Design Report

By Student Name-Anshuman Mander (Student Number-45123209)

IGGY PECK, ARCHITECT

by Andrea Beaty illustrated by David Roberts

Introduction

Description of Report's Intent

The Design Report is for Website Design and Implementation project for DECO-1400(Intro to Web Design) course. The design report describes the design and development decisions in the website project.

The following pages contains the justification for different design and development choices taken while developing the website and also other things that were taken into consideration while building the website for the project.

Description of Student

I am a beginner at coding and web development, with no prior background to web design. This is my first time ever going through process of building a website. I am currently studying Bachelor of Information Technology at The University of Queensland.

The Story

Rationale of Chosen Story

Iggy Peck Architect is a self-help story for children aged 4-8. The story revolves around a young kid Iggy Peck who since age of two had passion architecture and creating buildings. The story revolves around his adventures and how he overcomes the difficulties sent towards him and emerge victorious. The story has numerous genres like Adventure, Education, Entertainment, Teaching, Motivation, etc which are perfect to entice small children.

The story Iggy Peck Architect is relatable to both adults and children. This story is widely read among children and parents use it as an inspiration to guide their children. Converting this story into an effective website can have a large base consisting both of adults and children. Also, the story bodes well with the overall layout for the project.

The story book has a lot of images with text which can be beautifully displayed by translating it to an interactive website. Moreover, the story's layout is able to provide a lot of possible options to interact and enhance the experience of the user.

Results of *Website Project Ideation* Design Exercise

The Website Project Ideation was successful in getting familiar with the primary stakeholders of the site and some insights and suggestions to make the site more in accordance with them. The primary stakeholders consists of adults with children or the children themselves. Some of the suggestions were effective to detect the help realise organisation methods to use while making the website. Also, the exercise was fruitful to identify that devices the user may use for seeing the website. The children would probably use the site on gadgets like phones or tablets, so the site must be made mobile friendly. The feedback by peers suggested that the site should have some kind of bread crumbs to help the parents and children easily navigate through the website. Another suggestion was to keep the design of website navigation simple and easy to go around to avoid confusion and frustration in the stakeholders. In conjunction to that, maybe something like cookie may help parents to go page they last visited and continue reading.

TARGET DEMOGRAPHICS ->

Children age - 3 - 14 yrs. (Small children mainly)
gender - Both genders (gender - neutral)
preferences - Simple to use / Not make site cluttered

* Avoid sophisticated terms.

Adults -> age - 22 - 40 (Adults with kids)
prefesences - Easy and Clear navigation
* Provide some kind of breadcrumbs

* Make site have lots of bright images to attract children
* Avoid using specialised vocubulary

Genres
- Fantasy
- Science fiction
- Action and adventure
- Comics
- Mystery
- Kids are not attracted for only action and adventure books the most, so make sure to have, therefore by having a background displaying active characters

The Audience

Results of *Getting to Know Stakeholders* Research

The Getting to Know Stakeholders Research was successful to identify and understand the different needs and requirements of different users. The research was helpful for me to get a rough idea about different expectations of the users. One of the expectations could be to make the site have user centred design for kids, which means having more of images and some animations which can entice children. Also, another primary stakeholder i.e. parents may expect the website to look clean to avoid any mix-up while going through the website.

Rationale of Target Audience

The primary stakeholders consist of both adults with children and children themselves. The children may be aged anywhere between 4-8 yrs., that is the age group the story is intended for. The primary stakeholders can also be parents whose children uses the site. The auxiliary stakeholder may be teachers or tutors who teach the children or perhaps some friends of the children.

Small children are often impatient too and can easily lose interest in things indicating that that the website has to be clear, fun to use and should have easy access to content to avoid any confusion. Also, at the same time small children are curious and want answers to different things. This could be mapped to a “Test Your Knowledge” section to test what they have learned and maybe answer some of their questions. This “Test Your Knowledge” section is also endorsed by parents of children. Parents are usually edgy due to the stresses of life, so to avoid any further frustration an “Account Sign-in” page could be added to see history of previous readings and add other sections like continue reading.

Personas-

Claire- “Keeping up with the Joneses.”

Claire is 7year old girl who just started grade 1. All the children in her class are very competitive and are always talking about new story’s they have read. To get mixed up with other girls in her school Claire decided to read some books and has taken quite an interest in it. She has also tried online reading but every time she had tried to do so, she has always ended up reaching some other place not related to the story. Claire also found some websites but they only contained plain text which made the story boring and not enjoyable. Also, many of the websites she tried did not work on her mother’s phone. Furthermore, sometimes she has struggle finding similar stories to the one she just read. Every so often, she has trouble understanding some of the words meaning which makes her confused and lose track of the story.

Main Points-

- Competitiveness
- Not reaching the right place
- Just plain text
- Lack of mobile friendly site
- Struggle finding similar stories
- Trouble finding meaning of words

Goals-

- Show Her Progress
- Easy Navigation
- More Animation/Pictures
- Mobile Friendly Site
- Similar Stories Section
- Dictionary of Sorts

ZACH

Background

- Age-28.
- Child's Age-5
- Occupation-Property Advisor.
- Technology Level-Intermediate.

Main Points

- Lack of bonding time.
- Wants child to learn lessons.
- Buying book waste.
- Want child to be interested.
- Navigating through website confusing.

"some of the sites are too cluttered to understand and going through them is like going through hell itself, I mean the ads and also, the layout of some is just too weird."

Goals

- Navigate Easily
- Keep child interested
- Less Cluttering of site

Zach is property advisor with not much time to spare during the day with his kid. He wants to teach his kid lessons in a fun way for which storybooks are perfect. He feels that buying a book is waste of money and Zach often tries to find storybooks online. Although, Whenever Zach has tried to resort to online websites, the storybooks are hard to find and when he finds them, content somewhat lacks in images which makes his kid Jeremy not attracted and uninterested to the site and the story, which makes the story lose its essence and meaning. Zach had never been able to use technology, he somehow always messes things up and end up going to other websites that don't match his needs and this happens because the websites he tried were confusing. "Also, some of the sites are too cluttered to understand and going through them was like going through hell, clicking one thing opens multiple pages, making me more confused than I already am".

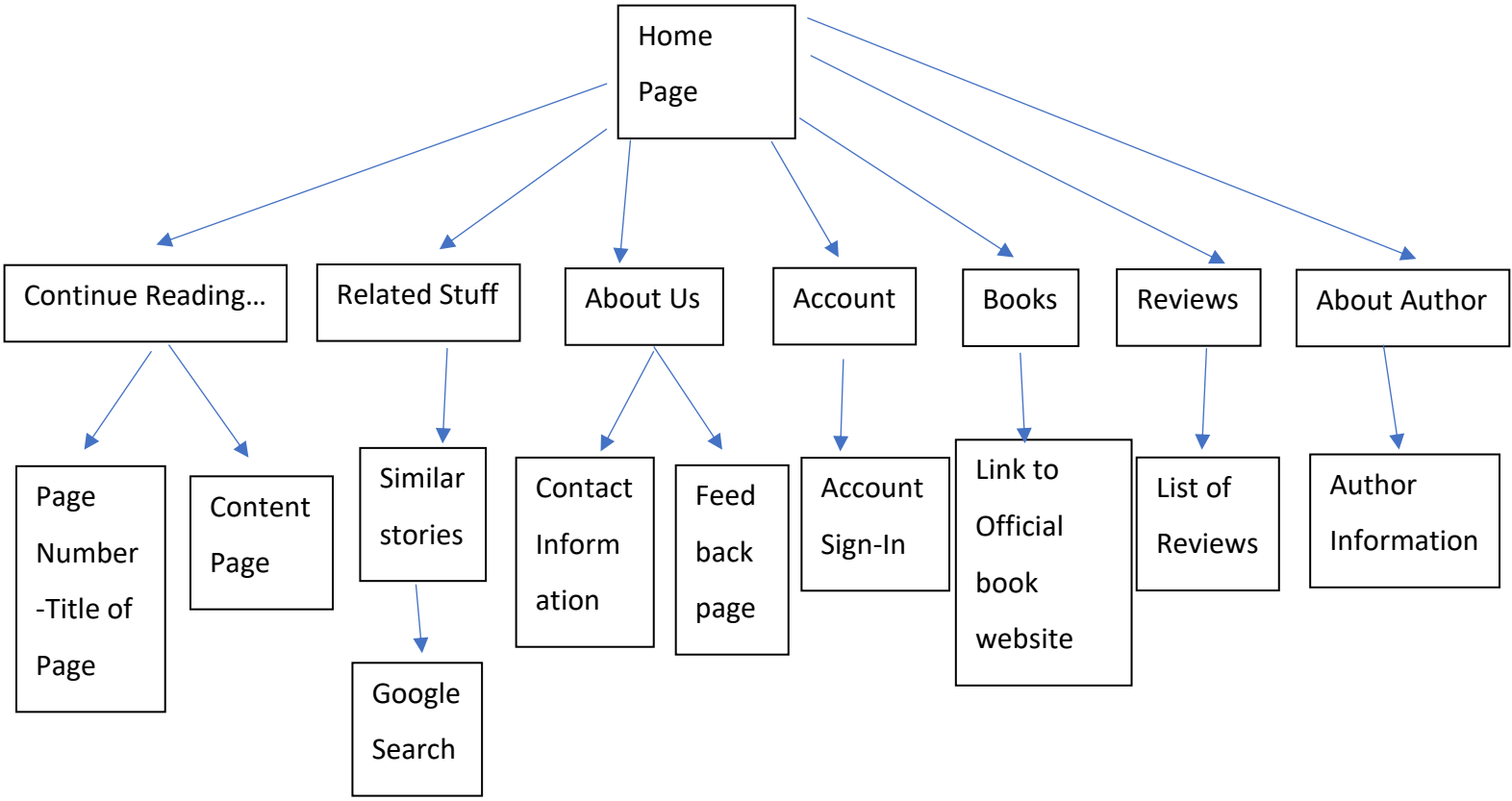
Analysed User Considerations

The audience expects the site to be simple and have easy navigation. Some other things that user expects is to be able to show their progress of story, like-How much they have read the story. This can be done by adding a share to Social Media button which logs the user to social media and allow them to share their progress. For helping with the site being fun and interesting, some animations can be added like Iggy Peck Climbing Stair or other animation or pictures that keeps the site a clear and at the same time give fun browsing experience. Maybe a book folding like change of different pages would be able to fulfil that purpose. A "Similar Stories And Related Stuff" section will also be added to guide them for similar things. Also, less cluttering could be done by adding proper padding and margin to CSS. Good and proper attention would also be payed to layout of the website.

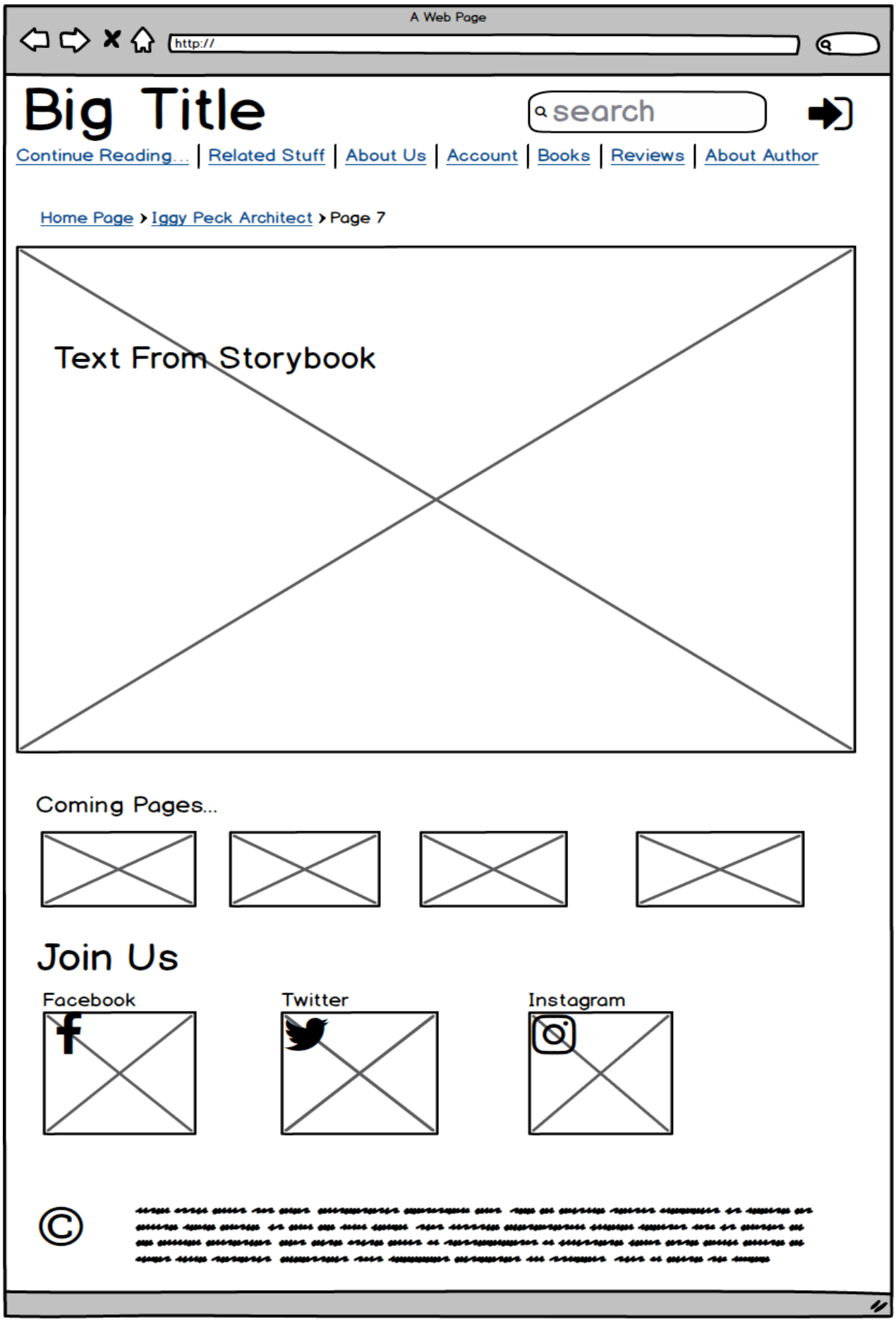
The personas stressed on the importance of easy navigation. Having easy navigation was the priority for the primary stakeholders. personas provide a practical approach to understanding the requirements of the target audience i.e. children and parents and keeping user perspectives in mind, some of the common traits among both persona's were the easily getting lost in the website and ultimately not reaching the goal. To counter the problem, we can add bread crumbs and also small slides just beside the story content to easily navigate to the desired content. Also, the Logo or Big image on header will also be linked to main page to make navigation easier for them. Main page would also have a drop down menu relating to all the content the website contains.

Information Architecture

Site Map



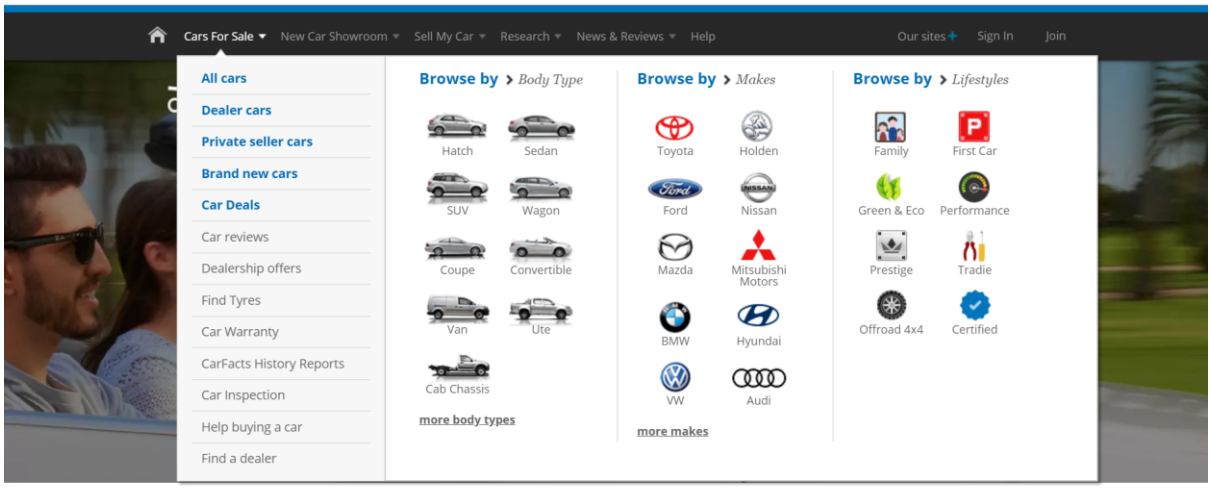
Annotated Wireframes

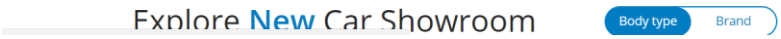

A Web Page
http://
Big Title
search
Continue Reading... | Related Stuff | About Us | Account | Books | Reviews | About Author
Home Page > Iggy Peck Architect > Page 7
Text From Storybook
Coming Pages...
Join Us
Facebook
Twitter
Instagram
©

- Big Title on the page act as global navigation linking to the main page.
- Some bread crumbs are provided for orientation and closure wayfinding.
- To help with mental mapping, the drop-down menu is located in the header and also a search box and account sign-in options are also available at standard top right position.
- Also going along with the familiarity in users, Hierarchy schemes are used.
- Some coming pages- slides type has been provided to users to help with easy triangulation through the site.

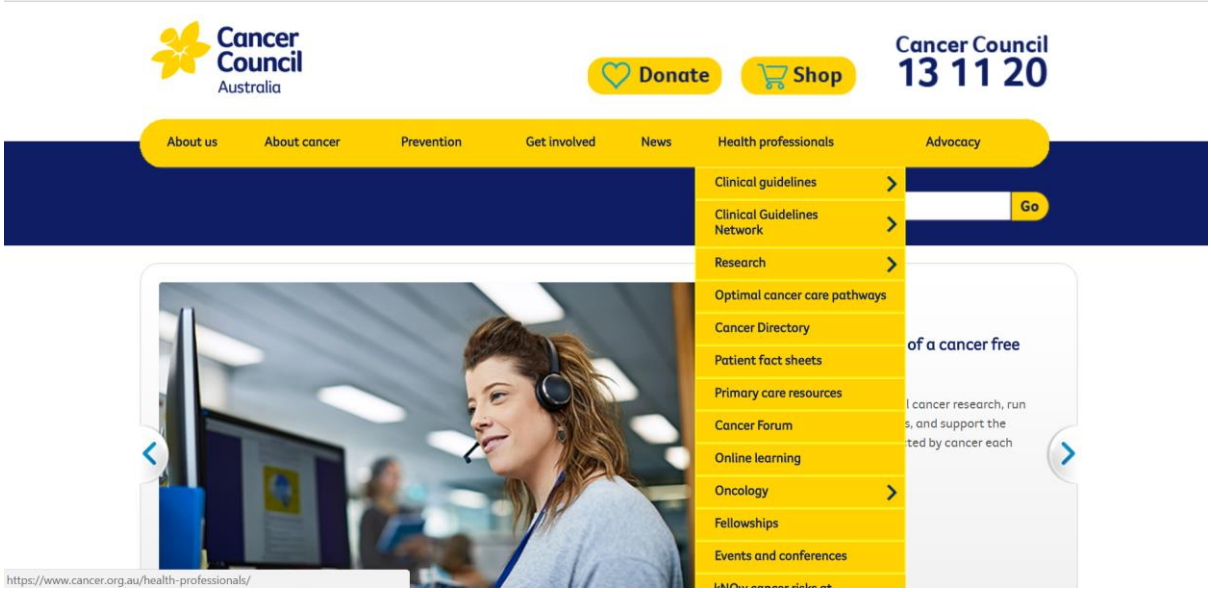
Results of *Organisation Systems* Research

Schemes determines the organisation of content into groups based on common properties. There are two types of organisational schemes- Exact and Ambiguous. Exact schemes are used when item fits in a particular category whereas ambiguous schemes are used when the item may fit in more than one category. On the other hand, Structures define the relationships amongst groups. There are three main structure types- Hypertext, Hierarchy and Database. Almost always Hypertext is combined with other structures in a website.





