



Design Report

For the Website Project

Introduction to Web Design (DECO1400/7140)
Semester 1, 2021

By Miguel Castro (46431031)

Part A

Introducing the Design Report

The purpose of this design report is to demonstrate the entire process of web development in relation to the client's commissioned website. With much of the document providing insight towards the justifications and reflections made towards the web design and development decisions made in accordance to the client's theme.

The client who has commissioned me to create this website is the cutting-edge future-leading company "SpaceY", and they have requested for me to create a website which emulates the feeling provided by the nature of their awe-inspiring work.

So, from the following pages one can expect to see, again, the overall results of the web-design process. This is including but not limited to, the synthesis and analysis of core themes, target-audiences and web-styling as well as reflection upon the outcomes of many of the conducted user-centred prototyping tests.

Introducing the Web Designer

My name is Miguel Castro, and I am a 19-year-old student studying a full-time Bachelor of Information Technology with plans to major in software design at the University of Queensland. I am currently in my second semester of my first year.

I have a great interest in technology and have been using computers for gaming, studying, etc for the majority of my life.

I don't have any mentionable skills regarding web-design specifically, however I do have a basic background with coding in python as well as java, which I believe will help, in conjunction with my interest in technology itself, facilitate my acquiring of web-design knowledge.

If I were state my learning strategy as of the beginning this course, I would most definitely say that I am a beginner due to my lack of web-development experience. Despite using websites on the internet regularly, I had never gone out of my way to understand how websites are constructed, even less develop my own. Meaning that I will have to immerse myself in the courses' content, and attempt to garner as much knowledge as I can in order to successfully develop my own website.

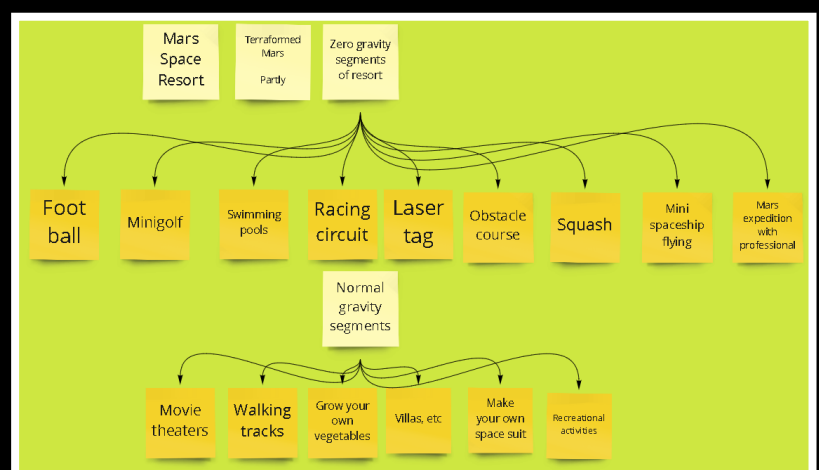
Responding to the Brief

Introducing the Website Topic

My website topic is essentially a resort based on terraformed Mars. So, the whole theme of the website will revolve around space and will be designed in order to emulate its' "simple but sublime" feel. The resort will have many space-themed activities and facilities such as NASA restaurants, zero-gravity laser tag and pools, etc, in order to really enforce the fact that the people who go to this resort truly are in space, the place that to which they've only dreamed of going.

In terms of following the brief, I believe that this topic follows it quite faithfully. Since the resort is based on a completely different planet with activities and facilities which are a far-cry from those you'd experience normally, there is most definitely much fun and engagement to be had. For me at least, I believe that this topic is literally the closest one can get to the definition of "out of this world", and although space and other planets may be a somewhat "stock-standard" context, I think that my take really emphasises upon "exercising your imagination", especially regarding the outlandish, but themed, activities and facilities that the resort plans to provide.

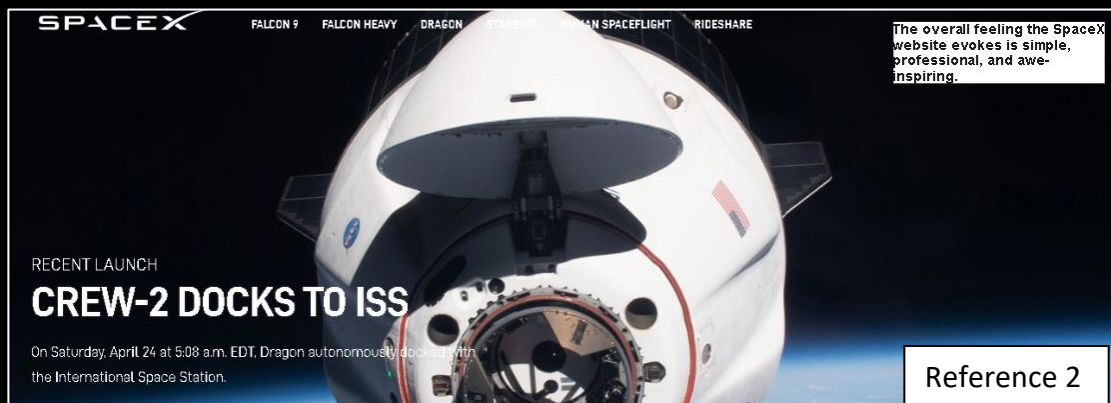
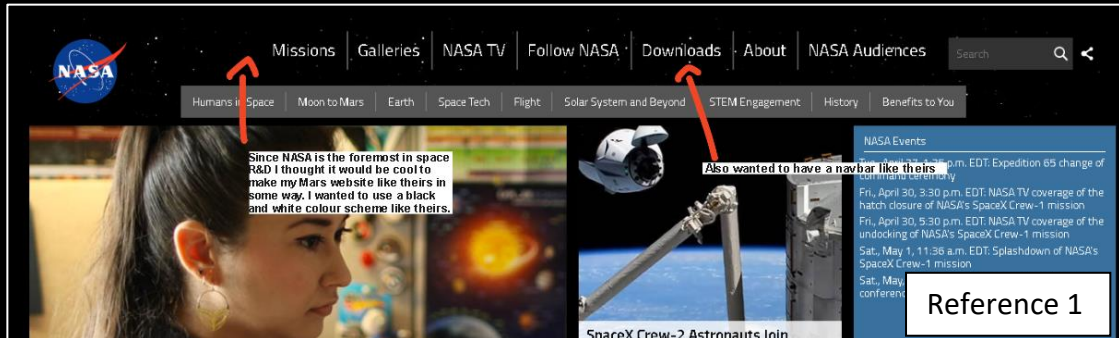
Regarding my topic, I haven't really deviated too much from my initial brainstorming session, as Mars was the first and only idea I came up with. I had narrowed down some of the facilities, activities to those I found the most interesting but that was all I had done, I didn't come up with any other locations as I believed that Mars would be a great place to situate my resort from the get-go.



