For the future*	1	3
H	Social share buttons on each activity/event details page (Facebook, twitter)	2	5
J	Map links to locations. *For the future*	2	4
	Total	33	37
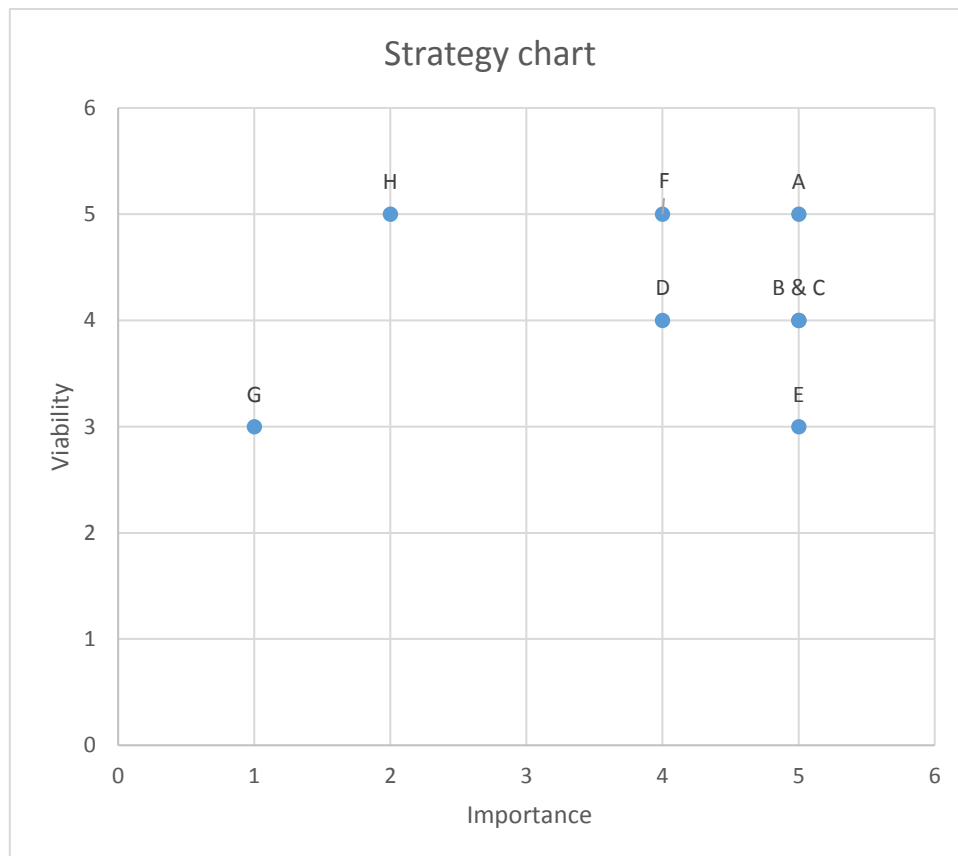
Scope Plane

Which features, based on info from strategy plane, do we want to include in the site?

1. Log in / sign up page
2. User login – data entries tied to users, only admin and user can delete/update their entries
3. Separate sections of the site for events and activities
4. Multi-filter search in browsing page.
5. Search bar in navigation and footer
6. Pagination for multiple search results
7. Home page sections in carousel: Recommended Events, Activities this month. Footer with contact info and logos in.
8. Social share buttons on each activity/event details page (Facebook, twitter)

Content requirements.

- Event/Activity input form
- Database (MongoDB)

- Images
- Links to websites of events/activities
- Links to google maps

Requirement types:
- Objective – User wants to find things for their kids to do, that fit their specific needs.
- Functional – Filtered search, clear information.
- Non-functional – limited database size? Data/website constrained by what is possible to get for free (for now)
- Business Rules – Privacy policy, About Us section, GDPR

Structure Plane

How is the information on the site structured?

How the information is logically grouped?

Consistency of elements and relationships

Is it learnable and intuitive?

Can the user understand and easily navigate through the system when using it for the first time?

Organisation of functionality and content.

How will the user navigate in an intuitive way through content and features?

- How do we get to a location?
- Where do we go from there?
- Categories of information
- Way the information is presented
- Intuitive interaction
- How is the information organised?
- What kind of structure will we use? Linear narrative? Non-linear hyperlinked? Which fits the demographic and goals best?

Interaction design.

Consistent, Predictable
- Follow conventions – navbar, buttons etc located and behave the way users expect.
- Colouring and themes consistent.
- Any transitions, rollovers, tooltips act consistently.
- Labels and terms used match throughout.
- Use same icons on site.
- Imagery consistent.

Visible
- Content hinting to pull out search filters.
- ^ button on side of page to return to top
- Navbar clear list of what is available.

Learnable
- Clear instructions to users on how to fill out the data form correctly.
- How to use the filters in search

Feedback

- System provides feedback to let users know something is happening.
    - Current navigation page highlighted on navbar
    - Publish button changes to "processing" > "published"
    - Log in button changes to "processing"
    - Buttons react on hover and click
- Provides feedback in case of an error. Provide link to return to the site.
    - 404 error page
    - Do you want to leave page with form not complete?
    - Sorry no we do not have any events/activities that match your search.

Information architecture

Which info architecture type suits our users needs?