Carsales.com.au is a good example of Task Oriented Ambiguous schemes. In Task oriented schemes, all the categories organises content by what user wants to do. In carsales.com.au, the categories are based on a limited number of high-priority tasks (Cars For Sale, New Car Showroom, Sell My Car, etc.) the user want to perform when using the website. This site is also a good example of Database structure in which the primary goal is to reach the desired information is least number of clicks. The main search bar can get us to the required information and gives us the bottom-up view.



Cancercouncil.org.au on the other hand uses Topical Ambiguous schemes. In Topical schemes, content is organised based on subjects. The Cancer Council website has different subjects like- About cancer, Prevention, Get Involved, News, etc. which can be effectively organised using Topical schemes. On structural side, this site uses Hierarchical structure that is structuring by rank or level. This structure gives us top-down view of the site.

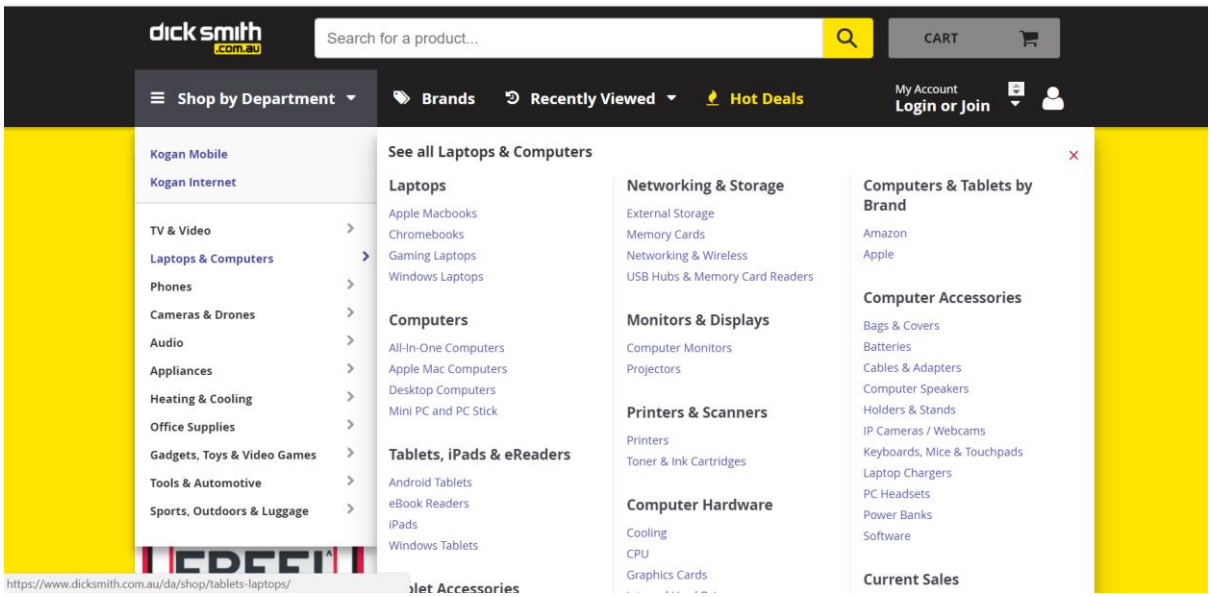
The Organisation systems research helped me in defining the type of content that is going to be used in the website and what would be the most effective way to organise them. As there is mainly imprecise content, so the Exact schemes are out of the picture. Hence, Ambiguous Topical or Task-oriented schemes would probably be better approach as these scheme would be able to target the stakeholder's needs better. Also, as the website contains topic related stuff rather than item related so, Database type structure would not bode well with website's content. Therefore, Hierarchy along with Hypertext structure would be a better structure to be used in the website as it would be more approachable and relatable to the users. The familiarity of content in Hierarchical structure would also help children navigate through site without getting confused.

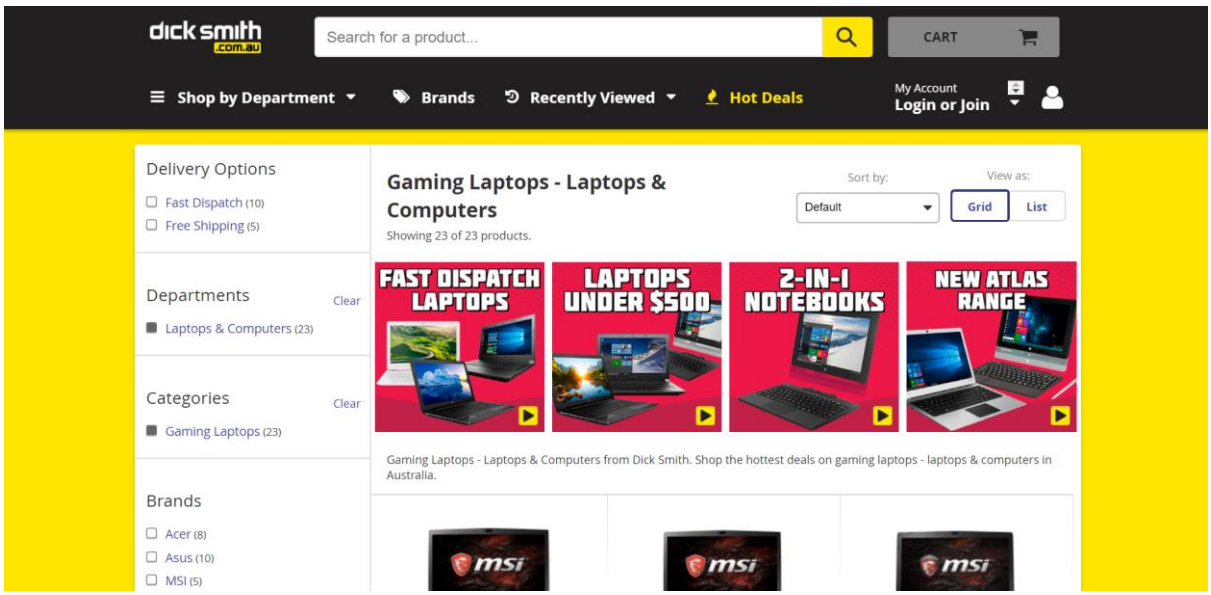
Results of *Navigation Systems* Research

Navigation Systems are used to make the navigation through complex digital space i.e. Internet easier and smoother. They are four core components of wayfinding to keep in mind whilst designing the navigation systems- Orientation, Route Decisions, Mental Mapping and Closure. All these components ensure effortless and effective navigation through website without any hindrance. Navigation can be of many types, some of these are- Primary, Secondary, Breadcrumbs, Global, etc.

Some good navigation sites-

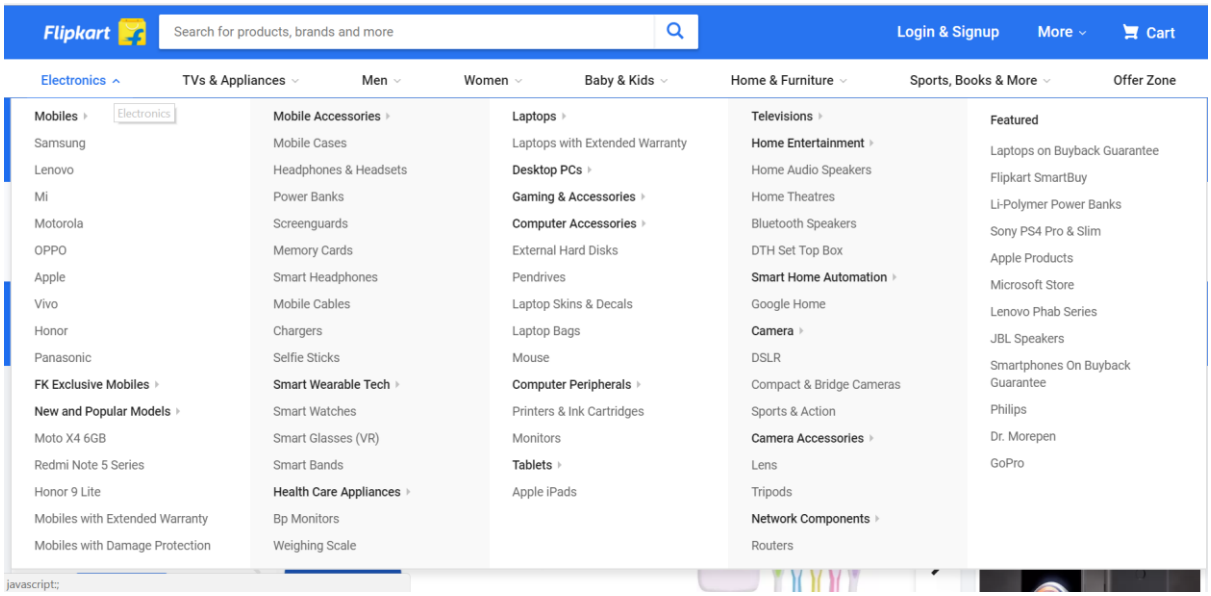
www.dicksmith.com.au

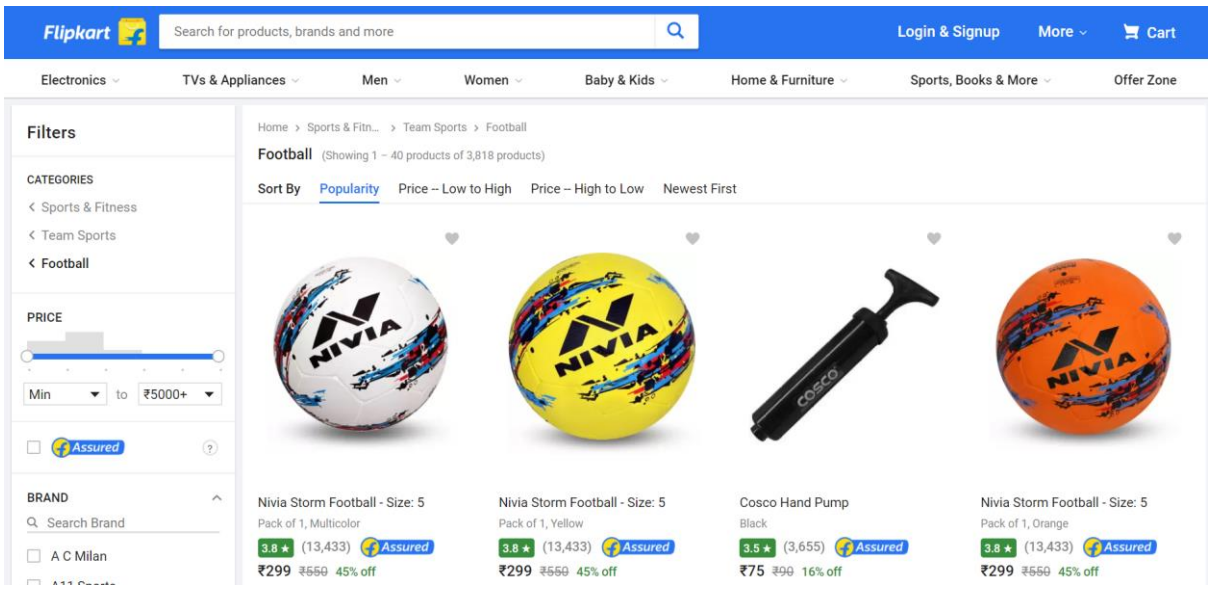




Dick Smith's website contain many different types of navigation like- primary, supplementary, utility, etc. and they all build up to make a good navigation site. The drop-down menu in the page header is the primary navigation with links to all the key pages on the site. In the second image, there is supplementary navigation, taking user to a specific page. The search bar on page header is indication of utility navigation system. All these features combine to make a site with good navigational systems.

www.flipkart.com

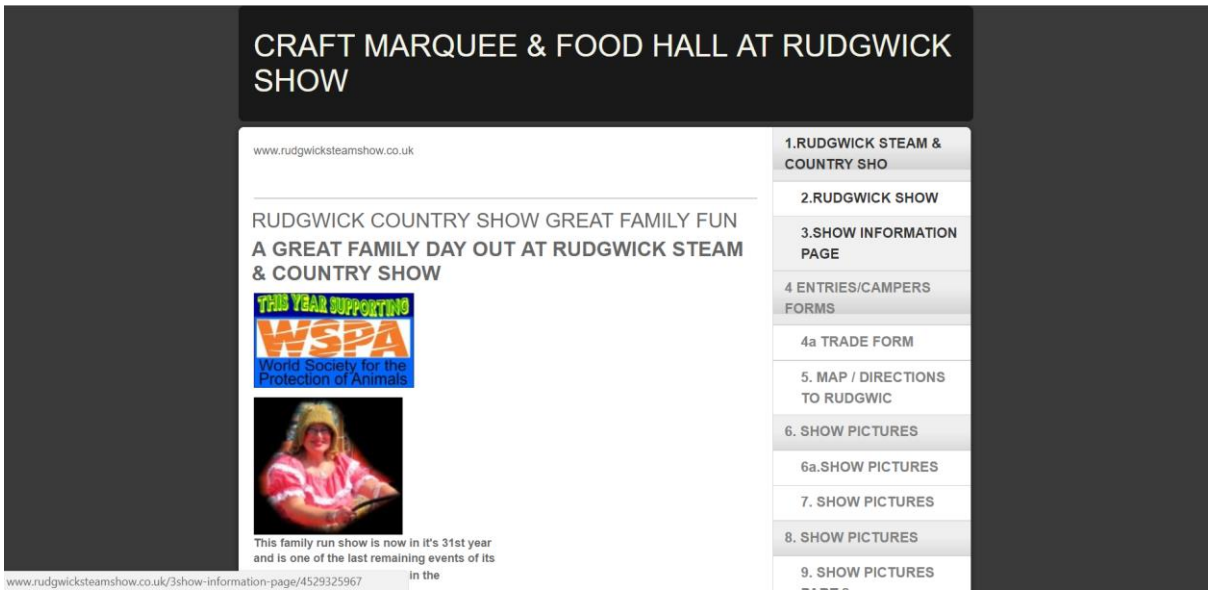




Flipkart has the primary navigation in form of a mega drop-down menu. The search bar on the top and different links alongside it is indication of utility navigation. When we go to any page, there is supplementary navigation alongside breadcrumbs. The page header is the Global navigation that appears on every page of the website. All these different types and styles of navigations build up to make a clean and easy to navigate website.

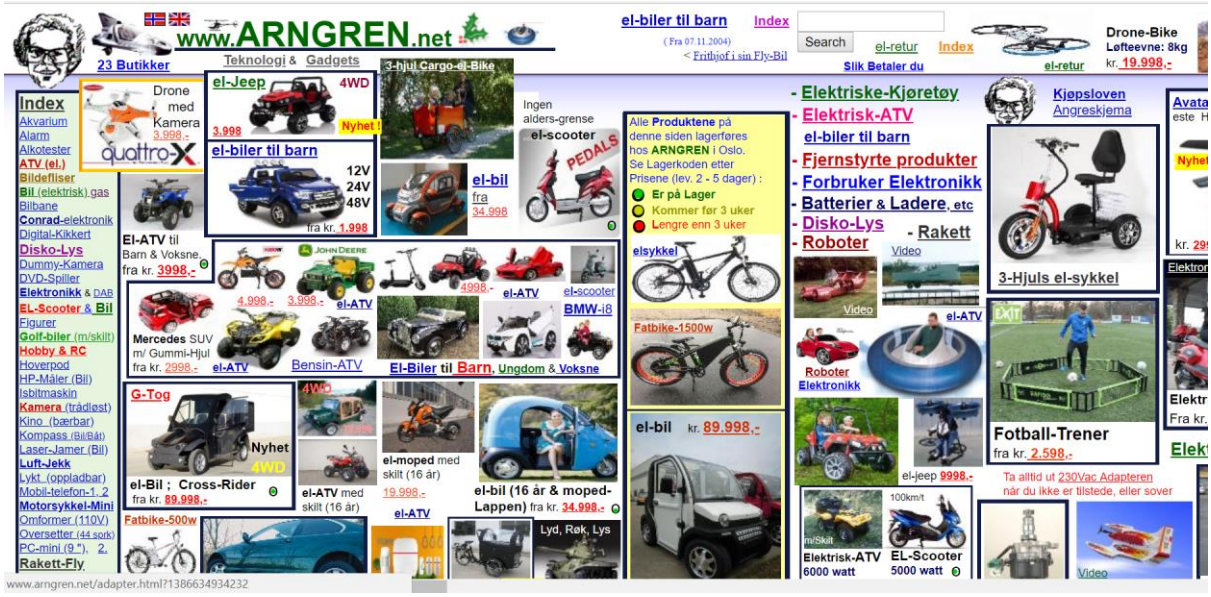
Some Bad Navigation Sites-

www.rudgwicksteamshow.co.uk



The only navigation present I the who website is the Local navigation on the right side, which make the site even more confusing than it already is. The site does not have any breadcrumbs to indicate where we are or even a header or footer for that matter. There is no indication where we are, how we reached there and there is only one think we can use to go anyplace else that is the bar on right side. To make site better, breadcrumbs should be added for indication of our current position, moreover a global navigation for the site may be good idea to come back to home whenever we get lost. Using Tabs can be a better option than the local navigation and would make the site look much cleaner.

www.arngren.net



This site has traces of some navigation systems but then also things are too cluttered to make proper use of those. When a link is opened, there is no navigation of any sort. The only navigational systems on the website are on the main page, which consists of supplementary and utility navigation. Due to lack of navigational it is impossible to find out where we currently are and any indication of closure. The mental mapping component of wayfinding doesn't even exist on the site. To make the site have better navigation, Primary and Global navigation should be used to get back to main page in case if we get lost and go to the section we require to go to. Breadcrumbs or Local navigation would also be a good approach to satisfy the orientation when on site.