Initial brainstorm for Mars resort

My chosen topic wasn't really influenced by other websites, as all I did was think of the most outlandish resort I wanted to go to in the moment, however there were some websites which inspired some of my design prospects.

Two of these websites and their features are presented below.



Introducing the Target Audience

The target audience that I went for while designing this website was adults with an age range between 20-35 as well as the more niche demographic of families with young to teenage children. Basically, families and people who are more inclined to be proactive and like exploration as I thought that this type of population would more appreciate the plethora of futuristic takes on the concepts, they've grown accustomed to.

The website however was designed for use of adults as they would most likely be the ones utilizing the websites over say, children. Much of the website was designed around the concept of space, so a minimalist style which provides the adults all the info they need, so I didn't want to include anything too bright or child-like, like for websites purely based around kids.

I did, however, want to create the website so parents could show it to their children and have them not IMMEDIATELY disregard it.

Below I have created two personas for potential users of this website.

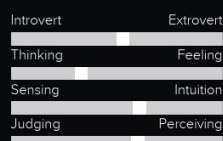
Bryan Smithinsonn

Reference 4



Age: 29
Work: Software Designer
Family: Married, Kids.
Location: Brisbane, QLD
Character: Creative

Personality



Goals for using the MSR website

- Wants to get to the information he needs without trouble.
- Wants to have an outgoing vacation with his family.
- Wants to use the website both on his desktop and phone.

Pain points from other websites

- Finds it annoying that some websites don't have a clear flow of content
- Some websites are a bit too flashy with their presentation, finds it unnecessary and distracting.
- Some designs aren't responsive enough to fit on his phone as they do his desktop.

Bio

Bryan has been working in the field of software development for 9 years now and is extremely tech-savvy. Much of his worktime is dedicated to maintaining and creating programs for his company. The nature of his work has him using internet services much more than the average person. (He also has an 8 year old son).

Motivation



Technical ability on the web

Bryan is able to use computers with a high degree of proficiency due to the nature of his job. He makes use of laptops as well as desktops on a daily basis for both leisure and work.

Many of his web skills originate from his fascination, love and regular use of modern technology

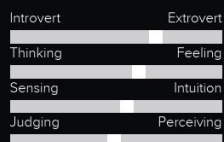
Andrea Targi

Reference 5



Age: 25
Work: Nurse
Family: Not Married.
Location: Brisbane, QLD
Character: Compassionate

Personality



Goals for using the MSR website

- Wants to find information quickly and easily.
- Wants to see what the website offers without fluff.
- Wants to go on a vacation to somewhere new and exciting.

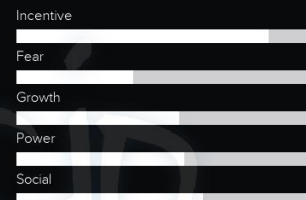
Pain points from other websites

- Some websites have too much content to go through, wants to get to the point.
- Some websites aren't clear enough in their navigation.
- Some websites have bad colour contrast making them annoying to look at.

Bio

Andrea has been working in the medical field for about 5 years now, and despite her line of work, she like many of her age group enjoy and actively use the many different services provided by the internet. Due to her living in a time where technology is on the rise, she can't imagine anyone doing any sort of profession without the use of the internet

Motivation



Technical ability on the web

Andrea is able to use computers and search the web with high proficiency as much of her study and leisure activities revolves around using the internet.

Bryan and Andrea are young, outgoing adults who want to experience something new either with their families, or on their own. And both have some level of technical ability on the web due to the fact that the internet has some impact or presence on their lives, be it for work, leisure, or both as a result of the age they live in.

In terms of expected web design centred around these types of users, it's obvious that young adults like these are not incompetent on the web, however they both found annoyances in some websites and their lack of comprehensive flow and navigation, which is a problem quite a few websites fall victim to. In fact, it's probably safe to assume that all young adults would feel the same as both of the personas if they were presented with such hurdles. Furthermore, it would be also wise to design website aesthetics befitting of the "smart" and "modern-age" to which these users live in (so don't design solely pandering to the elderly, or children).

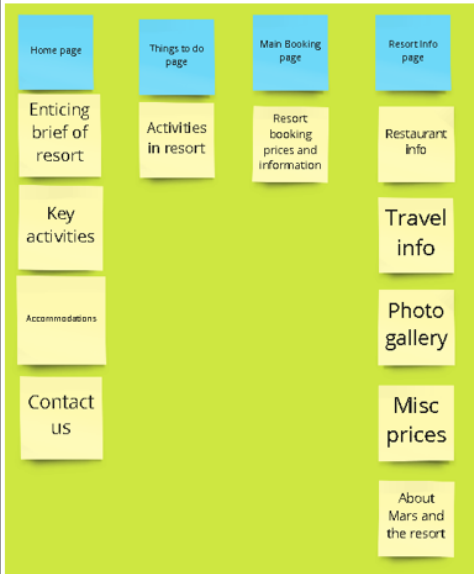
In addition, since many young adults have multiple forms of technology, phones, laptops, etc, it is expected for website design to respond according to the device display.

Navigation & Organisation

Card Sort User Test

For my “Card Sort” user test, I prepared an A4 document listing the content I wished to implement into my website, including an early hierarchy diagram as well as anticipations regarding the most frequently/infrequently used pages. I then recorded the type of card sort I wished to conduct, being a closed card sort as well as two questions I wished to ask my participants.

Card sorting test plan
Allocating the content where I believe it should go



What's the expected most/least popular page

Most frequently used would probably be the activities page, so people can see what they can do, also maybe the resort booking page?