- Hierarchical tree structure

Principles of organisation

Organise data into 3 collections:

Accounts:

Title	Form identifier	Type	Form collection
Account ID	_id	ObjectId	None
Business Name	businessName	String	String input
Email address	email	String	String input
Password	password	string	String inpu

Events

Title	Form identifier key	Type	Form value collection
Account ID	accountId	Int	Auto sent to mongo
Account Email	accountEmail	string	Auto sent to mongo
Title	title	String	String input
Image	imgUrl	string	String input
Date	date	date	Date picker
Address line 1	address	string	String input
Postcode	postcode	string	String input
Town	town	string	String input
Age range	**ageRange (nested obj)**		
Age range under 4	under4	boolean	Check box
Age range 4 to 6	age4to6	boolean	Check box
Age range 6 to 8	age6to8	boolean	Check box
Age range 8 to 10	age8to10	boolean	Check box
Age range 10 to 12	age10to12	boolean	Check box
Age range 12 and up	age12up	boolean	Check box
Price	**Prices (nested obj)**		
Price range from	from	Int32	Number select
Price range to	to	Int32	Number select
Is free	isFree	boolean	switch

Indoor	indoor	boolean	Check box
Outdoor	outdoor	boolean	Check box
Website url	url	string	String input
Contact email	email	string	String input
Facebook url	facebook	string	String input
Twitter url	twitter	string	String input
Instagram url	instagram	string	String input
Description	description	Long string	textbox

Activities

Form Title	Form identifier key	Type	Form value collection
Account ID	accountId	ObjectId	Auto sent to mongo
Account email	accountEmail	ObjectId	Auto sent to mongo
Title	title	String	String input
Image	imgUrl	string	String input
Dates	**dates (nested obj)**		
Start Date	start	date	Date picker
End Date	end	date	Date picker
Days	**days (nested obj)**		
Mon	mon	boolean	Check box
Tue	tue	boolean	Check box
Wed	wed	boolean	Check box
Thu	thu	boolean	Check box
Fri	fri	boolean	Check box
Sat	sat	boolean	Check box
Sun	sun	boolean	Check box
Start and end times	**times (nested obj)**		
Monday Start Time	monStart	Time	Time picker
Monday End Time	monEnd	Time	Time picker
Tuesday Start Time	tueStart	Time	Time picker
Tuesday End Time	tueEnd	Time	Time picker
Wednesday Start Time	wedStart	Time	Time picker
Wednesday End Time	wedEnd	Time	Time picker
Thursday Start Time	thuStart	Time	Time picker
Thursday End Time	thuEnd	Time	Time picker
Friday Start Time	friStart	Time	Time picker
Friday End Time	friEnd	Time	Time picker
Saturday Start Time	satStart	Time	Time picker
Saturday End Time	satEnd	Time	Time picker
Sunday Start Time	sunStart	Time	Time picker
Sunday End Time	sunEnd	Time	Time picker
Address	**Address (nested obj)**		
Address line 1	addressLine1	string	String input
Postcode	postcode	string	String input
Town	town	string	String input

Age range	**ageRange (nested obj)**		
Age range under 4	under4	boolean	Check box
Age range 4 to 6	age4to6	boolean	Check box
Age range 6 to 8	age6to8	boolean	Check box
Age range 8 to 10	age8to10	boolean	Check box
Age range 10 to 12	age10to12	boolean	Check box
Age range 12 and up	age12up	boolean	Check box
Outdoor	outdoor	boolean	Check box
Indoor	indoor	boolean	Check box
contact	**Contact (nested obj)**		
Website url	url	string	String input
Contact email	email	string	String input
Facebook url	facebook	string	String input
Twitter url	twitter	string	String input
Instagram url	instagram	string	String input
Description	description	Long string	textbox

Skeleton Plane

- Wireframes created in Balsamiq
- Should I include pagination for edit/create new event/activity pages?

Surface Plane

- What will the finished product look like?
- What colours, typography and design elements will be used?
- What can the user do?
- How will the user interact with the site?
- What effects will be on the site?
- What can the user click on?
- Where can the user go?
- What is the final version of the info appearing on the screen?

Brand colours

picked using Coolors because they go well together, are childlike but still have a sophisticated feel to them when put together.

White: #fff
Platinum: #e6ebe0
Terracotta: #ed6a5a
Blond: #f4f1bb
Mid Blue: #9bc1bc
Deep Blue: #5ca4a9

Fonts

Headings: Delius
Picked for ease of reading and good contrast with main text font.

Main text: News+Cycle
Picked for clear font that is easy to read, family friendly feeling font.

Special capitalised headings: Patrick
Picked because it stands out from the other headings, while not taking up a lot of width of the screen. Practical for contrast.

Shadows

Box shadows to add depth taken from https://codepen.io/sdthornton/pen/wBZdXq
Light text shadows to clickable social icons, with a hover effect to deepen the shadow and change their colours to match their brand colours.
Buttons colours match their urgency and taken from the pallet of brand colours above. On hover button colours lighten slightly and on click button size appears to shrink slightly to give appearance of being pushed in.

Images

Sunset family: https://www.pexels.com/photo/adult-adventure-baby-child-532508/
painthands: https://www.pexels.com/photo/4k-wallpaper-adorable-blur-boy-1148998/
kidswim: https://www.pexels.com/photo/boy-in-a-pool-2326887/
pumpkin: https://www.pexels.com/photo/person-holding-pumpkin-beside-woman-1374545/
daisyfield: https://www.pexels.com/photo/adorable-beautiful-blur-child-459051/
familysitting: https://www.pexels.com/photo/family-sitting-on-grass-near-building-1128316/