Website's Adaptation -

To help with the orientation and closure, breadcrumbs are essential to be in site so that kids and parents are easily able to find their way to desired information and ensure they have got to the right place. Global navigation and footer would also bode well with the purpose of site and also works as Mental Mapping for users. Secondary and utility navigation would

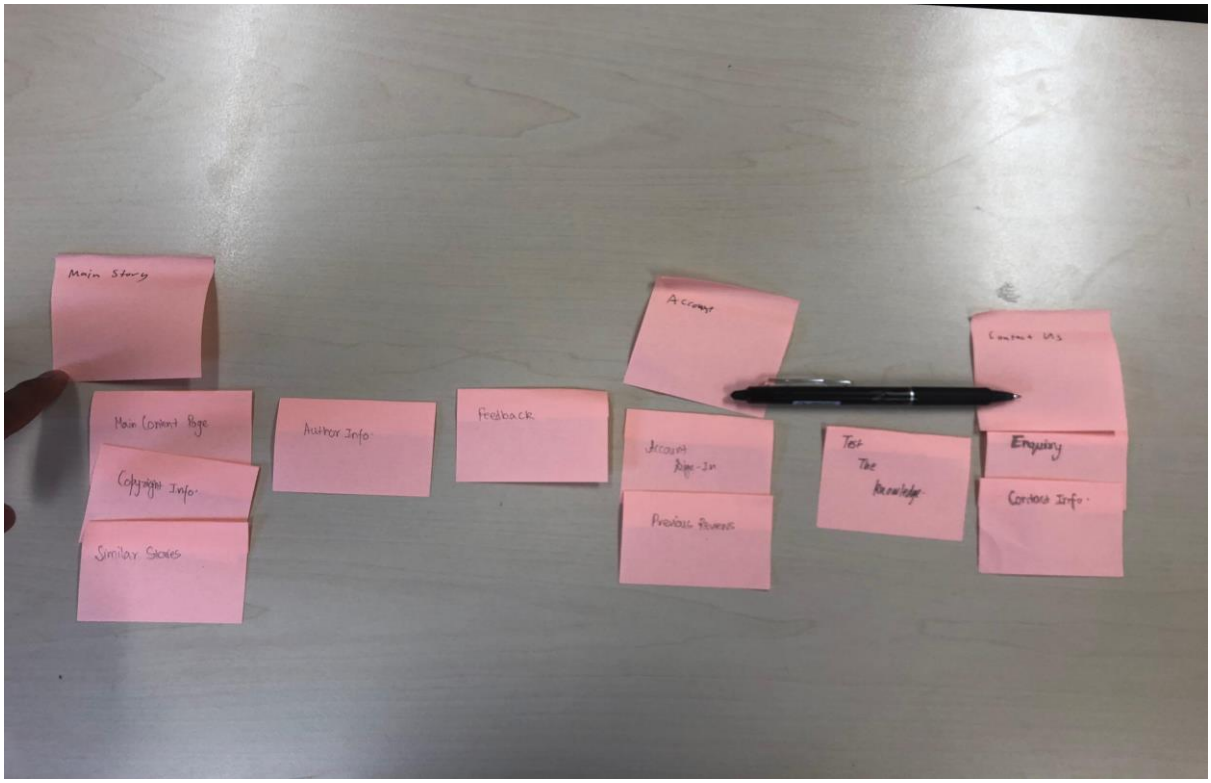
also help the users to take Route Decisions. Mega drop-down and tabs would be the way to go for miscellaneous stuff like About Author and Related stuff.

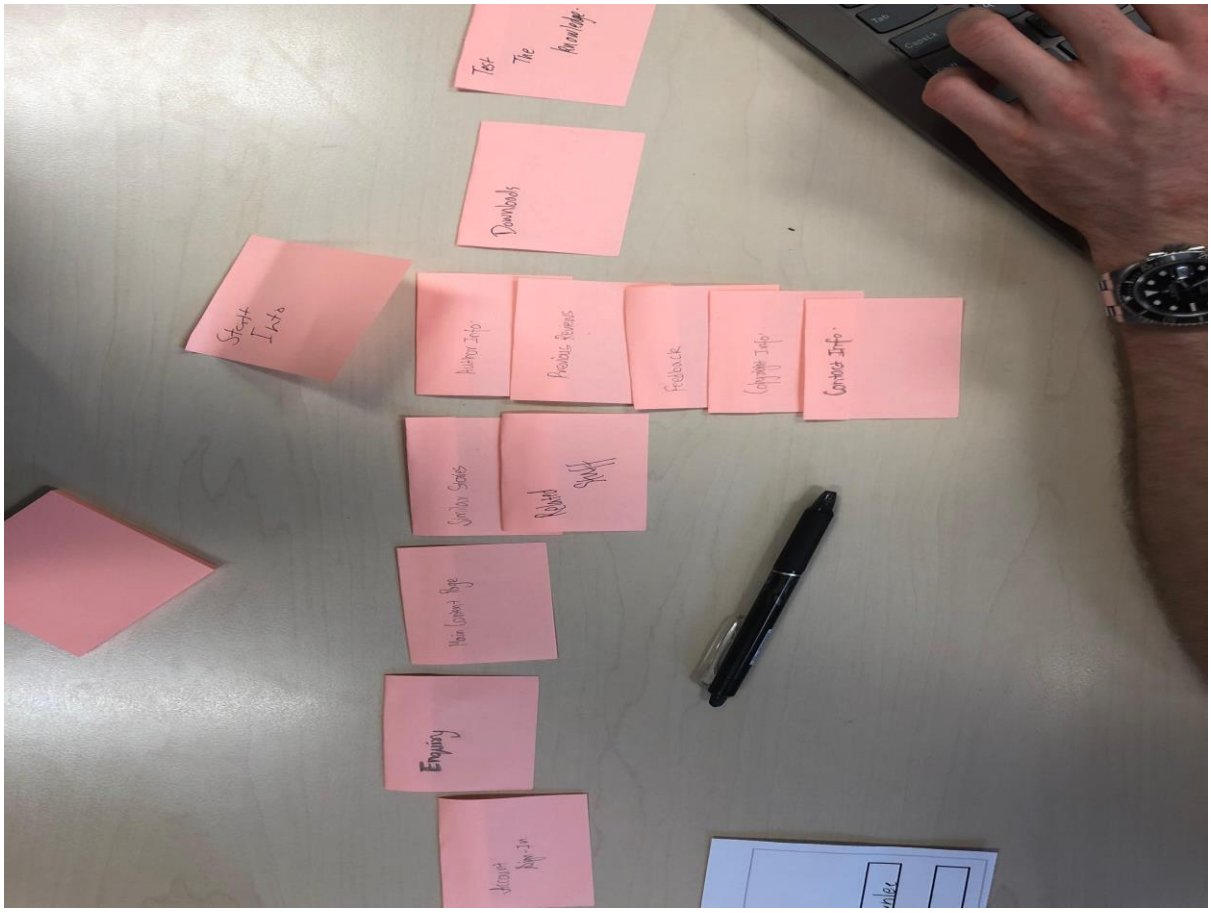
Content Organisation

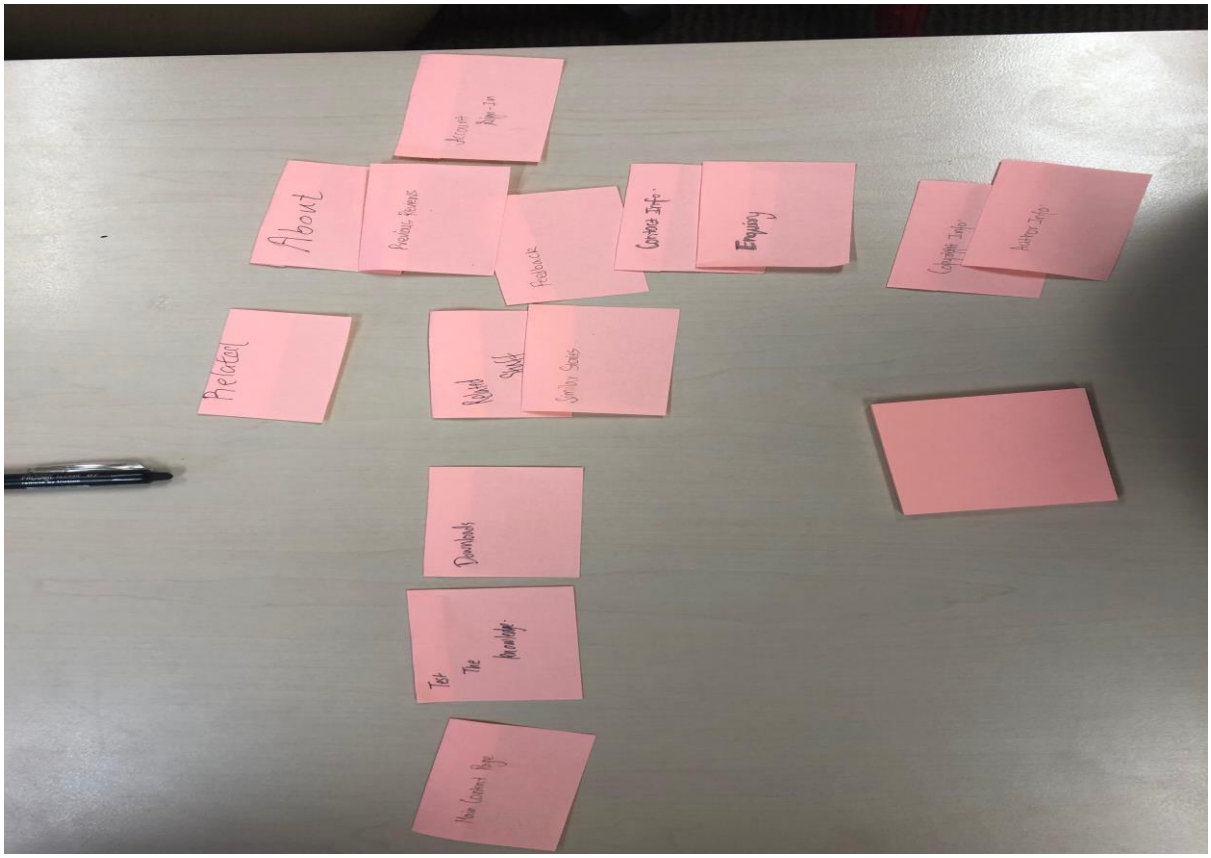
Results of *Card Sorting* Design Exercise

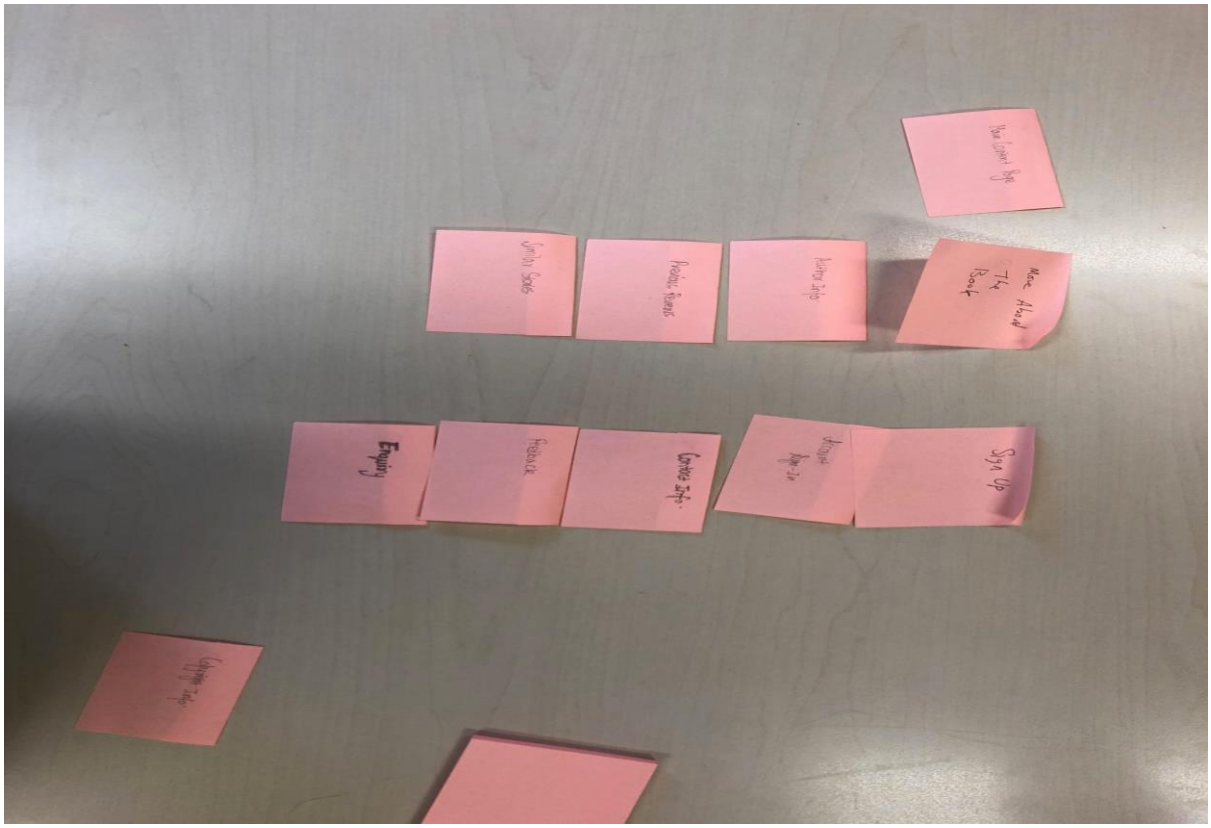
Card Sorting is a method used for finding out how users approach content. This exercise is essential find out how users relate to different topics and how they organise these topics into categories. There two main methods of card sorting, Open (in which the participants sort out the given pages in groups and then later name the groups) and Closed (Pre-defined categories are provided and participants place the given topics in Pre-defined categories). In addition, Card sorting can be done with or without an observer.

The most common advice I got during the exercise was to eliminate some of the miscellaneous pages that may have been formed during the site-mapping process. So, Related stuff, More about Book, About author and About book have been merged together. Also, during the cross-questioning, it was highlighted that Ambiguous User-specific schemes may also be useful because there are two primary stake holders so, some categories like Story and Quiz can be included in one section aimed towards children and other pages like- Download and Info for the adults. Some of the good categories that was produced during card sorting were- Main Story, More about the Book and Staff Info. Moreover, some ideas for categories were recommended which can make website more interacting and fun for target audience. Seeing that four more categories were added- Enquiry, Test your Knowledge, Downloads and Comments.


Main Story
Main Content Page
Author Info.
Feedback
Account
Test The Knowledge.
Enquiry
Contact Info.
Similar Stories
Previous Stories


Test The Knowledge.
Downloads
Author Info
Previous Stories
Feedback
Contact Info.
Similar Stories
Main Content Page
Enquiry


Home Page
About
Previous Events
Feedback
Contact Info
Enquiry
Gallery Info
Gallery Pictures
Preface
Related Stuff
Quality Scores
Downloads
Tell The World
Your Current Page


Your Current Page
Quality Scores
Previous Events
History Info
More About Tk Book
Enquiry
Feedback
Contact Info
Request Page
Sign Up
Gallery Info

In-depth testing plan -

Anshuman Mander

Testing Plan →

Pages present on Website :→

- Main Content Page
- Related Stuff
- Feedback
- Reviews
- Enquiry | Ask us question
- Test your knowledge
- Learn more about buildings
- Author Info.
- Download page
- About us
- Account

Objects | Content Items →	Actions | Tasks →	Frequently | Infrequently →	
• Main Content page	• Feedback	Main page	Author Info
• Related Stuff	• Reviews	Reviews	Related Stuff
• Author Info.	• Enquiry	Account	About us
• About us	• Test your knowledge	Download	Feedback
• Learn More	• Account	Learn More	Enquiry
• Reviews	• Download page	Test knowledge	

Open Card Sorting would be the way to go. I would ask users to put some of the related stuff in categories & then later on ask them to name the categories & what was their mind process while grouping & naming.

Some Questions to ask →

Q why you grouped this card in this category?

Q what other pages could be included?

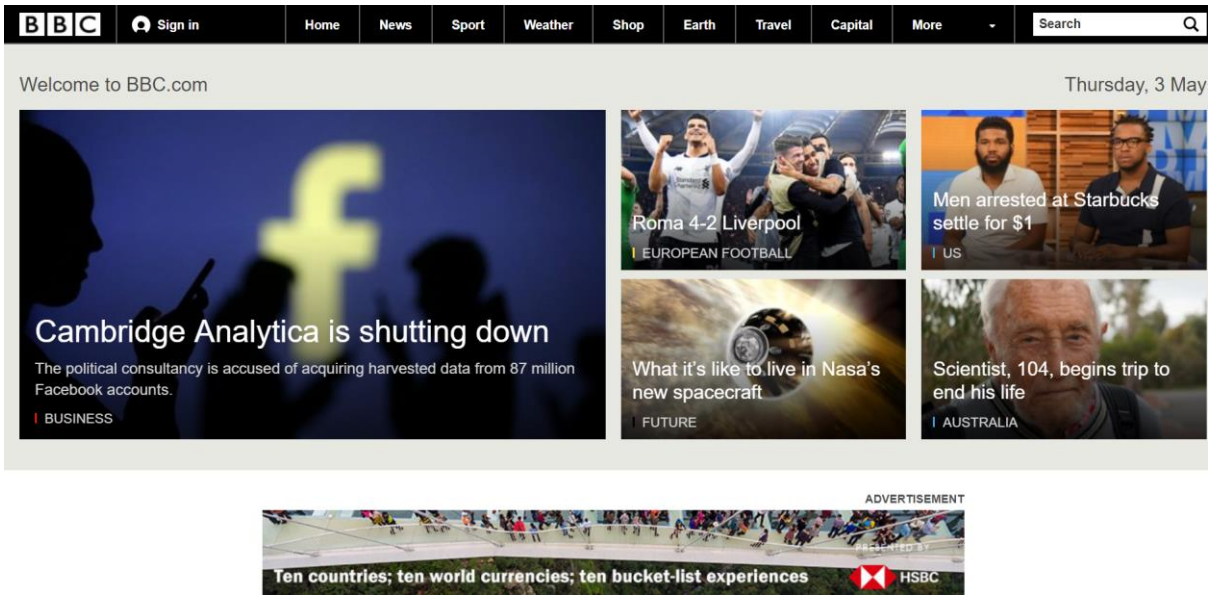
Q what type of page would you visit most?

Q which pages are miscelloneous/ expendable?

Results of *Visual Organisation* Research

Visual Organisations are key to boost user navigation and they works as an interface between users and the content. Visual Organisations are used for organisation of content on the page so that it is easy to navigate content. A webpage is separated into different parts like- header, footer, content and aside. There are four basic layout principles to arrange them- Proximity, Alignment, Emphasis and Consistency.

BBC's Website-



One layout that bbc's website is good at is proximity. All the different sections of the website are clearly separated via a heading and different layouts of different sections. There is Grid system being used to position elements on the page. The layout used to maintain Hierarchy using the proportional sizing of different sections and elements. There is a little gutter to separate different sections and content. The website overall seems to be somewhat balanced. Some parts of sites are symmetric but some parts are asymmetric that could throw people off. Patterns is the part where the site struggles the most. There are so many different grids system being used for different sections/parts of the website due to which every page of the site looks different and alignment in different pages is also

different. Specially the header, which is different for every main sub-page. There is different colour of the header for every sub-page and also, the primary navigation changes depending on the topic, which can easily confuse the users. BBC's website somewhat does the job for drawing attention to items on the page. Emphasis used on the main page is helpful in reinforcing hierarchy. There is some contrast but it is clearly not enough to clearly differentiate elements. The site in my perspective has poor consistency. There is lack of uniformity in the layout of the elements specially. Overall there is lack of consistency to help the user easily navigate throughout the site. Some basic things to improve the site could improve on has be a lot more consistency, which can be done by using similar kind of layouts and grid systems rather different for different parts. Every page at least could have similar content section in the starting to familiarise the users. Also, the balance of the site could be improved exponentially by using either a symmetrical or asymmetrical approach, these two combined together do not work so well. Another tip would be the emphasis the content by using even more contrast by using different colour or shade of colour for headings, subheadings and the content.

One of the main things I noticed that was lacking among many sites was the contrast between

headings and content. In the website, there would be usage of lighter shade of colour grey for the content and seeing as it is a website for kids, definitely some catchy colours would be used for emphasis on headings and pictures. Additionally, asymmetric approach would be used to balance because that seems to be more catchy and interesting to children. In addition to that, use Rule of Third's Grid would be used to align content and make things look cleaner. Definitely some gutter would be used to separate different sections more clearly and effectively. The main story would be placed in the middle of page to ensure consistency and familiarity. Some of the common patterns in all the pages would be header and primary navigation through drop-down menu.