Least used would probably be the contact us page

Card sort type – Closed card sort

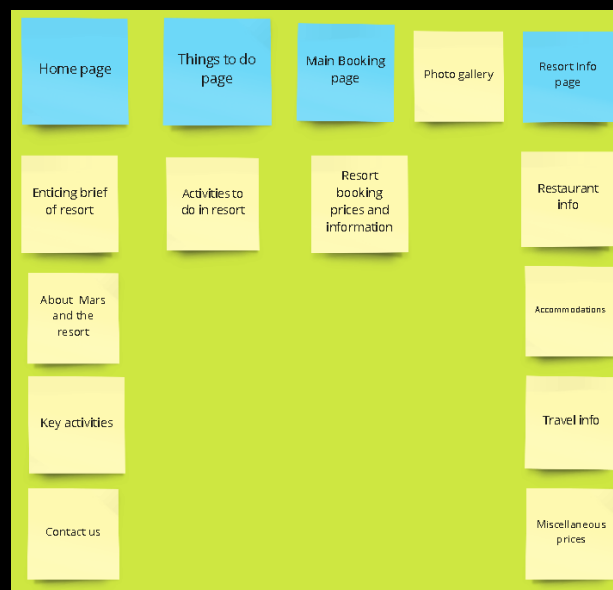
- I'll observe their choices and then request their input as to why they grouped the cards as so.

Questions to ask

- Why did you sort those particular topics under those themes?

The whole process of card sorting was conducted using “Miro”, an interactive whiteboard website. Since I chose a closed card sort, I provided the users with categories and content to allocate under these categories.

As shown in the card sort testing plan, I had already assigned the content under the categories where I thought they belonged, so within the testing plan I was aiming to observe their differences in opinions from mine, if any, and the reasons for their choices.



Why did you allocate the content where you did?

We allocated the content here because we believe that people want see these things immediately so they can make decisions.

We thought that the main attractions and activities fell into this category nicely, pretty standard to see where they would go.

Again, kind of a given to put booking info in the booking section.

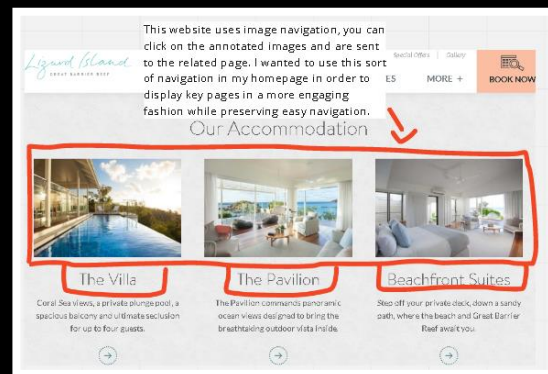
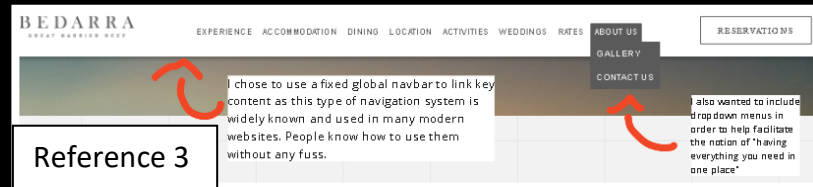
We thought that having photo gallery as a standalone category in the top navigation bar would give people a faster way to visually see what the resort is about.

The rest of the things we put in here didn't really fit into the other categories from what we decided.

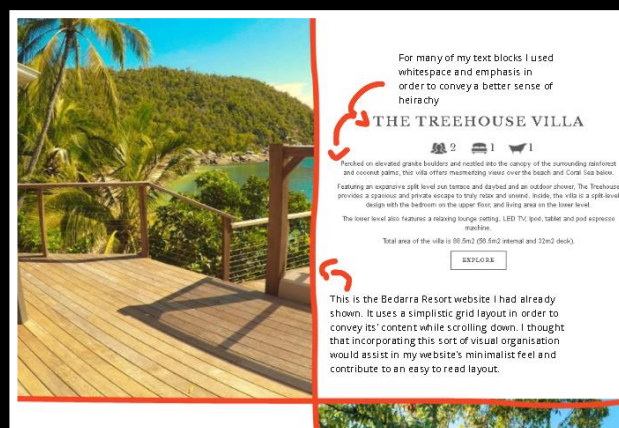
There were some differences in where both the participants and I had allocated the content, however most of the decisions we made were the same. I found that when discussing with them, they had prioritised placing the most important information (at least from what they thought) in the most easily accessible locations, which is what I had aimed to do too in my initial allocations. Though, from gaining these extra opinions I did decide to change around some of the navigation elements to make necessary information more easily and quickly accessible, essentially, I focused on producing a better website flow through the overhauling of nav and content headers.

Navigation & Organisation Systems

Examples of some used navigation methods

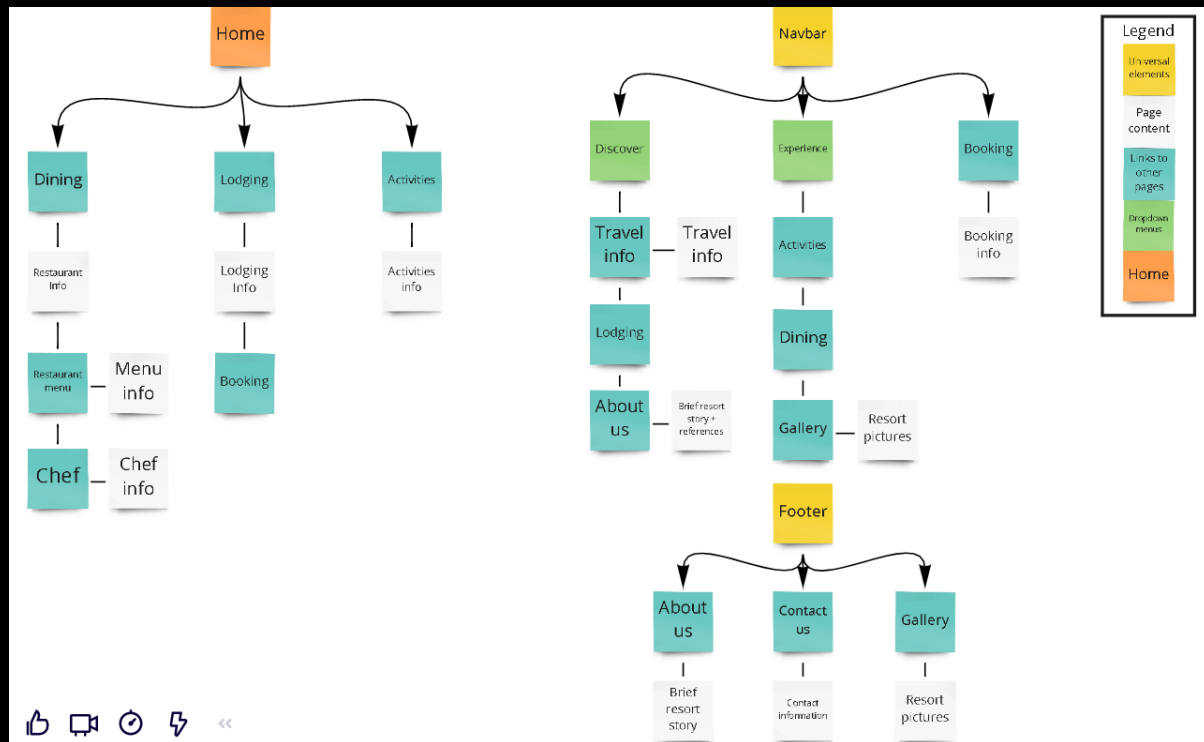


Examples of some used visual organisation methods



Site Map & Content Architecture

NOTE: This the hierarchy used in the final design.