Functionality

Description of Website Functionality

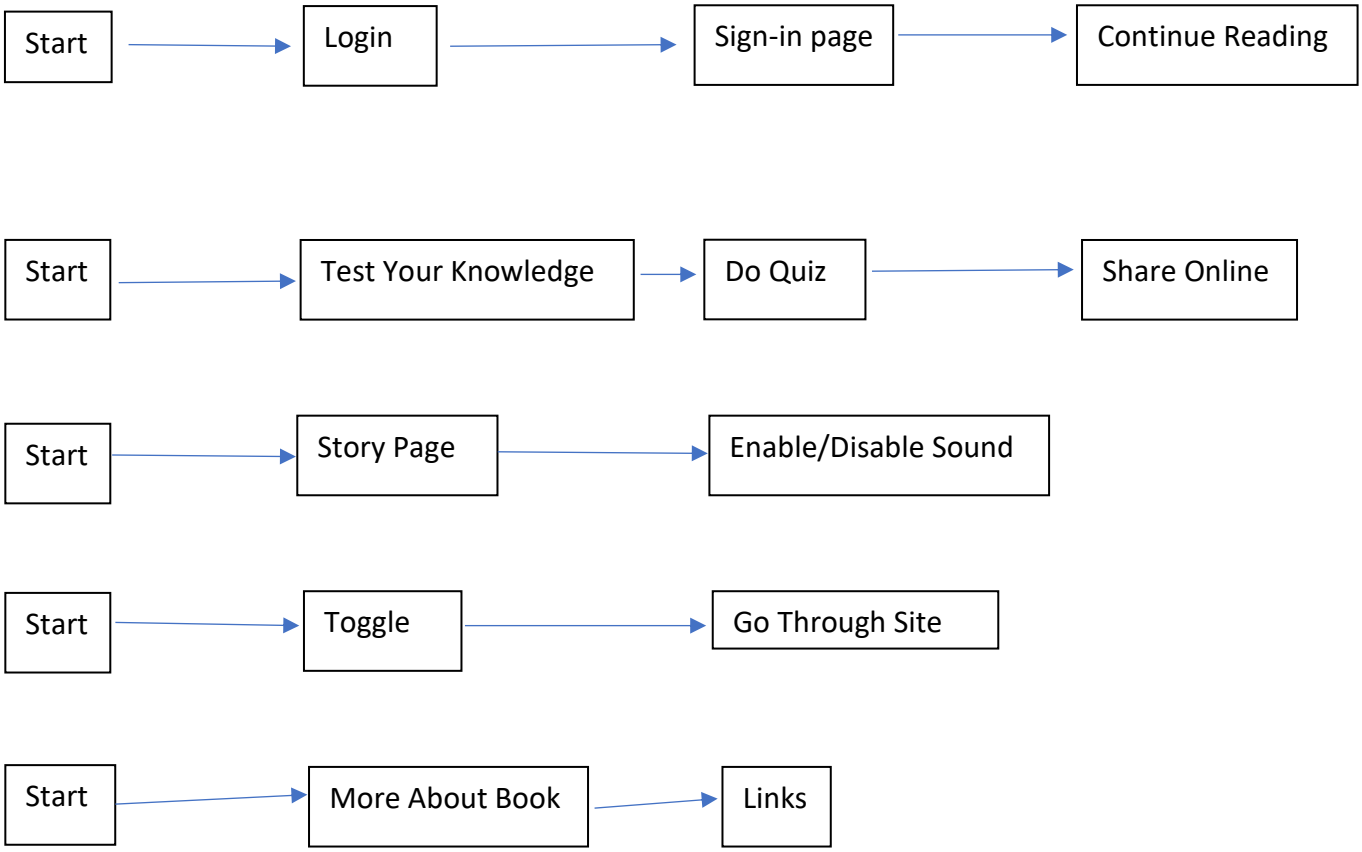
To make website more interactive and intriguing, a range of functionalities would be added to improve user's experience. For that, the website would be designed to be mobile compatible so that everyone would be able to use and enjoy from any device. To accommodate different screen sizes and make mobile responsive website, relative size would be used while designing. The general search bar on the page would be optimised to recommend some keywords to enhance the surfing experience. Forms and surveys would be provided with some JavaScript to get feedback from users and improve their experience. There would also be Social-Media integration for competitiveness part. Another feature would be the toggle mode. In toggle mode, users can toggle with a button to make website either simpler and cleaner (for adults) or more animated (for children). This will reduce confusion among users and ensure smooth navigation and feel of the website. In conjunction to all this there would be fixed header for easier reach to main links. Test your Knowledge section would also be enhanced and interacting using JavaScript. Also, the main story page would have form of a book to give as close representation to a real book as possible, for example- the pages for content would turn like a real books pages.

To accommodate the mobile responsive website, keyframes would be used and a different CSS would be written for mobile version. For making search bar more responsive, JavaScript would be used. Similarly, Forms and surveys would be enhanced and beautified using CSS. Toggle mode could be done using JavaScript and JQuery. Also, some animations and transitions would be used in the Children toggle part to make site more interesting. For the fixed top-bar, CSS positioning of elements would be used. To make Story book alike, CSS, JavaScript and JQuery would be used together

The functionalities in the website are designed to make the website more interactive for users. The toggle button is developed to satisfy the needs of two primary stakeholders. All the animations and transitions is targeted to make the website more interesting and fun for children. The Test Your Knowledge section of the website makes the website more engaging for users. In addition to this, the enhanced search bar is used to make the site feel more

fulfilling for users. The story page give the children more interaction and near experience to a real storybook.

Key Task Flows



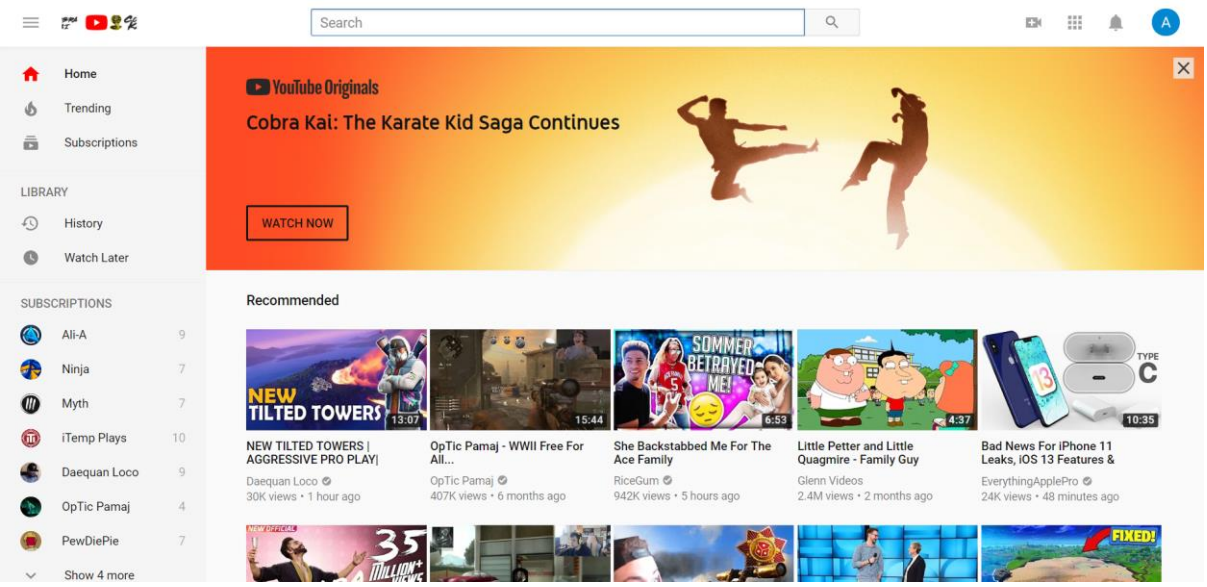
All key task flows focusses on main user interaction. One of many things users would want to do when going through the website would be to login so that they could continue their story or even review their progress. The second task flow focusses on the Test Your Knowledge section of the website where people would do the quiz and then later be able to share their results online if they wish so. Many children would want the full page for story so, Story page would provide that along with a volume controls on bottom to either enable/disable of control the read aloud of the story book. One of the functionalities if the

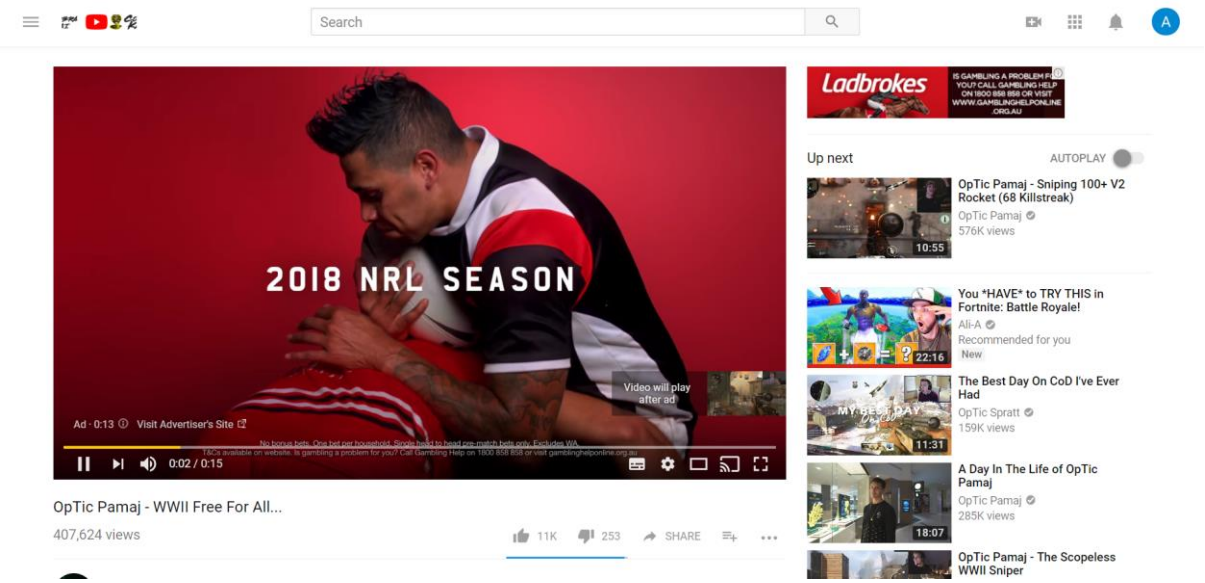
website is a toggle mode for Adults and Children, after which users would go through their preferred style through the site. Also through the More about Book section users may see links to similar stuff and other information.

Results of *Accessibility* Research

Web Content Accessibility Guidelines 2.0 tells us how the Web content can be made more accessible to people with a wide range of disabilities. There are four guiding principles of WCAG 2.0 namely- perceivable, operable, understandable, and robust.

Youtube.com-





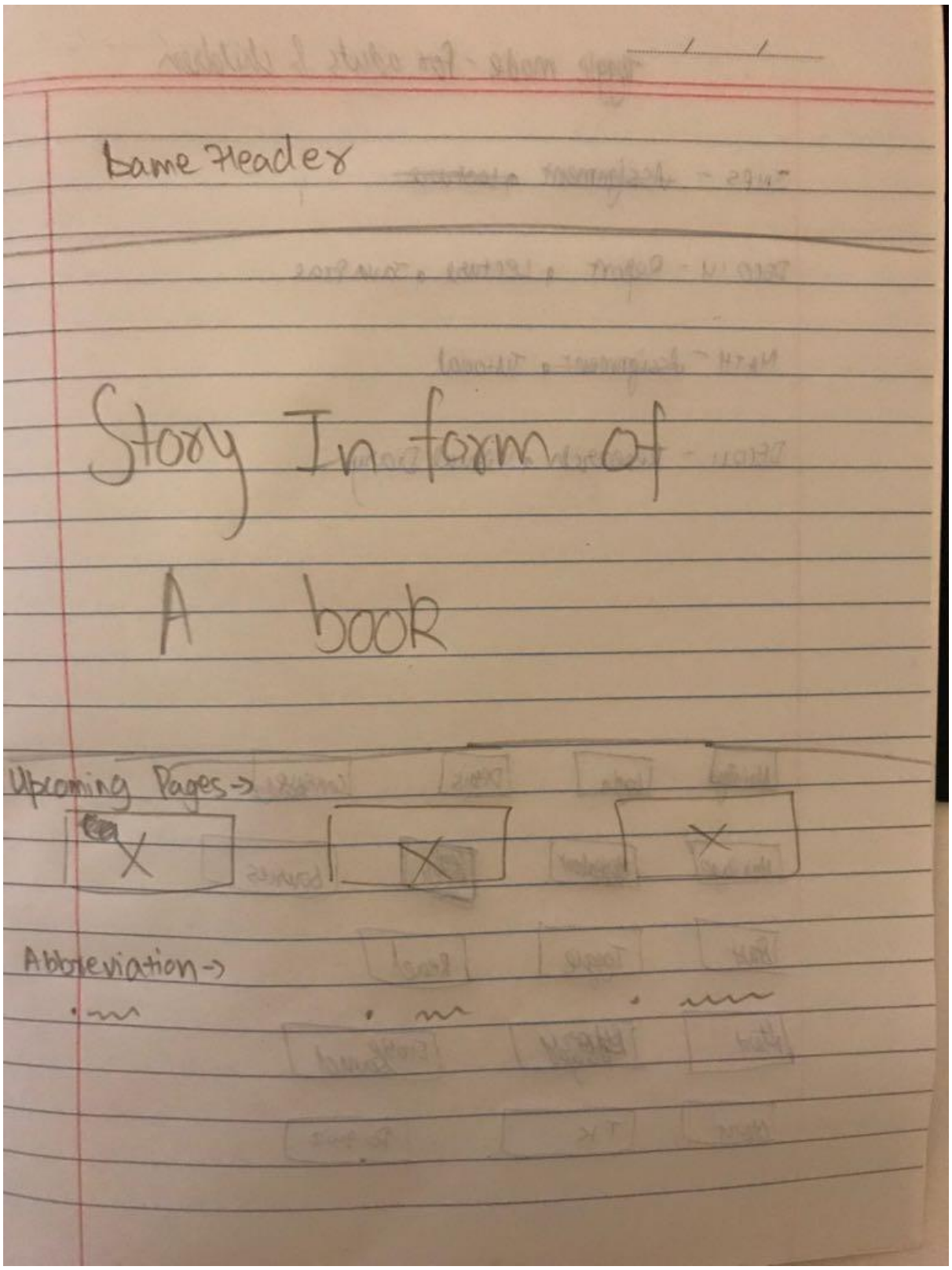
Youtube performs averagely in the perceivable principle. There are text alternatives for any non-text content and time-based media. In conjunction to that, captions are provided for all content. Almost all the guidelines are met by the website. Also, there are shortcuts on keyboard throughout the website, making the website perform well in operable principle. In addition to it, other guidelines like- Enough Time, Seizures, Navigable are also met by the website. Youtube.com performs well at being Understandable. All the content on the website is clear and perfectly readable. The website is particularly well at being predictable with each inner page' layout being identical. One thing the website lacks at is the input assistance that is used to avoid and correct mistakes. The website overall is incredibly robust and provides compatibility for current and future user agents. In Overall, the website is incredibly accessible. The only place where the website lacks is providing input assistance. Some labels or instructions could help the users to navigate more effectively through the website.

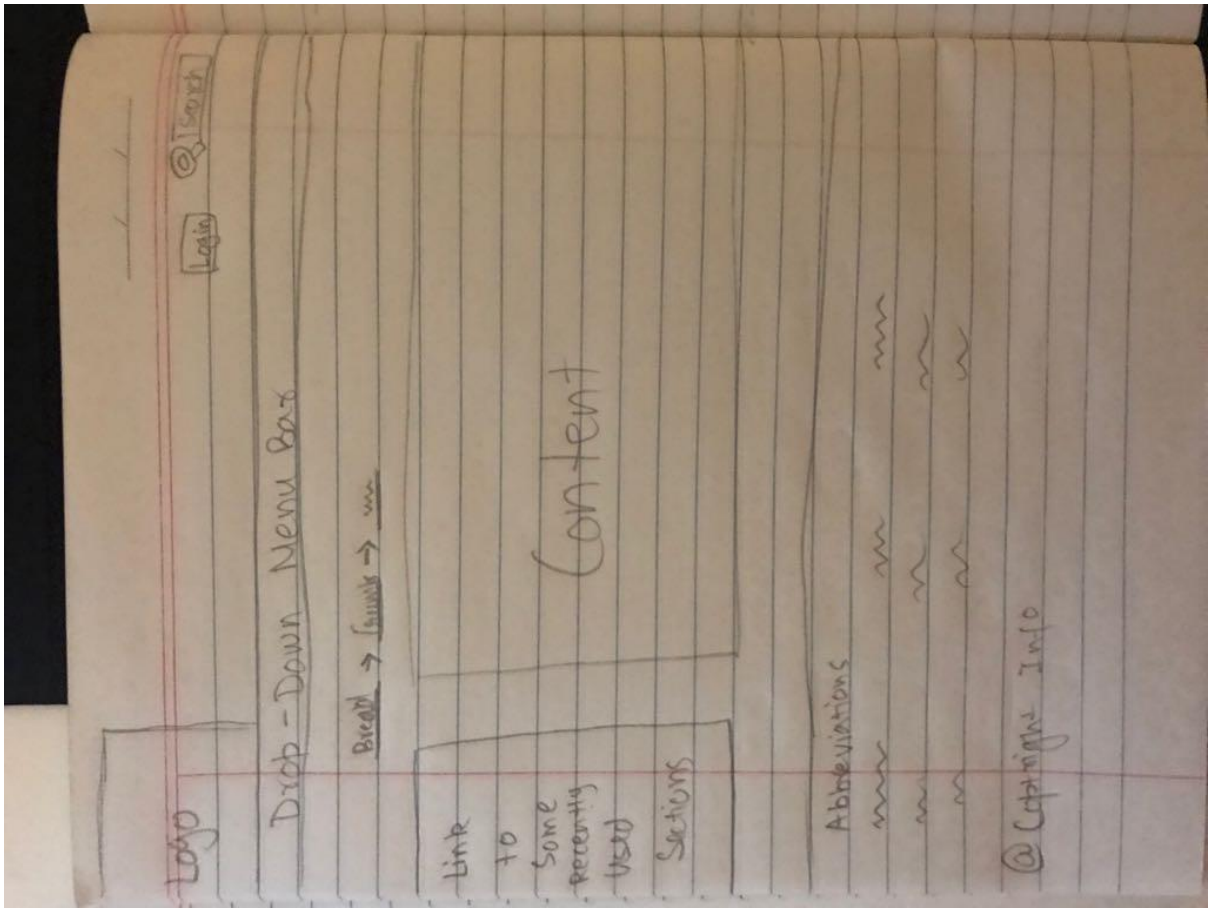
When making the website, It would a priority while developing the website to include as many guidelines as possible. One thing that would particularly well with the stakeholders is the input assistance to guide children. Some keyboard shortcuts would be provided like-to change the story page. Subsequently, abbreviations for some tough would be given in the footer section. I'll try to make the webpages look similar and operate in predictable ways.

Content being Navigable will be one of the top priorities along with being Understandable. Consistent navigation would be used in every page to provide easy navigation for the users. Also, page would be titled to describe the topic of the page. Enough Time would be provided for users to read and use content.

Reflection on Design Changes to Date

Many new features and developments have been added in the website. Some new categories like- Test your Knowledge, Enquiry, Downloads has been added in response to the card sorting exercise. The whole layout will be more balanced and appealing due to the grid system being added. Keyboard shortcuts works to create website more operable. The toggle functionality would be able to further improve the whole experience of the website. Enhancing the forms and search bar using JavaScript would greatly increase its useability and work toward a better looking and feeling website. In conjunction to that, website had been made mobile responsive and animations/ transitions would be used to intrigue children.