Again, as stated before, I had made some changes from my initial card sort hierarchy. My card sort hierarchy was mainly just planning the elements I would put in my navbar dropdown menus, excluding the home category, which hasn't changed too drastically. Regarding the dropdown menu names however, I decided to change them in order to broaden their definitions so as to fit the elements that were placed inside them (I also moved some elements around to fit their name changes). I had also decided to add a footer into the overall hierarchy since the initial card sort, so that users can access more of the resort's information without having to dive through more links, and added some of these footer links, gallery and about us, to the navbar just in case some people miss it due to their focus on navbar navigation. It is also to be noted that I merged the facilities page into activities, as I thought that category of activities was broad enough to encapsulate it, furthermore I removed the resort map page from my website as I believed to be too time-consuming to implement.

Paper Prototype User Test

Wireframe testing plan

DO

1. Navigate to booking
2. Find where the villa information is
3. Navigate to resort map
4. Find the contact phone number
5. Navigate to travel info

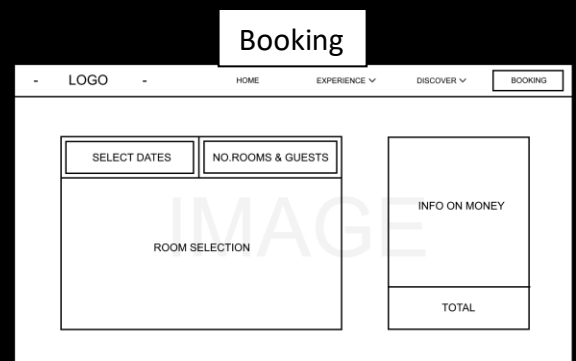
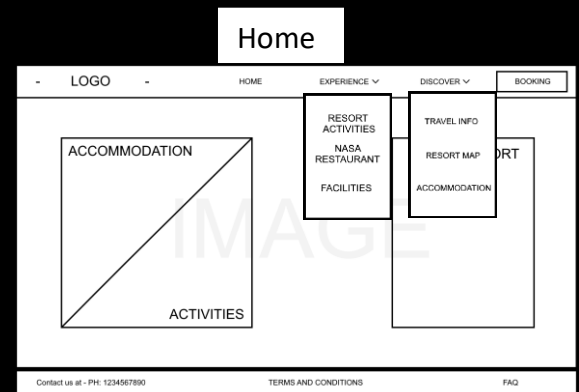
WATCH

1. The speed at which they find what they need.
2. Assumptions they may make in navigation.

ASK

Three questions to be asked.

1. How easy was page navigation, give a rating from 1 to 10?
2. Should there be any extra info in any of the pages?
3. Is there anything you found to be unnecessary?



For my “Paper Prototype” user test, I prepared an A4 document listing the actions I would take while the participants navigated through the wireframed website.

These actions were listed under DO, WATCH and ASK to where I would, for DO, ask the participants to undertake certain navigation tasks, for WATCH, observe participant’s while trying to fulfil the tasks I asked of them and for ASK, ask the participants questions pertaining to the navigation experience.

The test was through by the sharing of my screen, where the participants would tell me where to go according to the tasks I assigned.

Three questions to be asked.

1. How easy was page navigation, give a rating from 1 to 10?
2. Should there be any extra info in any of the pages?
3. Is there anything you found to be unnecessary?

<https://miguelcastro906062.invisionapp.com/overview/MRS---Mars-Space-Resort-ckmwv4n0d4adx01530u0t1r1/screens>

Observations

- When I asked them to find where the travel information was, they assumed it was under the experience section for a split second, but when they saw the dropdown menu they moved to discover and found it.
- They generally had an easy time finding for what I was asking.

Feedback:

Question 1 response

- I would give it a rating of 10

Easy to navigate, layout is neat, and you can find what you are looking for easily.

Question 2 response

They didn't think that there were any pages that needed extra information.

Question 3 response

Nothing really unnecessary

I didn't really get too much feedback from my participants, as all of them came to the same consensus. Regarding the navigation of the wireframe website they all thought it was extremely easy to navigate, and that there was nothing they thought they needed added or taken away. Furthermore, in terms of observations they didn't really have any obvious navigation troubles aside from one instance where they briefly assumed travel info was under the experience dropdown.

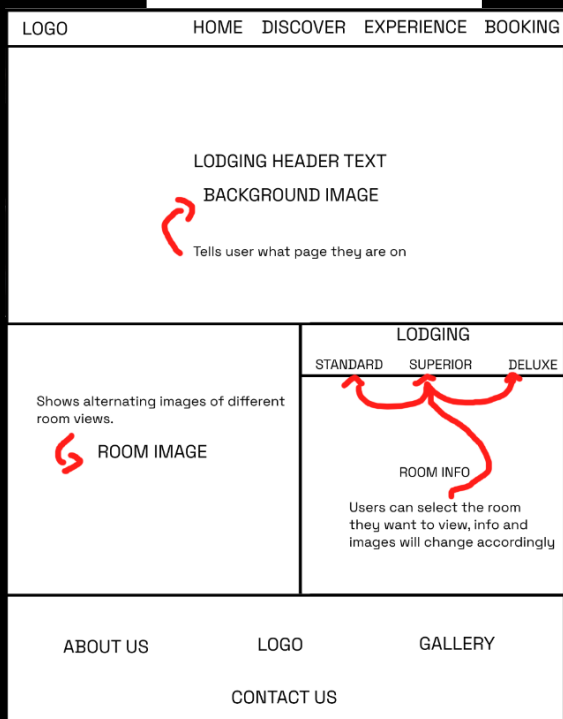
This feedback told me that my website layout and navigation allowed for easy access of information and that I generally should keep said information in the same places should I choose to change the wireframe aesthetic.