Same Header
Story In form of
A book
Upcoming Pages->
Abbreviation->


Logo
Drop-Down Menu Box
Login
Search
Breadcrumb → Breadcrumb →
Link to Some recently used Sections
Content
Abbreviations
© Copyright Info

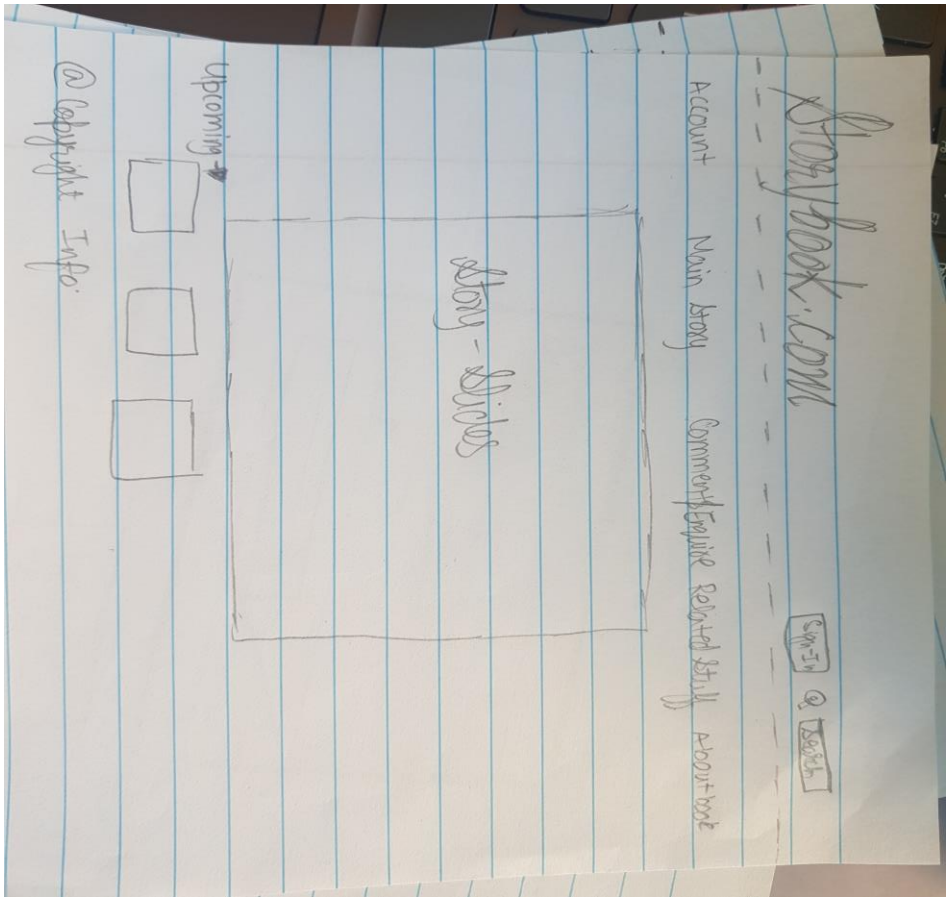
Paper Prototyping

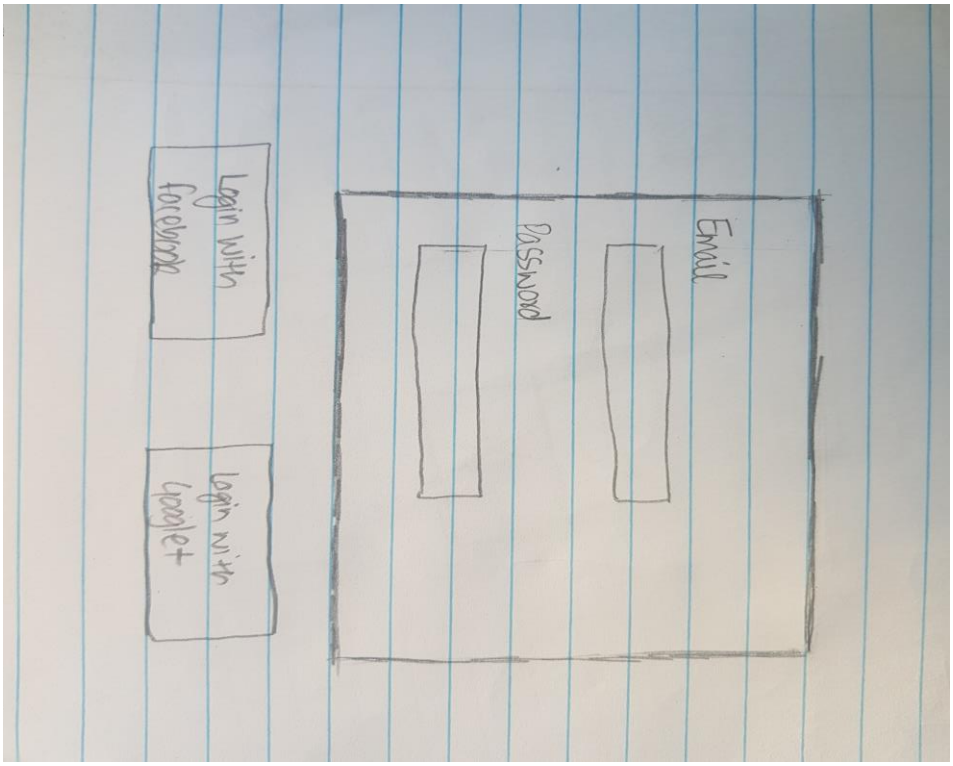
Results of *Paper Prototyping* Design Exercise

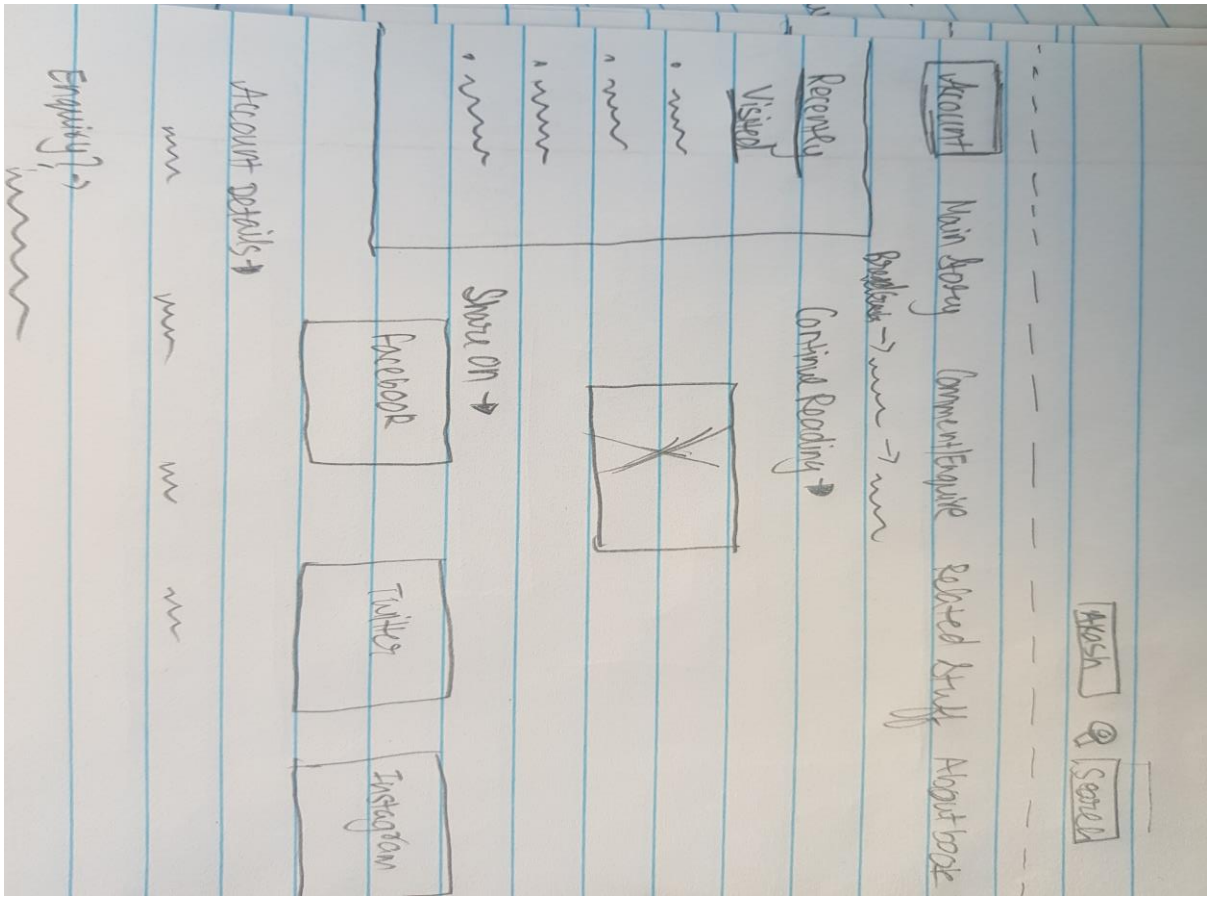
Paper Prototyping is a low fidelity prototyping in which the website is developed usually by sketch to get feedback on foundational aspects of the website like the functionality of the site. In the prototype, all functions like tooltips, rollovers, drop-downs, etc are added and presented to user for interaction where the user interact with the prototype and the observer takes notes about their interactions which further down the line could help them. The paper prototype is mainly used to issues from design and get general feedback of overall feel of the website.

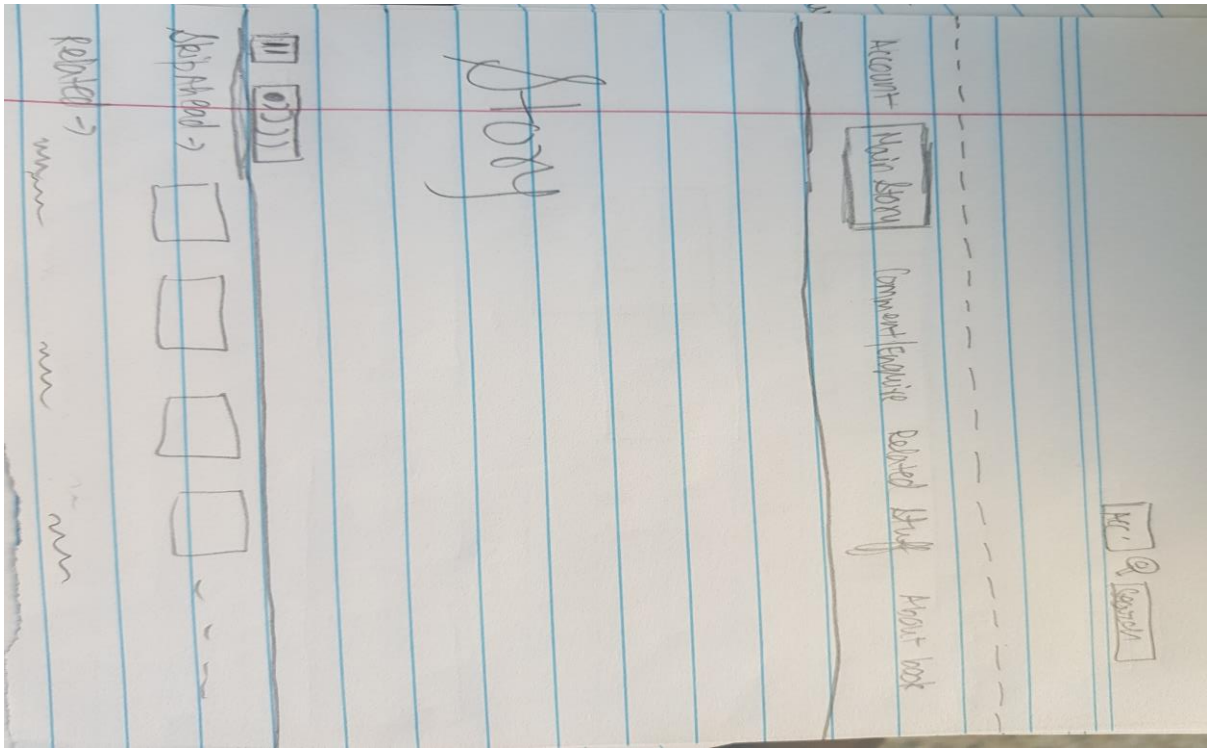
The exercise conducted in tutorial session successfully identified some of the flaws in the website and also gave a general feedback on the whole website. During the questioning part, most users gave thumbs up on the main story page and its layout. However, some people suggested that the comment section as its own page was useless and perhaps the least useful part of website. The toggle mode to change the appearance of website was both liked and disliked by users. People were concerned about it making the website confusing and a lot of work so, in response to that the toggle button has been dropped. For the accessible content, users were satisfied with the pre-existing ones and didn't sought any need for other. Test Your Knowledge section of the website was also commended by users and some suggestion were to make it more interesting for which javaScript would be used. Expect for these a few minor changes have been made to site regarding sectioning of elements. The overall functions, navigation and structuring of website was applauded.

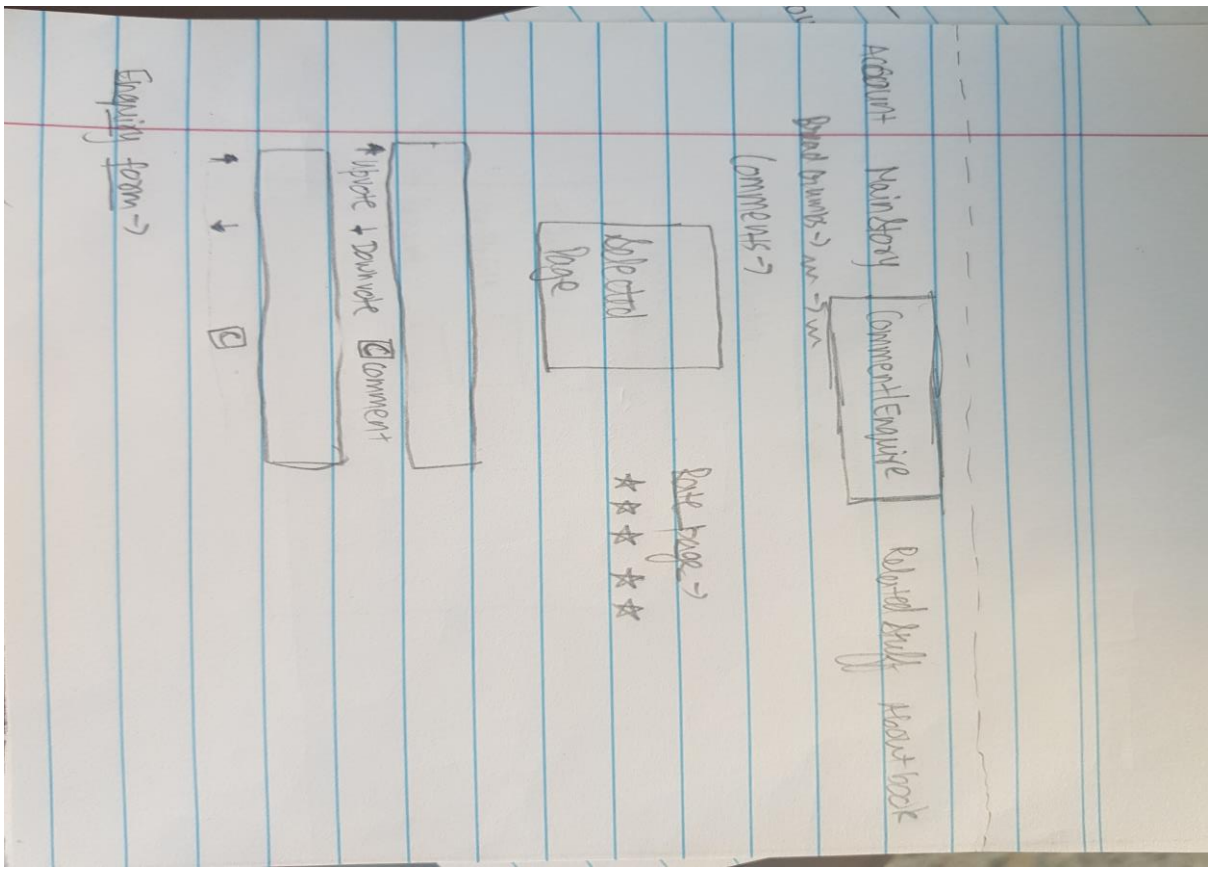
Paper Prototypes -

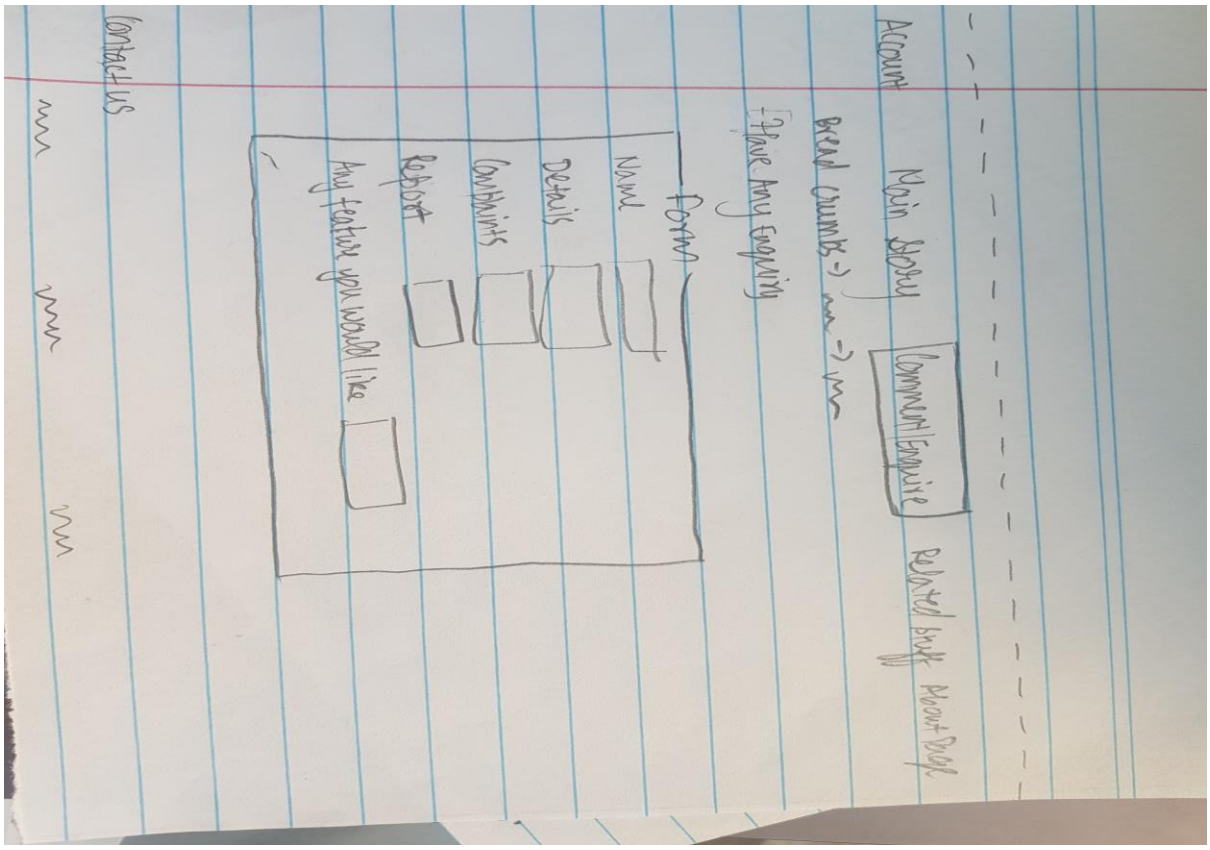

Storybook.com
Sign-In
Search
Account
Main Story
Comment/Feature
Related Stuff
About book
Story - Slides
Upcoming
@ Copyright Info

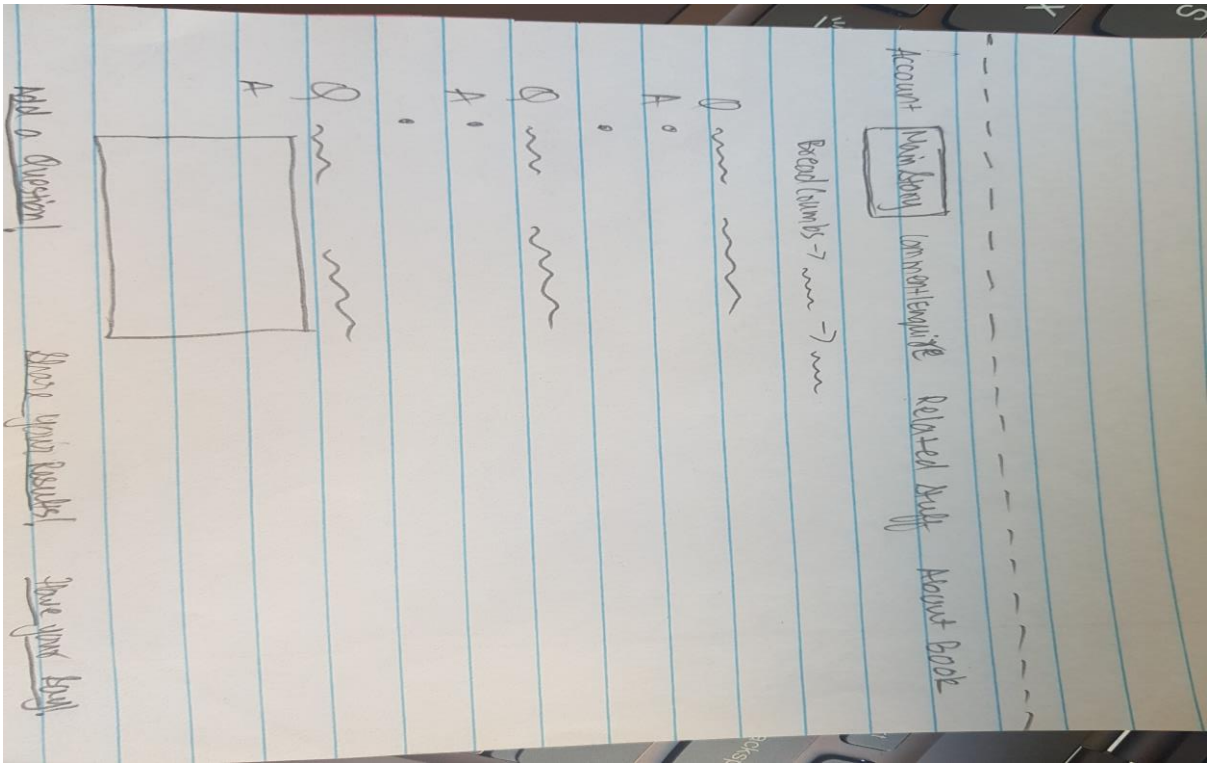

Email
Password
Login with facebook
Login with Google+

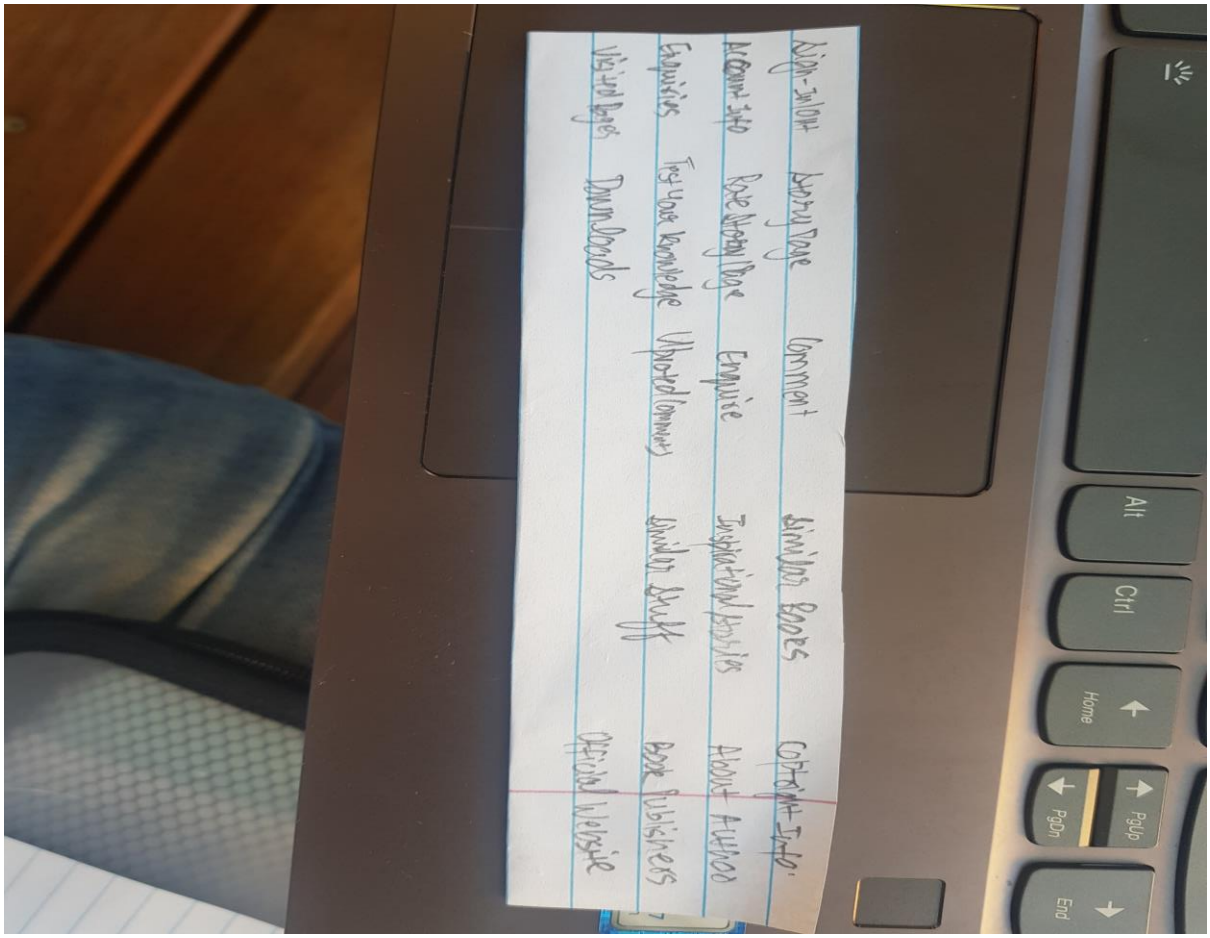

Account
Main Story
Comment/Enquire
Related Stuff
About book
Recently Visited
Continue Reading
Share on
Facebook
Twitter
Instagram
Account Details
Enquiry


Account
Main Story
Comment/Enquire
Related Stuff
About book
Story
Related

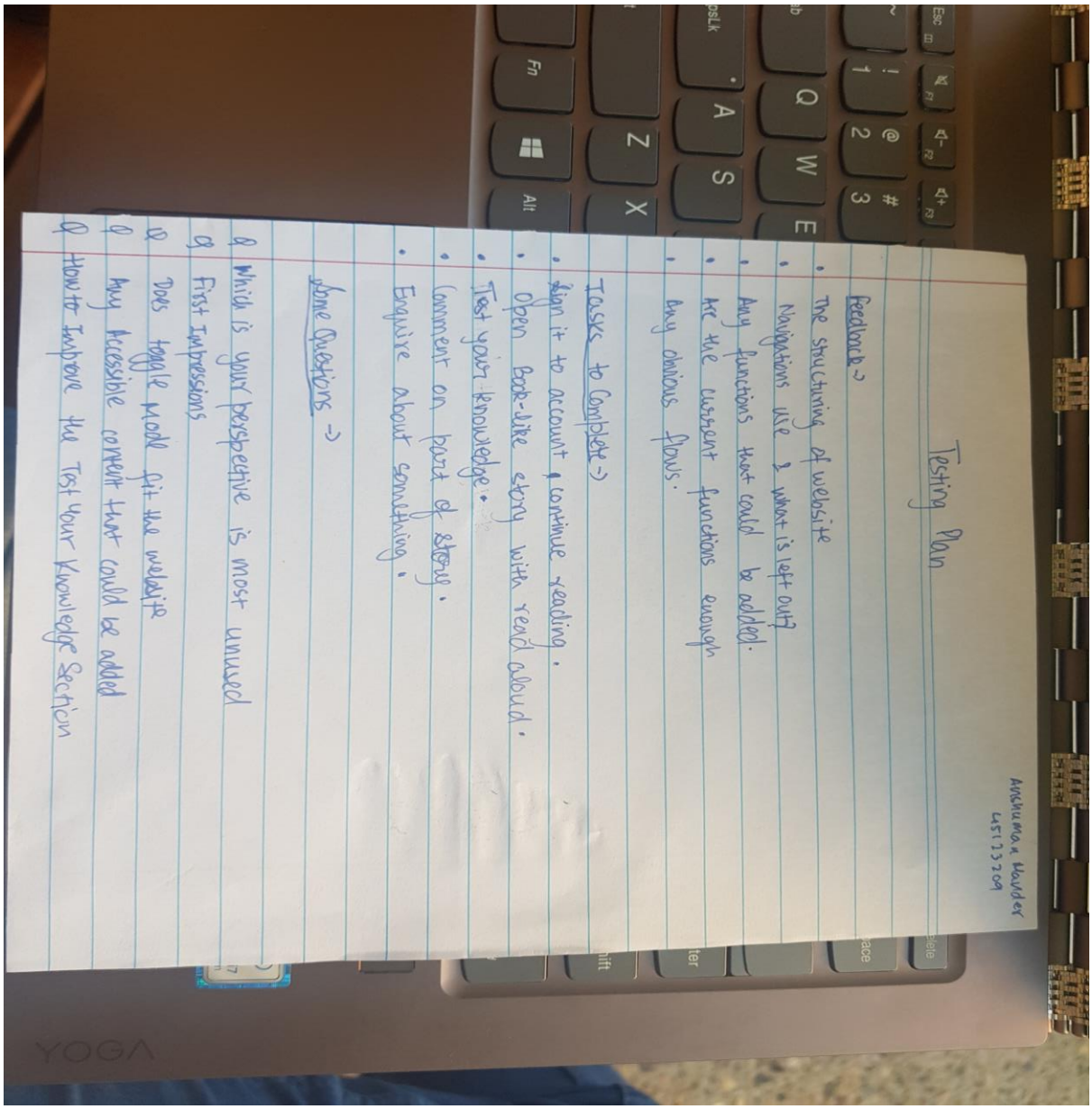

Account
Main Story
Comment/Enquire
Related Stuff
About book
Bread crumbs ->
Comments ->
Rate page ->
Upload Page
Upload + Download
Comment
Enquiry form ->


Account
Main Story
Comment/Enquire
Related Stuff
About Page
Bread crumbs ->
Have Any Enquiry
Form
Name
Details
Contraints
Report
Any feature you would like
Contact us


Account
Main Menu
Contact Enquiries
Related Stuff
About Book
Extend Columns
Q
A
Q
A
Q
A
Add a Question
Share your Results
Share your Story


Admin-Login
Home Page
Comment
Similar Books
Contact Info.
Account Info
Rate Home Page
Enquire
Inspirational Books
About Author
Enquiries
Test Your Knowledge
Upload Comments
Similar Stuff
Book Publishers
Visited Pages
Download
Official Website
Alt
Ctrl
Home
PgUp
PgDn
End

Testing Plan -



Anshuman Mander
45123209

Testing Plan

Feedback ->

- The structuring of website
- Navigations use & what is left out?
- Any functions that could be added.
- Are the current functions enough
- Any obvious flaws.

Tasks to Complete ->

- Sign it to account & continue reading.
- Open Book-like story with read aloud.
- Test your knowledge.
- Comment on part of story.
- Enquire about something.

Some Questions ->

Q Which is your perspective is most unused
Q First Impressions
Q Does toggle mode fit the website
Q Any accessible content that could be added
Q How to improve the Test Your Knowledge Section

Design Specification

Description of Visual Aesthetic

Seeing the overall aim of the website, the visual aesthetic in the website would primarily be for children. For this, bright colours would be used along with some common contrasts like light blue and green, white and grey, orange and blue, red and yellow, etc. Simple colour combinations would be given more preference so that the site does not become entirely for children only as one of the primary stakeholders are parents of the children too. To go along with light orangish background, blue and orange shades are used for the headings and navigation menu respectively. In addition, for main content, black coloured text would be used. Some google fonts like- Allura, Dancing Script, Arizionia, etc are being used for different parts of website so, it looks appealing to children.

All the colour combination used in the website are complimentary colour which enhance the other colours visibility. Moreover, for clear visual hierarchy, all the heading and content are of different sizes but same colour to provide consistency. Different typefaces, colour of elements have been used for different elements of the site like - <p>, <h1>, <section>, <nav>, etc. Positioning of these elements have been according to the content and the general expectancy. For example, nav menu is with header, the paragraph is indented more than the headings. Better contrasts are used for better visibility of content and the website's balanced in colour schemes used.

Style Guide

The following colour schemes and typography are described for the story page of the website. As the website is for children, the colours used in the site would be to give users a warm and comfortable feeling. People relate orange to energetic, attention grabbing, bright, happy and uplifting which seems to be the perfect blend for children's website. Firstly, to go along with light orange background, some complimentary colours like orange (#DC3D24) for navigation menu has been used. For logo heading two shades of blue (skyblue, steelblue) has been used which attracts the eye towards it when viewed with the overall colour scheme. This logo also works as global navigation. For sub-headings, the following colours has been used - #368aff, #ff6d0e. In drop-down menu, background colour when hovering over navigation menu, #232B2B has been used and opacity of 0.7 has been added. Furthermore, to go along with orange background, yellow colour is used when hovering over the <a> elements inside navigation menu. White and black colours are used when hovered over navigation menu and <a> respectively.

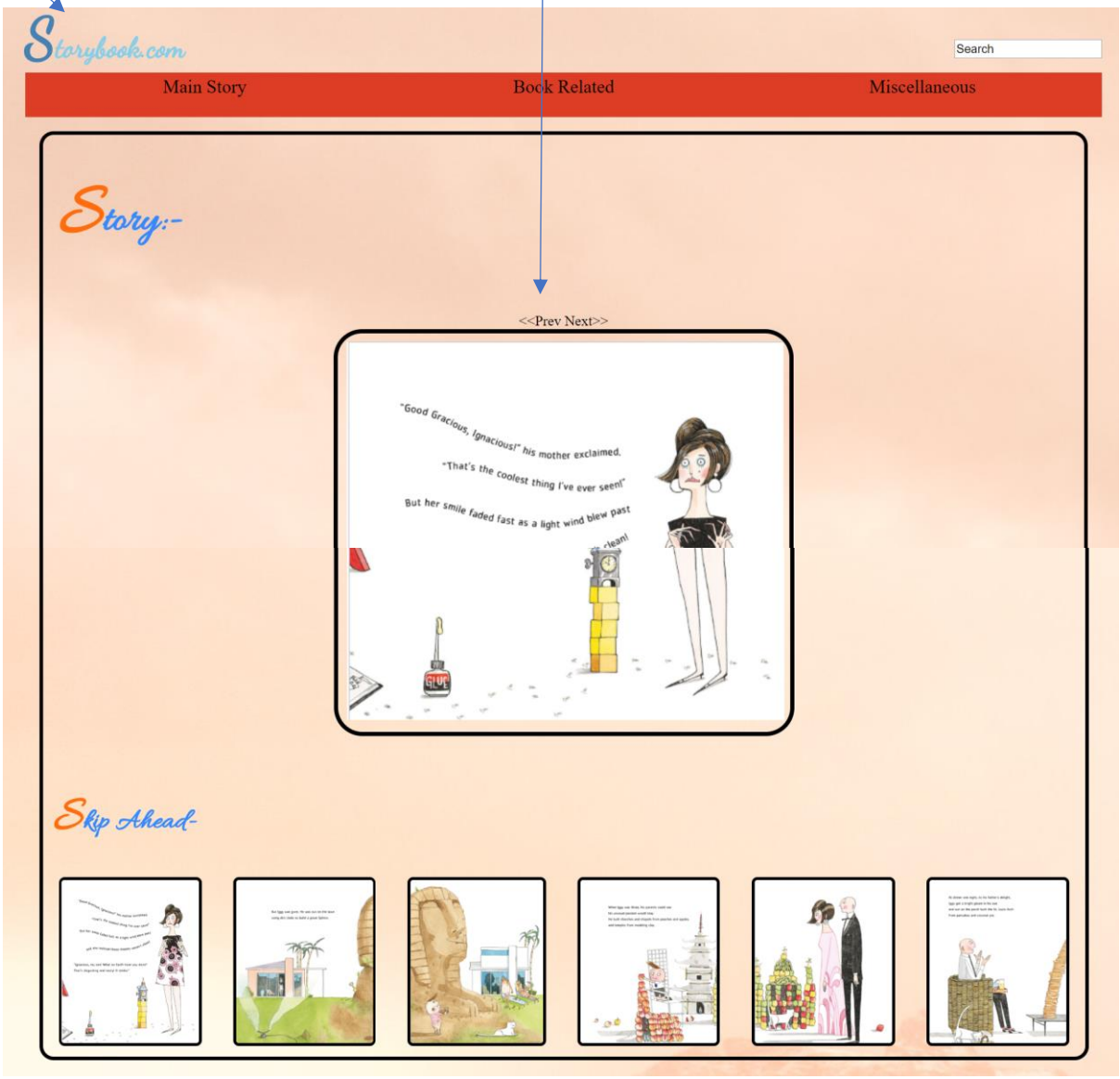
For logo heading, google font dancing script has been used and the first letter of the heading has been increased in size for better visual. Google font 'Allura' has been used for any sub-heading. To make things simpler for parents and also going along with minimalism scheme, for any <p> element 'serif' would be used and the text would be indented. None the less, headings would be given more weight and bigger size for easy clarification of different content. For background, colour gradient linear-gradient(to right, #FFFFFF, #6DD5FA); is used for main pages. For Initial page0 lightgrey colour is for background.

Design Mockup

Main Logo placed on top right for functional aesthetics.

Standard previous/next buttons to indicate that images could be changed. This works as the functional aesthetics

Bright Colours with less crowding of content makes website suitable for both children and adults.



The colours used in the website has been accordance to the primarily goal of the stakeholders that is to make website simplistic and interesting for kids. For making website simplistic and clean, elements have been arranged according to people's common perceptions. These aid users to easily navigate and identify the required information. The overall colour scheme of the web makes the site looks simple but at the same time interesting and bright enough for kids. Same is true for the typography used which focuses the users eye on the important parts of the site.