Visual Organisation & Interactivity

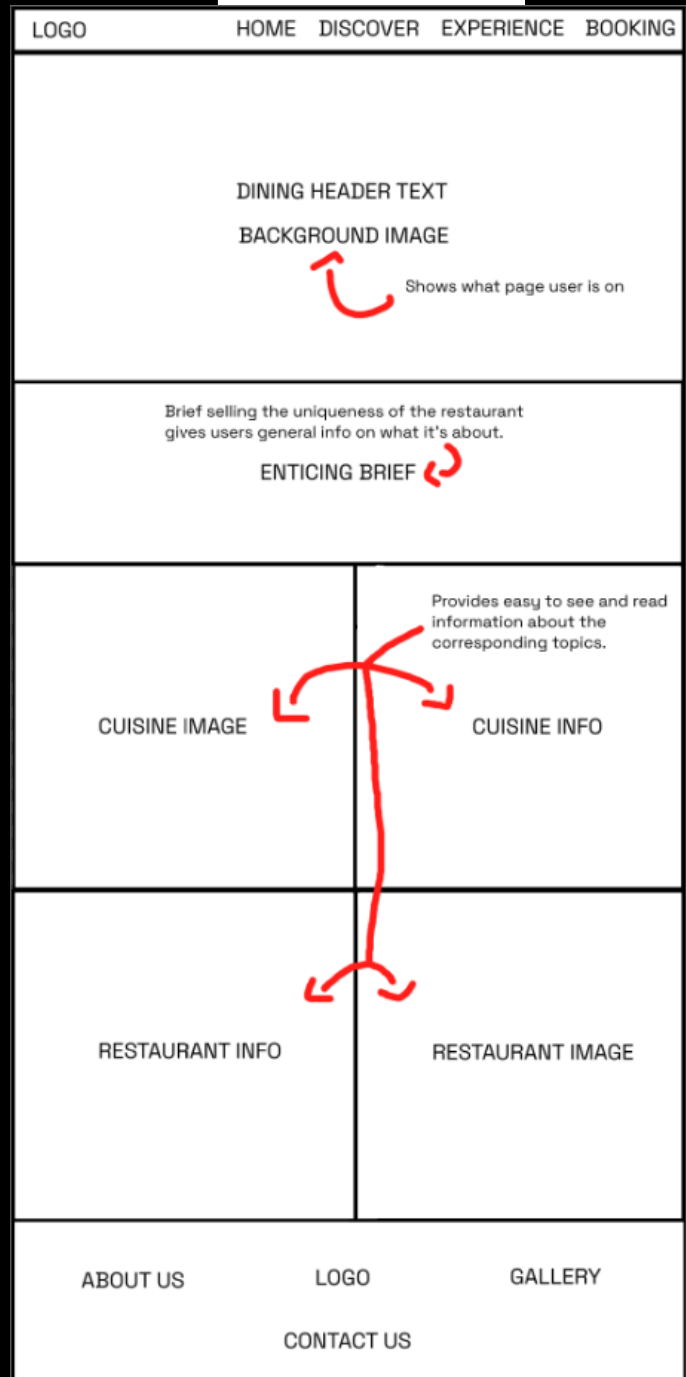
HOME WIREFRAME



LODGING WIREFRAME



DINING WIREFRAME



In terms of the content layout of the website's pages, there has been quite a lot of change, and most of these changes were made in order to fit more meaningful information and engaging interactions within the pages. Despite the apparent ease of navigation regarding the original wireframes, I thought that they didn't have enough of the "simple but sublime" feel I was aiming for, so I took more inspiration from the SpaceX and Bedarra Resort's websites in order to create a layout to which I thought would convey that theme more.

The wireframes displayed above are examples of the grid layout the original wireframes had evolved in to. With this new type of layout providing a sleeker flow as well as, again, more necessary information and engagement to each page's overall experience. Despite this new layout, it is to be noted that in the home and lodging (originally accommodation) pages, the type info they contain and their underlying interactions, e.g. clicking images in the home screen to navigate to their respective pages, are still generally the same, it's just that their presentation has been enhanced.

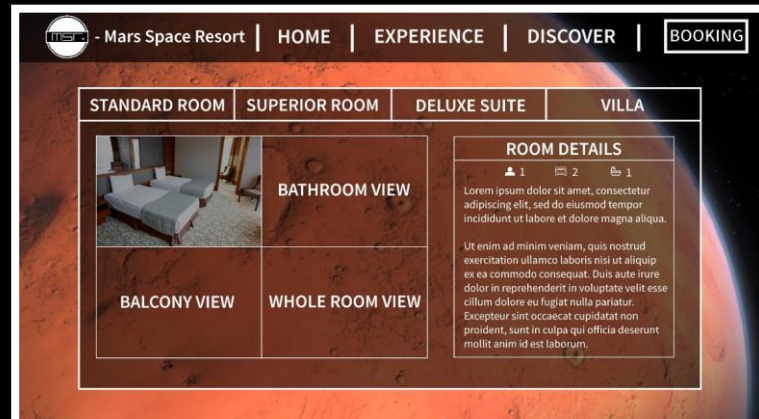
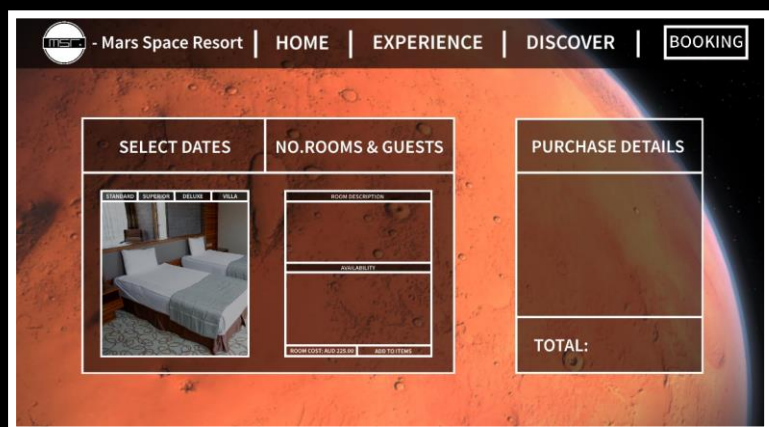
As a side note, the reason as to why the dining wireframe is shown in this new layout instead of the booking wireframe, is because I thought the dining page was easier to initially conceptualise and demonstrate in this style over the latter.

Part B

Aesthetics

Aesthetic Prototype User Test

NOTE: I had changed the website design to that shown in the visual organisation and activity section AFTER the Aesthetics prototype test.



Desired feedback

- Do you think the website looks visually appealing?
- Is there not enough content on the page?
- Do you think anything is unnecessary?
- Do you like the colour combinations of the website?
- Is there too much/too little white space?
- Do you think the font is easy to read?
- Do you think the font is a good fit for the website?
- Would you like to see anything added?

For the Aesthetics Prototype I had conducted in week 7 I applied real images to the wireframes I had created previously so that I could show my users the initial aesthetic concepts I had in mind.

What I essentially wanted to gain from the test were the users general thoughts about the pictures and fonts had used, as well as how well these elements tied in to the overall layout of the provided pages and the intended feelings (again, simple but sublime) I wished to inspire.

What the users think of the design.

Home screen

- Really good layout
- Simplistic layout fits the theme of space, simplistic, not too convoluted.
- Fitting colour scheme, blacks and white.
- Make booking button a bit more obvious
- MAYBE add a few more pictures
- Have a footer with a bit of info maybe? (I forgot to add the footer in the prototype)

Booking screen

- Room cost a bit too small, make it more obvious, not outstanding.
- Change add to items, make it add to purchase details.
- Maybe make the font a bit bigger and more obvious?

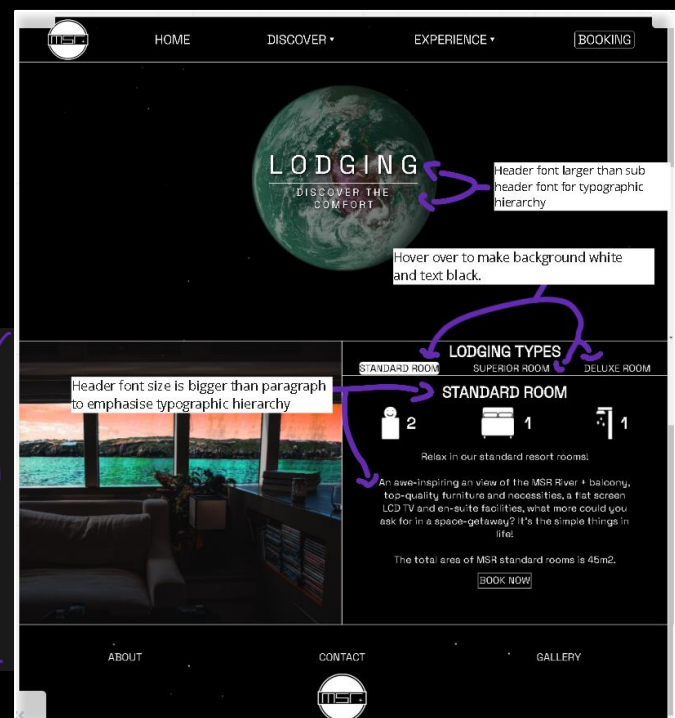
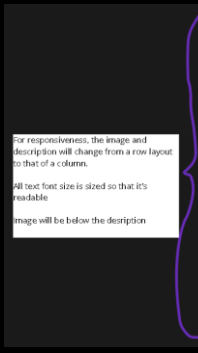
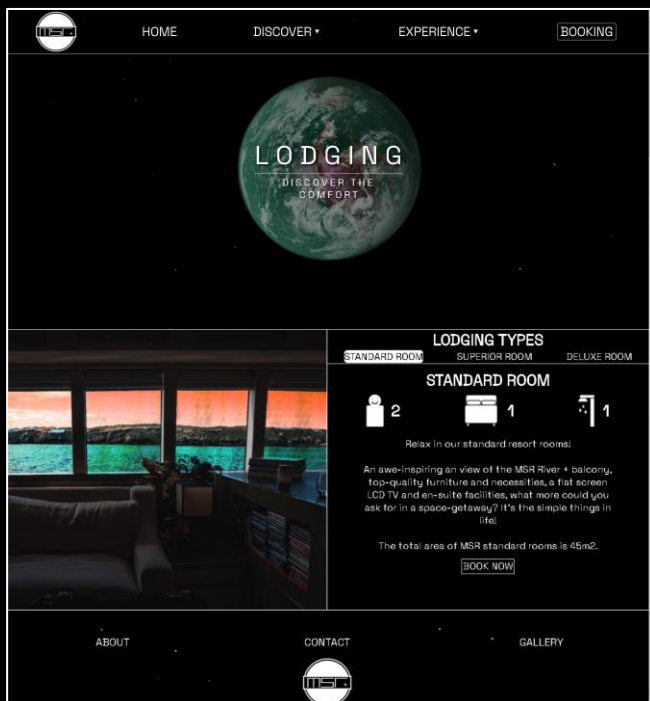
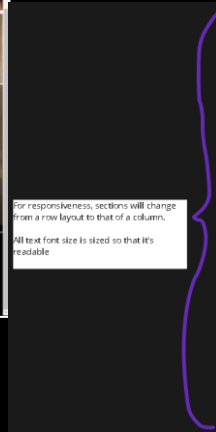
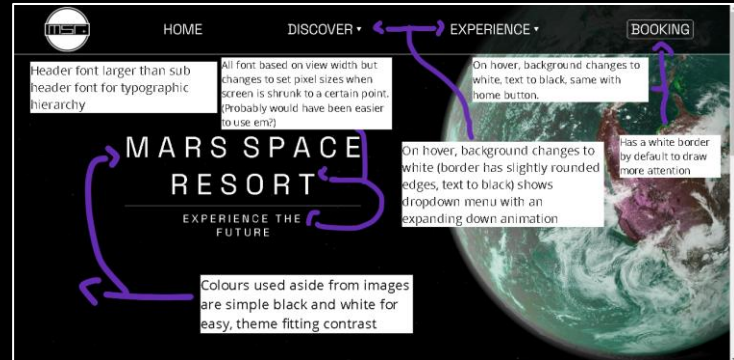
Accommodations