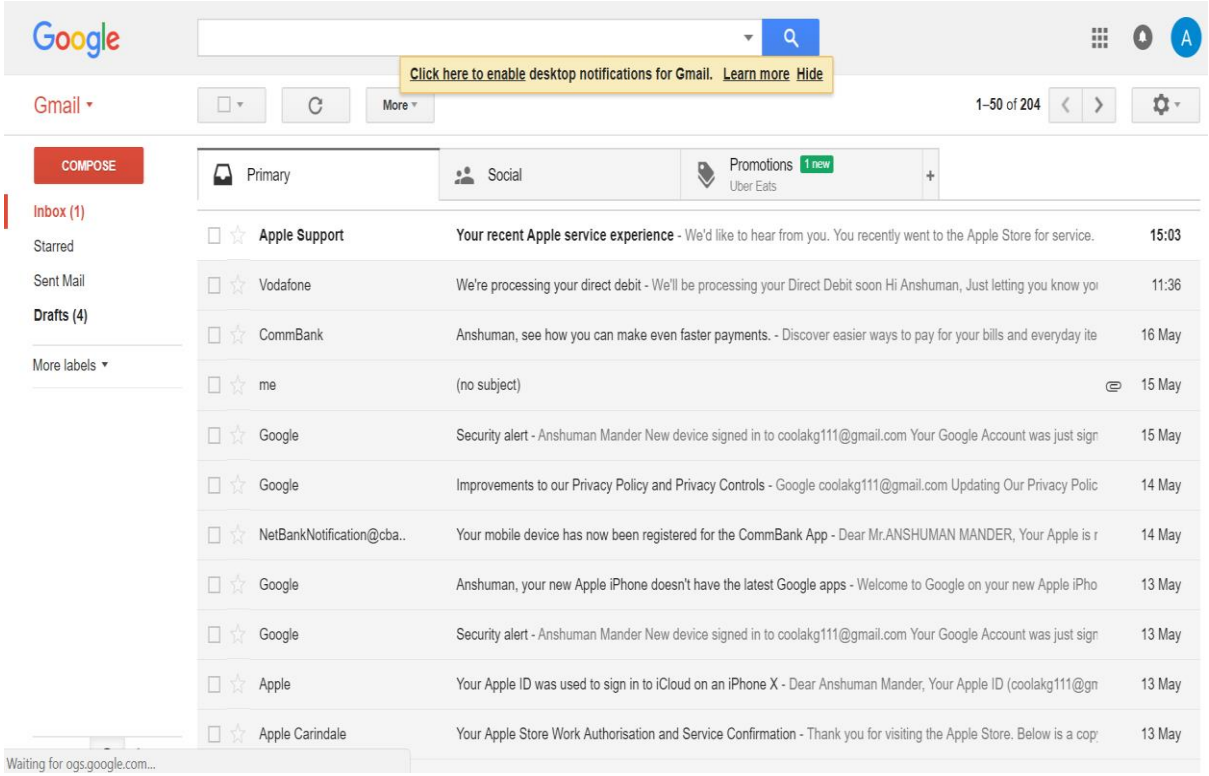
Design Approaches

Results of *Graceful Degradation & Progressive Enhancement* Research

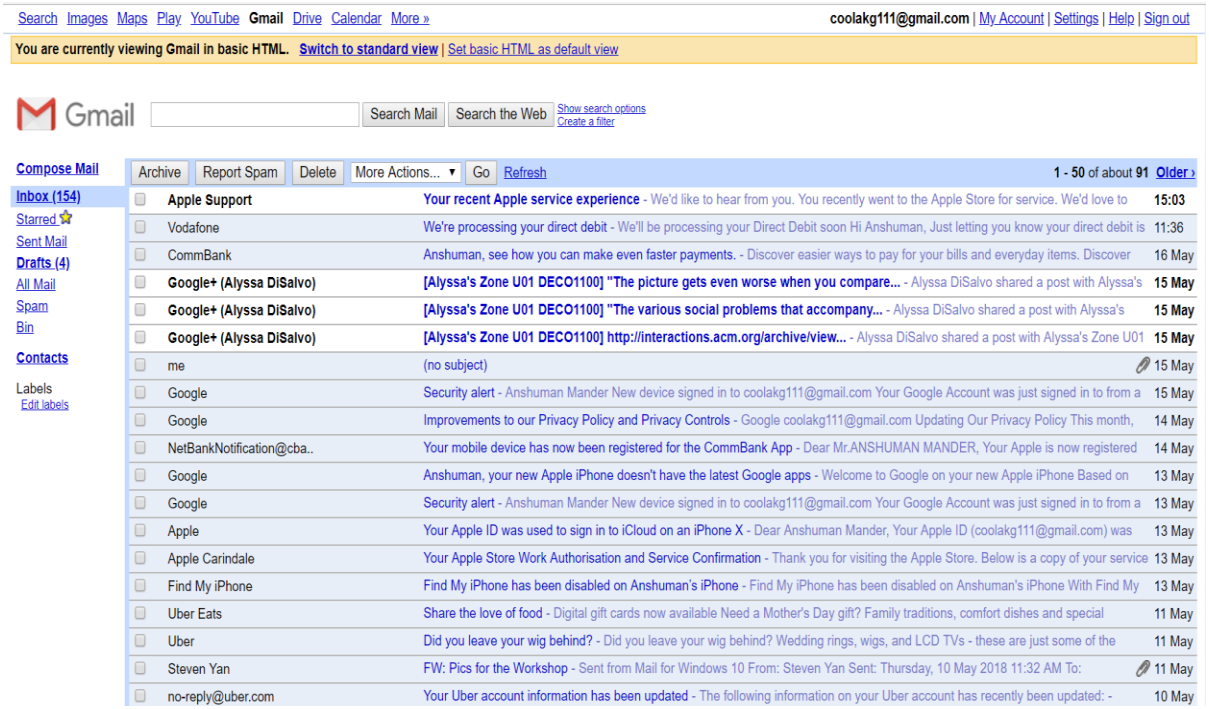
In simple words, Graceful degradation is making the website with full functionality for modern browsers and then degrading the functions for support of older browsers. Progressive enhance is the opposite of it in which site is made with some initial functionalities that are supported by all browsers and then additional functionality is added for modern browsers. The following examples explains and justify these principles.

Gmail.com-

With javaScript enabled



With javaScript disabled



The first example is of gmail.com which uses progressive enhancement. The first image shows gmail with javaScript enabled whereas the javaScript is blocked in the second image. The website provides the user option to view the website in standard view (javaScript enabled) or a basic HTML view, which is a clear indication of progressive enhancement being used. It is clearly visible that there are a lot of visual changes between both images, but then also, without javaScript, gmail.com is able to do its primary job indicating that progressive enhancement has been used. All the major features are still available without javaScript too, which are then later enhanced and beautified in javaScript version which shows that the website is built with some basic features that are supported by all browsers

on which more advanced features are added. This is the basic reasoning behind progressive enhancement.

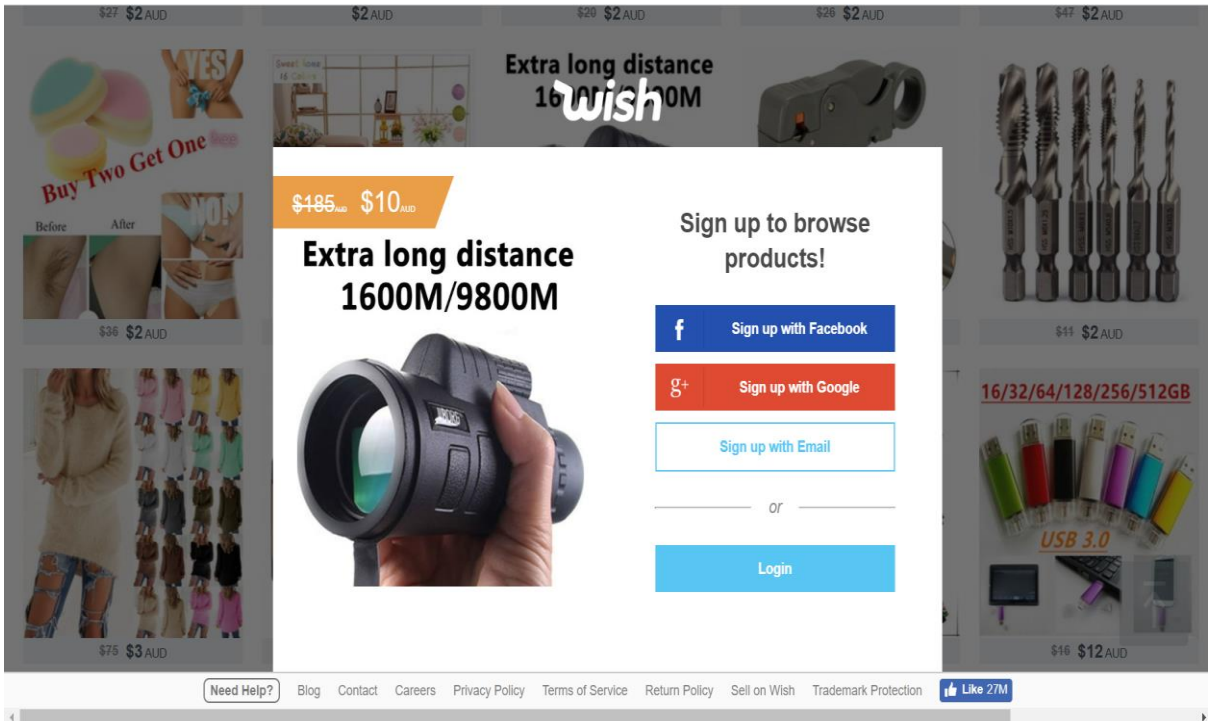
Wish.com-

With JavaScript disabled

You need to enable JavaScript to use this awesome site!

Need Help? Blog Contact Careers Privacy Policy Terms of Service Return Policy Sell on Wish Trademark Protection

With javaScript enabled



Wish on the other hand takes graceful degradation approach in which the website is developed with full functionality for modern browsers and then layers of functions are taken off to ensure that the website works with older browsers. The first image is the one without javaScript and the website clearly states the need of javaScript to work properly meaning that there are no alternatives or support for older browsers and hence, the site does not support old browsers. Website doesn't even show any content without javaScript and breaks down completely. The second image is the one with javaScript enabled and has a lot of functions in it.

Results of *Aesthetics* Research

Aesthetics in website is the sensory review or appreciation of the overall feel of the website. Aesthetics can be divided into two parts- Visual and Functional. Visual aesthetics deals with the overall influence of emotion on perception of the website where as on the other hand, Functional aesthetics related to how users relate things in the website. These two combined gives the site a 'personality'. Visual aesthetic includes things like colour, imagery, etc whereas functional aesthetics contains things like- content, task flow, affordance. The examples given below would be able to better depict the importance of both good visual and good functional aesthetics.

The following website is an example of good looking website which is not effective.

www.alfredsung.com

ALFRED SUNG

PRODUCTS

ABOUT

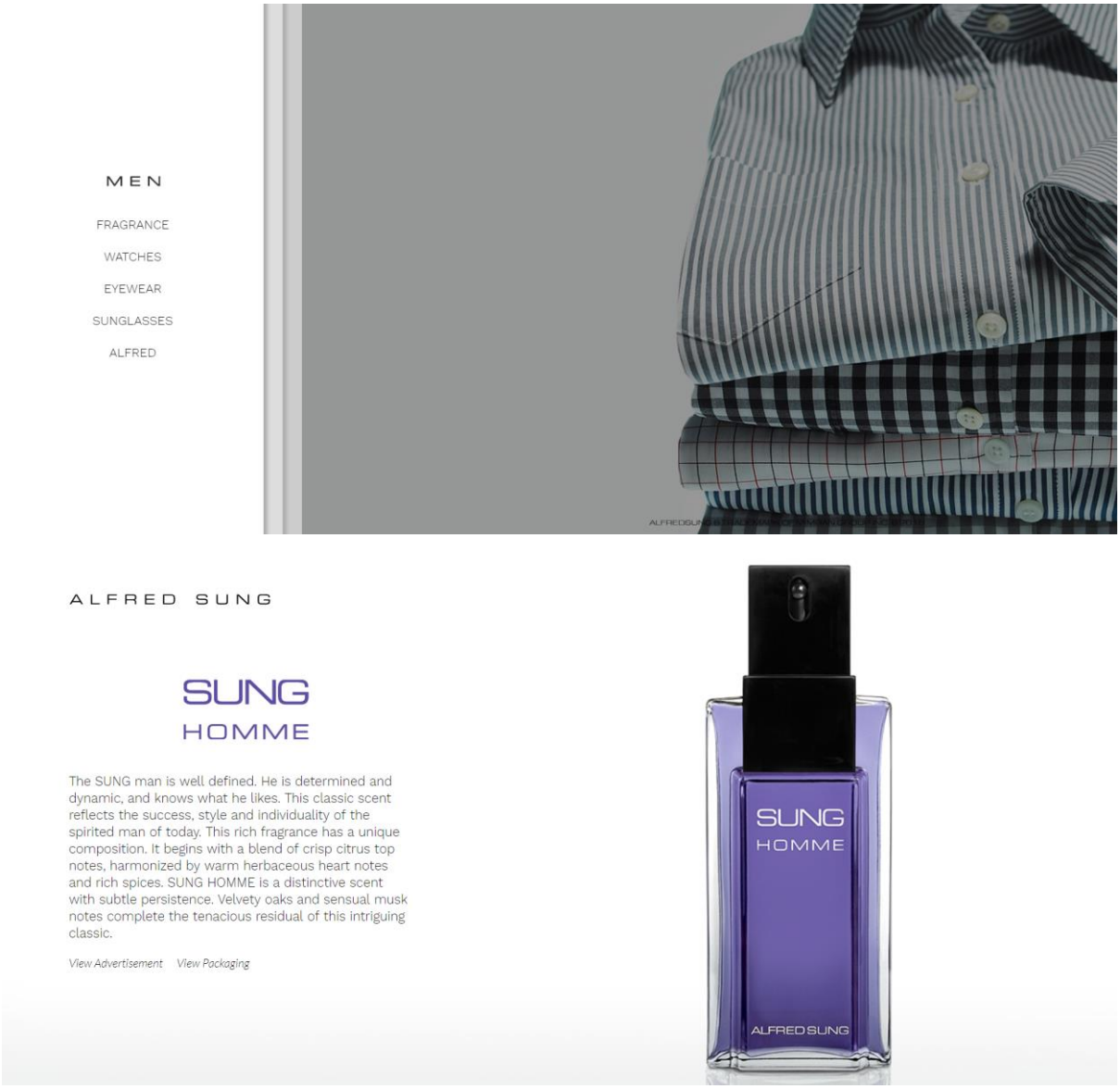
CONTACT

ANNOUNCEMENTS

PRODUCTS

WOMEN

MEN

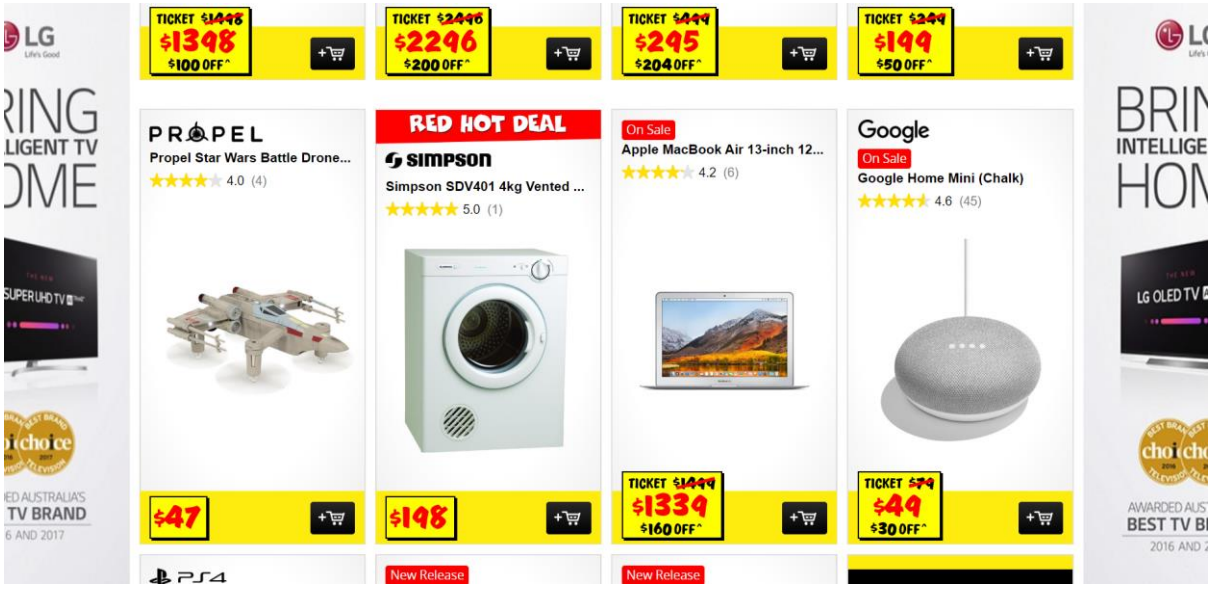


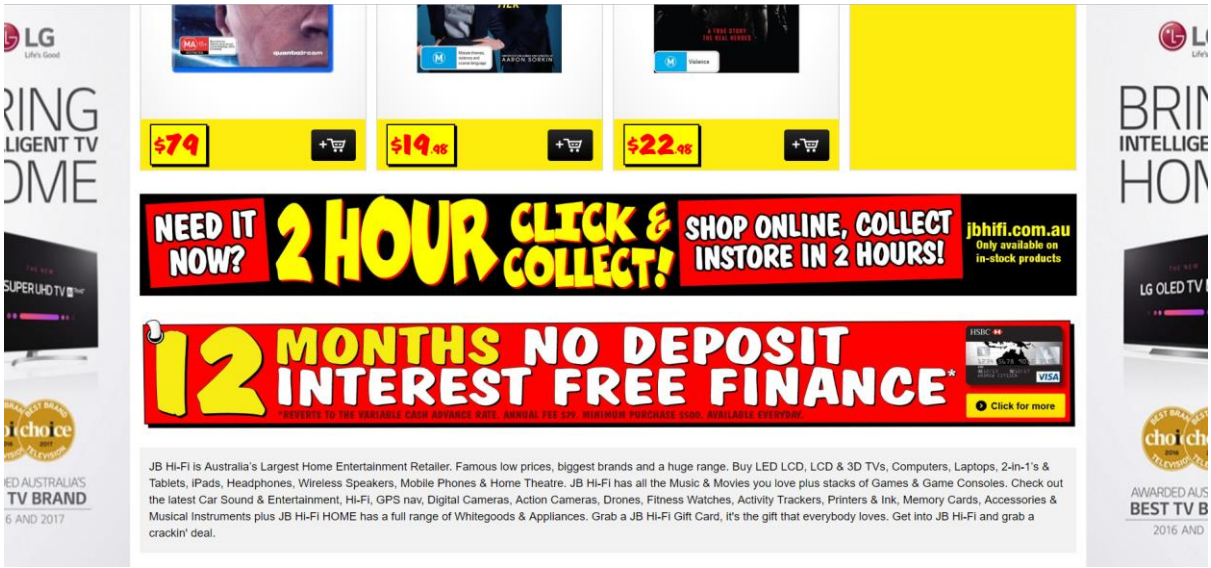
From the initial looks, the website seems to be quite pleasing to the eyes. The visual aesthetics used in the site does its job of effectively drawing the attention of users to the effective parts. The colours used in the website seems to be complimentary and the typography of the website seems to be good which gives the website a clean and neat feel. The one thing that website lacks at is the navigation. Mystery meat navigation has been used which can very easily confuse the users. There is only one navigation system in the whole website, which is also not effective. At the same time, the website seems to be lacking in differentiating the links to the content. Things that could be improved would be

the navigation and the contrasts between content, heading and links. Website would easily be become ten times better by using other secondary or tertiary navigation. Similarly, the positioning and spacing could use some work to make a website feel more content rich which could interest more users.