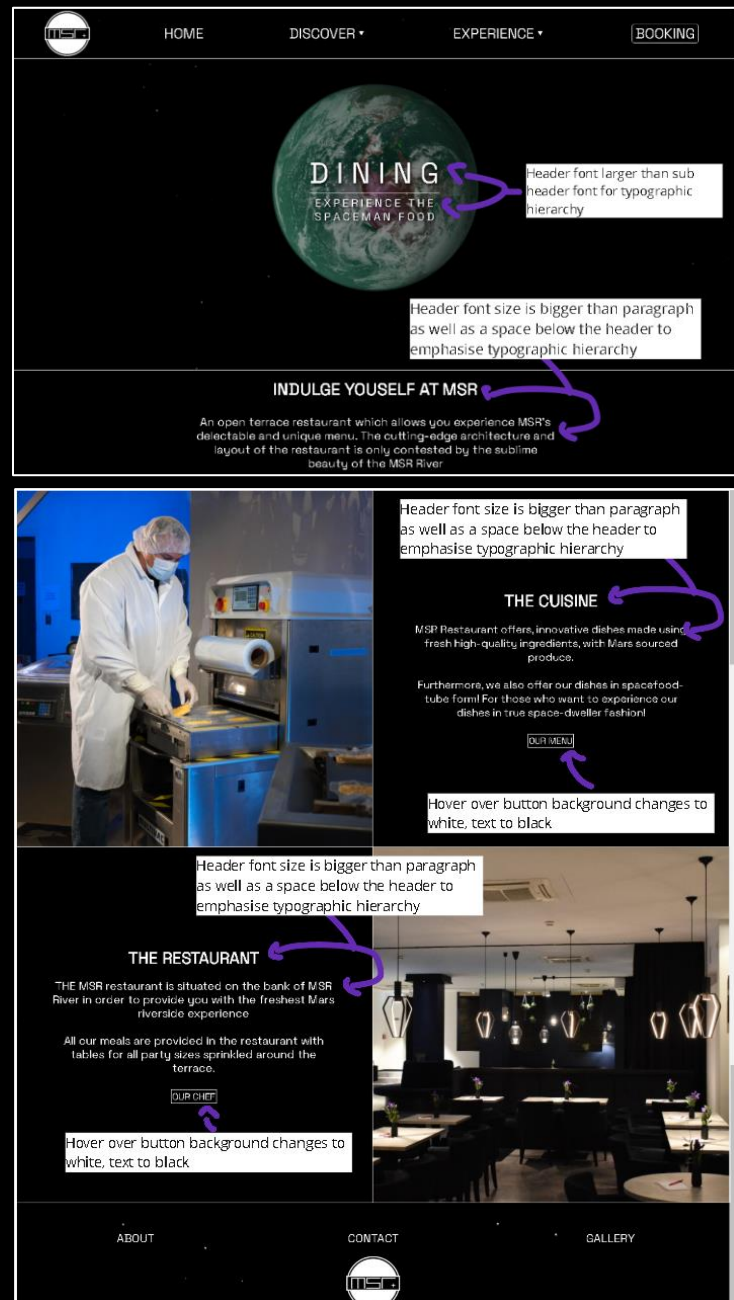
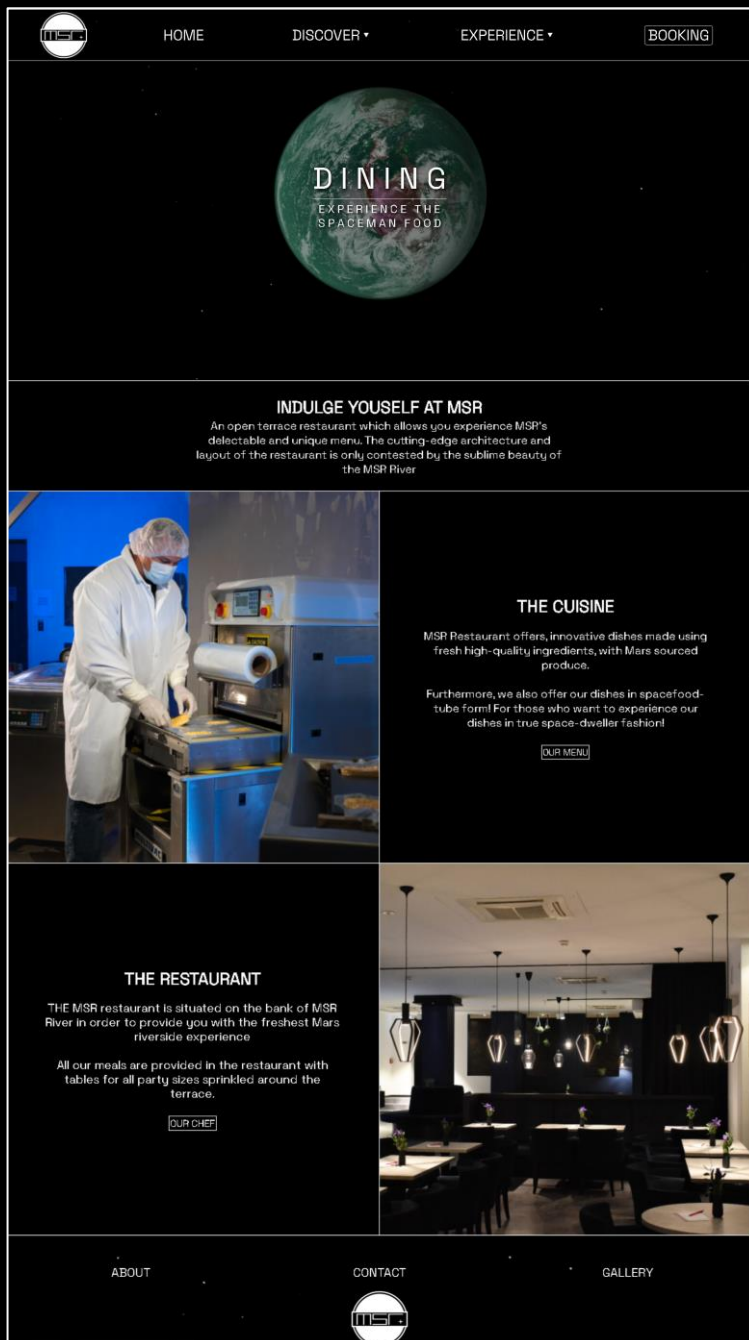
- Accommodations - Information is clearly laid out. Icons are a nice touch give visual information effectively.
- Add a select button the accommodations so the flow is better, when they see a room they like, brings them to the booking page.

Most of the feedback I had received from the prototype test was positive, aside from a few gripes regarding emphasising on certain aspects within some pages, however I had only conducted this test with one user, so the diversity of opinions was lacking.