The following website is an example of good looking website which effectively promote its product.

www.jbhifi.com.au-

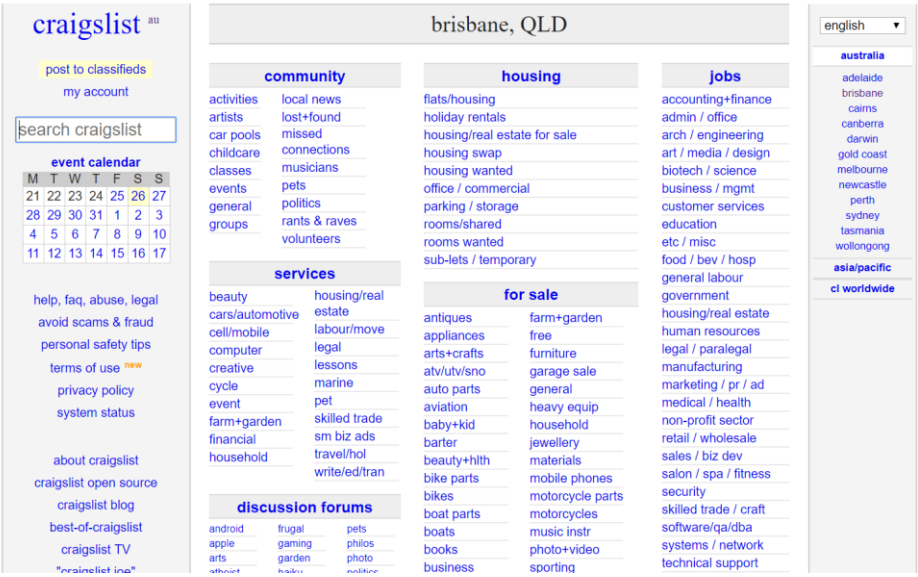


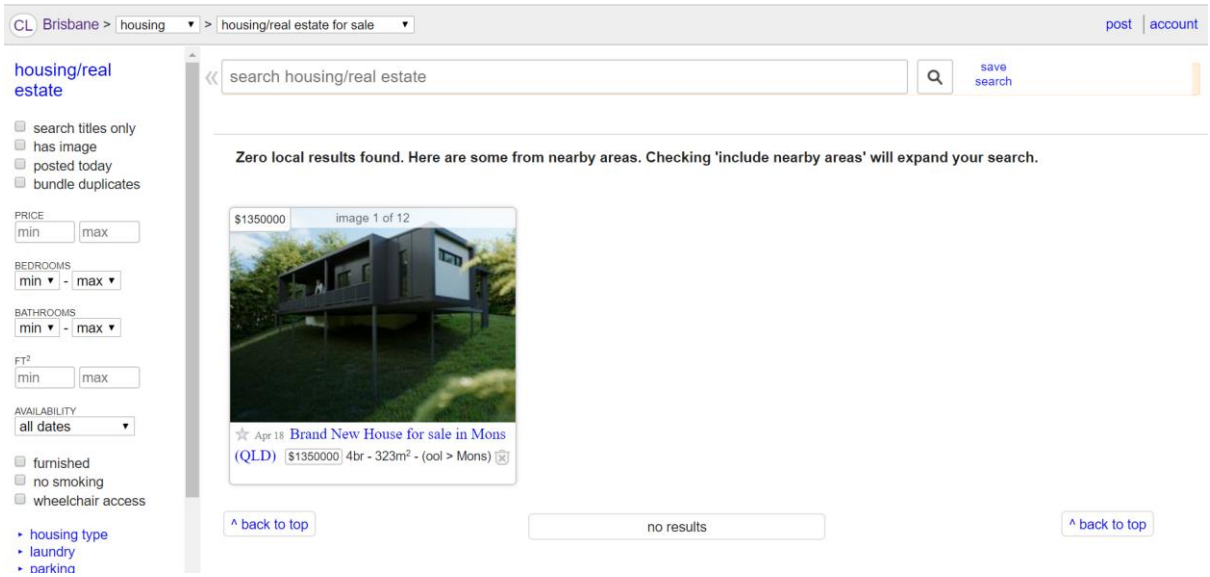


This is one of the best looking website that is effectively able to promote its product. All the colour used in the website are complimentary and work well to focus viewers eyes on the things they want. The typography, the layout and the imagery are well placed to make website more effective. The navigation is excellent and absolutely does its job. The overall feel of the website is catered towards providing users with their product of choice and the website works well to do that.

The following website is an example of ugly looking website which effectively promotes its content.

www.brisbane.craigslist.com.au-





Initial impressions of the site gives the feeling that website was developed in one day without any thinking but when the website used more, the site seems to be more organised than what it first seems to be. All the required information is provided on the homepage which is organised in effective way to provide users with desired information. In any internal

page, different types of navigation is provided to users to effectively navigate. The overall structure of the website also seems to be good. On the Visual side, the website is not at all good. It seems that some to none colour has been used. No typography or workhorse has been used. The positioning of elements is ok but it can definitely become better. To make the website better, more contrast should be used for better differentiation of different elements of the website. In addition to that, imagery and layout could also use some work. Font and type face could be introduced for better focus onto required things. Some background or something visually attractive could be added to make it more appealing to the users.

The following website is an example of ugly looking website which is not effective.

http://www.007museum.co

Oscar-winning director Danny Boyle is to reunite with Daniel Craig for the 25th Bond film, which is due to be released from 25 October 2019.
Trainspotting writer John Hodge, who is creating an original screenplay.

m

Oscar-winning director Danny Boyle is to reunite with Daniel Craig for the 25th Bond film, which is due to be released from 25 October 2019. Boyle will also reunite with Trainspotting writer John Hodge, who is creating an original screenplay. Production is set to begin on 3 December at the UK's Pinewood Studios. EON Productions' Michael G Wilson and Barbara Broccoli described Boyle as "exceptionally talented", adding they were "delighted" to have him on board.	Bond 25, oktober 2017 Confirmed Cast Daniel Craig — James Bond Judi Dench — M Crew Director

It becomes explicit from the first look that this website is useless. There's little to no aesthetics in the site. Lack of contrast, typography, imagery and font makes the site look poor. The navigation system in the site is a joke and there is like no structuring. The website due these things is unable to promote its content and help the users. The first advice would be to use grid system to arrange the content. Primary, secondary and global navigation could go well this the content of the website. Usage of typography would help users differentiate between different parts. Colours would also help users to focus better on more important things.

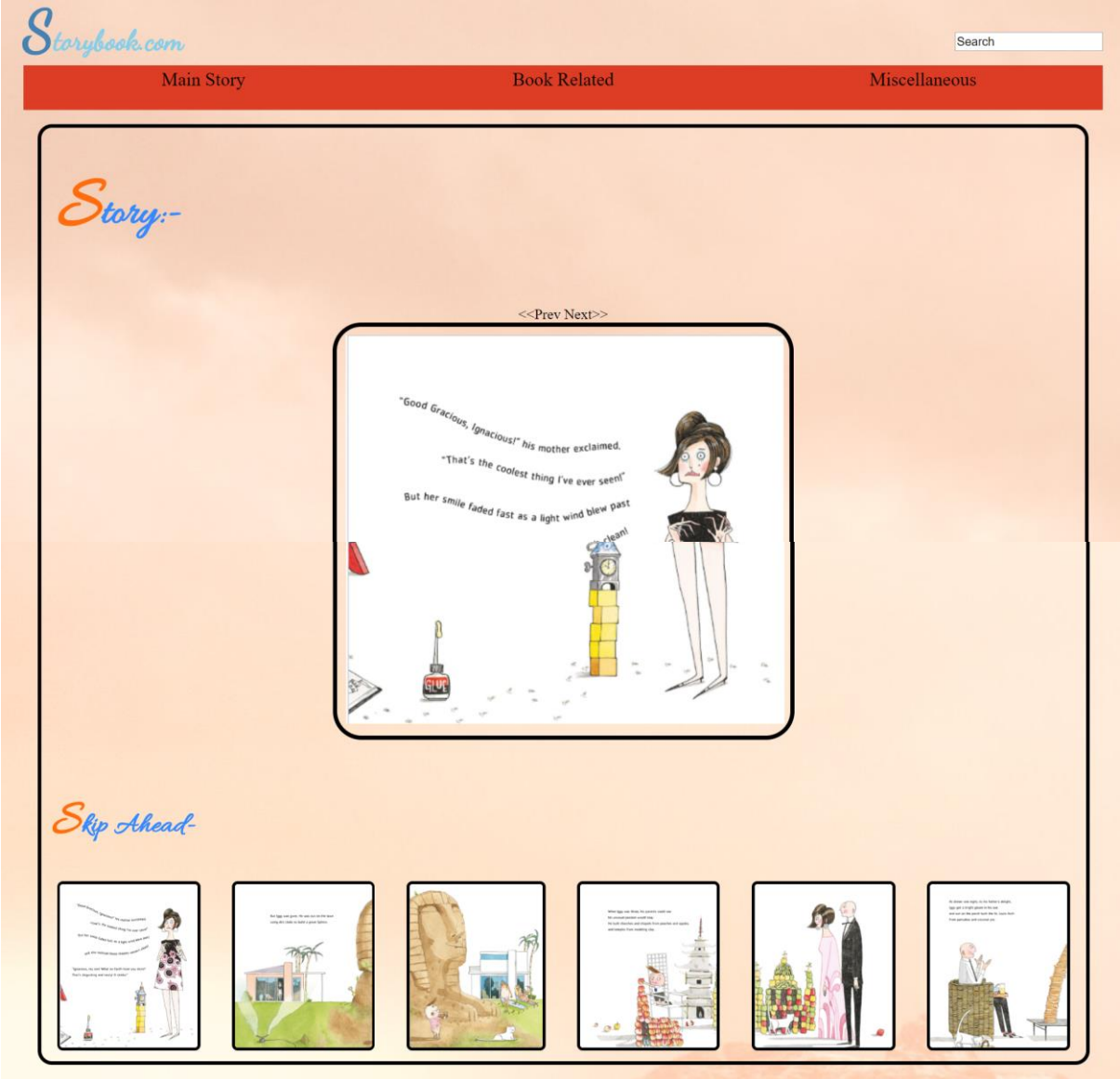
Website's Adaptation-

Visual aesthetics is one of the most important part of the website especially because the websites being designed primarily for children. Complimentary colours like yellow and purple, blue and orange would be used throughout the website. Some other combinations like slight grey to go along with whiteish background would also helpful. Usage of bright colours would be preference to attract small children. Overall, simplistic approach would be taken to get affective response. In addition to this, some nice typography, typeface and workhorse would be used for better focus onto some elements of the website. Google Fonts would also be used for more pleasing fonts. As previously mentioned, grid system would be used to arrange content and hierarchical structuring would go along with that.

Reflection on Design Changes to Date

There have been a lot of changes since part 2. Some pages like – account, comments and enquiry have been removed in realisation of the dependence of these on databases. The overall scheme of the website has been established to be warm and comforting and colour orange has been set as background in response to that. The usage of javaScript has been reduced and site has been modified so that even older browsers are able to run site without javaScript in response to Progressive enhancement and Graceful degradation. Usage of typography and colour has been in response to the requirements of stakeholders that is to make site look interesting for children and make site simple. Visual and Functional aesthetics would both be adopted in the website give users the best experience.

Website's Adaptation-



Description of JavaScript Usage

Keeping in mind that the website is being made for children, to make the story more interactive, most of the javaScript that has been added is aimed to make website more interactive. javaScript is aimed towards adding some enticing features to the website. First feature is the modals in the website. The modals on the story page give the user a closer experience to the book. For a simple little game, make your own sphinix is used which the story more interactive for the user. JavaScript has also been used for Test section on the website where if the user choses the correct answer, a little message is appeared just after the option on submitting the form.

HTML has been used to give the website its basic content, all the basic stuff that is the fundamental requirement of the website. On top of that, CSS is used to beautify the content given in HTML. CSS is used to arrange the given HTML in a better more appealing, more simpler way, which helps the user to go through website as smooth as possible. javaScript on the other hand, has been used to add more interactivity to the pages for better user experience. The javaScript added is mainly to make kids more attracted towards to the website and keep them interested in the story.

For the most part, Progressive enhancement has been used for the main pages of website like – Story Page, that is only CSS and HTML features has been used for basic functionality and experience. The CSS used throughout the website is basic and supported by mostly all of the old browsers. But at the same time, for some other pages, graceful degradation has been used, like – Reader's Theatre. In readers theatre and the first introduction page, cycle 2 has been used for scrolling of images and then it has been adjusted for old browsers.

Results of *Website Project High Fidelity User Testing* Design Exercise

High Fidelity Prototypes consists of high level of detail in the site, its functionality and the task flows. Ideally, these prototypes should have final visuals and interactions of the website to get maximum coverage of feedback. This final prototype is used to get the users feel and working of the website and resolve ant bugs that can become more problematic. These provide superficial feedback of the website to resolve the issues or change some basic fundamentals that may have been overlooked.

The final prototype of the website for the most part was well received by people. There were some issues regarding the interactivity of the website and some suggested to make some more interactive features except for the modals. For this, 'make your own sphinix' was added which gave website a little more interactivity to make kids more fascinated by website. Design of some pages like fan art was changed and merged with the reviews page. This was done on the suggestion of one of the tester. Some visual aesthetics was also changed to make website not mundane and look better visually. Validation of form was also done on the suggestion of the testers. Form validation helped to make website more interactive for the children.

In Depth Testing Plan -

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High Fidelity User Testing

Testing Plan

Tasks For User →

1.) Skip through to 4th page
2.) Find downloads section
3.) Take the interactive quiz
4.) Have a go through reviews section
5.) Find author's website

Topics For Feedback →

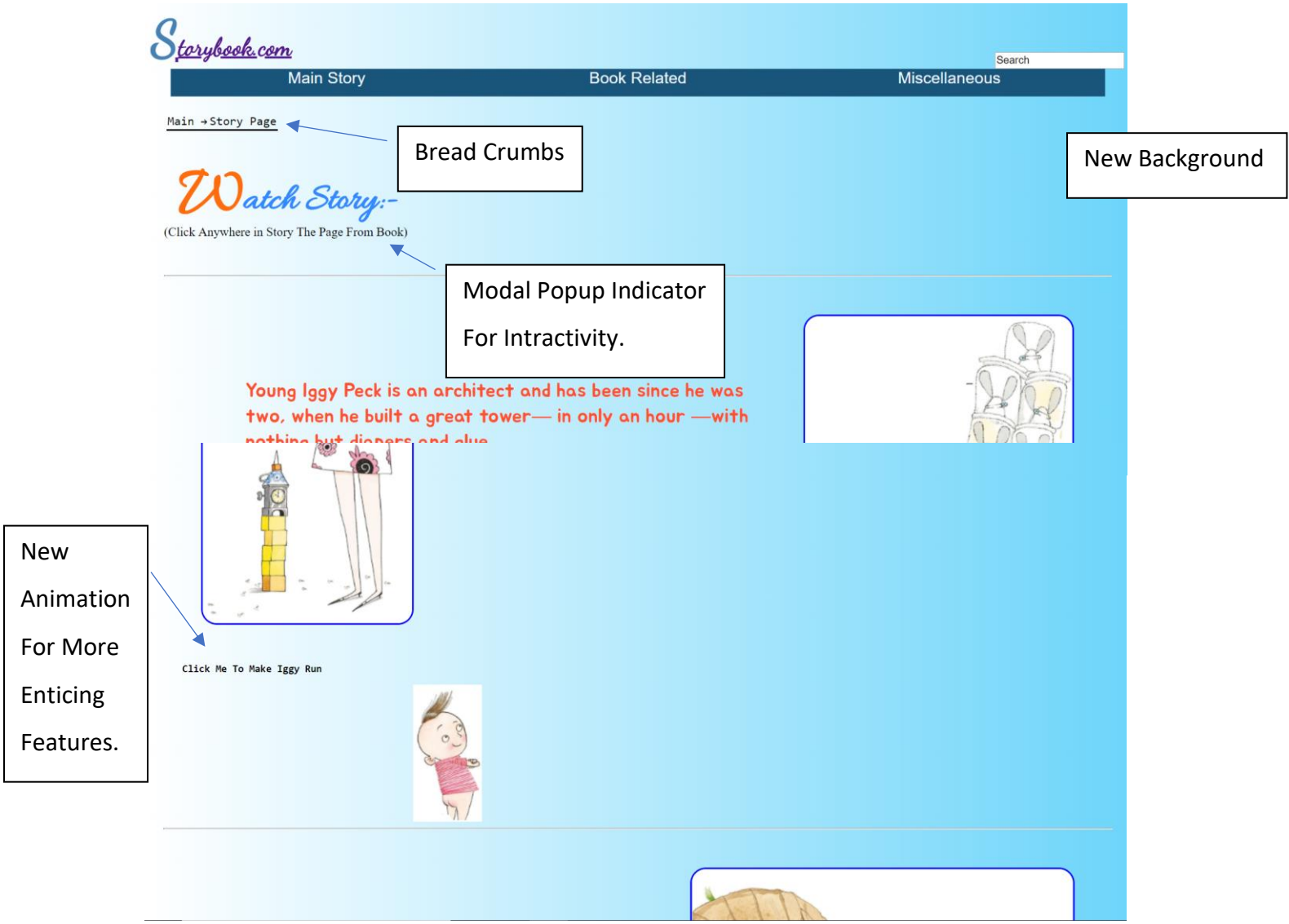
1.) The functional & visual aesthetics (Hierarchy clar
2.) Organisation of different pages
3.) Navigation (Easy / Confusing / Not suitable for kids)
4.) Functionality (Interactive enough?)
5.) The feel of the website.

Questions for Users →

Q What do you relate the colour scheme of websi
Q How can I improve visual hierarchy?
Q Which functionality can be good for children
Q Is required content clear and easily accessib
Q General Improvements.

Reflection on Design Changes

There has been only a few changes since part 3 which made the website bit more interactive and more appealing to the primary users of the website. All the basic functioning, flows is the same but the most significant changes are addition of more javaScript which made website more interactive. Just to introduce the users to website, a whole new page, “page0.html” has been added with different CSS. This page highlights what basically story is and gives the user some simple shortcuts to pages. Some colour schemes were also tweaked for better visual aesthetics. Addition of bread crumbs as per user’s requirements.



Conclusion

Final Summary

The Story of the website was chosen carefully to perfectly suit the age between 3-14 year old. It contained all the qualities to be successfully turned into an appropriate and effective website. All the design decisions made in website are aimed to primarily help the primary stakeholders that are children and their parents to easily navigate, operate and experience the website as smooth as possible. Extensive design research has been done and adopted according to the various needs of the stakeholders. The websites functionality and navigation is tested in two phases and adopted accordingly to ensure that the design directions in the website glees the users. The website prepared is the perfect representation of the needs of the users and is able to deliver all the requirements of the stakeholders in an effective way.

The making of the website has been an educative and enlightening experience. The whole process has revealed and solidified the basic concepts of website creation. All the research done during the process has clarified the different techniques, methods and procedures used when creating a website. My overall research skills and ability to adopt according to the needs has been solidified and strengthened. This process as a whole had taught me the basic HTML, CSS, javaScript, jQuery and all the principles behind making a good and effective website.

Although the whole process was very smooth, but there were some things that might have gone better had I have known about them earlier on. During the first design report submission, I wasn't sure about the requirements of design document. If possible, I would have like to get some example of the previous design report's and get better idea about it. Another thing I would do differently would be to start the development of site from day 1. Developing of site from day 1 would have been a better and much more efficient way than what was adopted.

References

Include a full references list in APA or IEEE referencing styles.

Picture of Child In Page0 From Pexel.com

Pexels.com. (2018). *Royalty free images · Pexels*. [online] Available at: https://www.pexels.com/royalty-free-images/ [Accessed 9 Jun. 2018].

Pictures Used In Fan Art Page

Andrea Beaty Children's Author. (2018). *Iggy Peck Info*. [online] Available at: https://www.andreabeaty.com/iggy-peck-info.html [Accessed 9 Jun. 2018].

Picture of Author

Andrea Beaty Children's Author. (2018). *about me*. [online] Available at: https://www.andreabeaty.com/about-me.html [Accessed 9 Jun. 2018].