With this in mind, I had attempted to gain more outside opinions from friends and family. After gaining these extra insights I had found that my aesthetic design, as well as general layout looked a bit too “unprofessional”. Mainly because of the way I had displayed content in my website, being through transparent, black boxes. In addition to this it was also stated that the orange background image of Mars, didn’t really blend well with these black boxes, detracting from the visual experience and I had honestly agreed, as I didn’t believe I had followed the principles of aesthetic design or layout to a great enough extent. Proceeding this I then designed my second wireframe take and went from there.

Style Guide – Shows the final design





For responsiveness, image and accompanying text move from being in a row to in a column, so image will be above text

All text font size is sized so that it's readable

These final aesthetics were heavily designed considering some of the things I had learned within the Aesthetics table discussion.

3 of the most important things I had learnt were:

- Don't make good looking minimalist designs that are too minimalist.

Minimalist websites may look professional and have good overall visual aesthetics, but if you don't create a balance between the functional and visual sides of these aesthetics, then you can end up with a design which ends up frustrating users.

- Text hierarchy is very important

Text hierarchy provides visual flow to users and guides their eyes when reading the text on a website. Without a proper sense of text hierarchy, users will have to put more effort into deciphering your content, which detracts from their overall experience.

- Font readability is very important

Some websites choose their fonts based on their overall themes, but sometimes this choice doesn't provide a level of readability suitable for the users. Font choices must always be user-centred.

Functionality

Hi-Fi Prototype User Test

Desired feedback

- Feedback regarding the ease of navigation
- Feedback regarding the aesthetics of the website

DO

1. Navigate to booking
2. Use the navbar to get to dining
3. Use the nav bar to get to lodging
4. Use the nav bar to get to activities
5. Repeat steps but without the nav bar
6. Shrink the display and use the nav bar to get to gallery
7. Shrink the display and use the nav bar to get to lodging
8. Find out how to get to the resort and how long it takes
9. Find the resort phone number
10. Send an enquiry
11. "Book" a standard room (only click the book button in lodging)
12. Find the restaurant menu
13. Find the resort chef page and his achievements

WATCH

1. Their navigation speed
2. Assumptions they might make in navigation

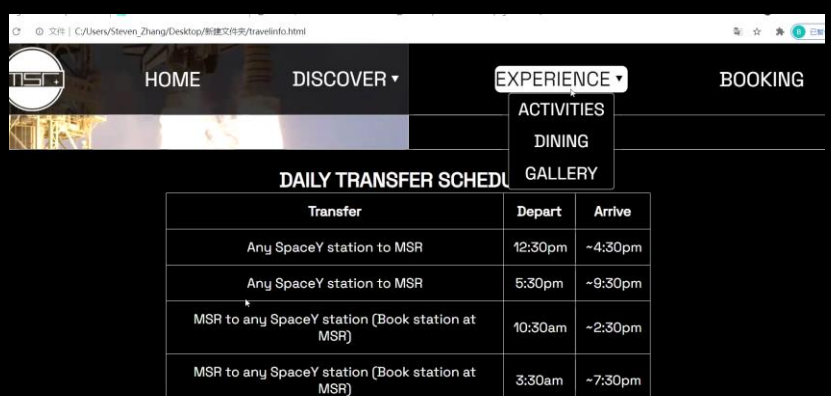
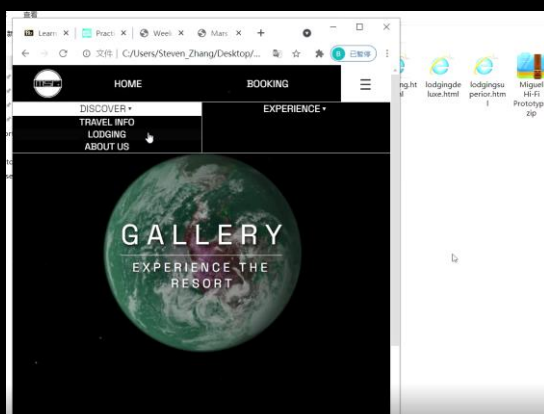
ASK – Potentially write their answers in chat

- Do you think the website looks visually appealing?
- Is there not enough content on the page?
- Do you think anything is unnecessary?
- Do you like the colour combinations of the website?
- Do you think the font is easy to read?
- Do you think the font is a good fit for the website?
- Do you think that the website is easy to navigate?
- How many times did you second guess yourself when navigating?
- What could make navigating easier?
- What do you think should really be changed?

For the Hi-Fi Prototype user test, I had prepared a testing plan which contained the feedback I had desired, the tasks I would get users to undertake, things to look out for and questions I would ask.

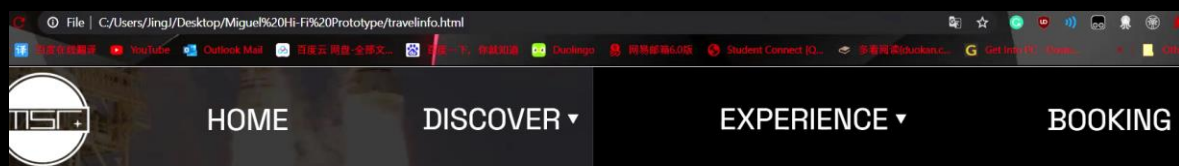
In order to conduct the test, I had given my website to my two participants so they could screen share while I gave directions and observed.

Some pictures of the test running:




Nearly all the feedback I had gained from the Hi-Fi prototype was positive, however there were a few changes I needed to make a result of the feedback I got.

All of the answers regarding aesthetics were essentially the same, as both users believed that they didn't have any improvements to offer, aside from making the booking button on the navbar stand out more.



Old navbar booking button, without the white border I added in the final

In terms of navigation however, there were some minor inconveniences, being that the placement of contact in the footer wasn't obvious enough due to the website logo overshadowing it (See the visual organisation and interactivity wireframe for the original placement).

	Any SpaceY station to MSR	5:30pm	~9:30pm	
	MSR to any SpaceY station (Book station at MSR)	10:30am	~2:30pm	
	MSR to any SpaceY station (Book station at MSR)	3:30am	~7:30pm	
ABOUT				GALLERY

The user's computer bar blocks out contact which is below the logo

Furthermore one of the users had stated that using "DISCOVER" and "EXPERIENCE" as dropdown menu titles was a bit ambiguous, however they believed it was fine to keep as it didn't impact their navigation experience enough to warrant an overhaul of the website's "EXPERIENCE ..." and "DISCOVER ..." sub-header trend in each page. The reason as to why it didn't impact their navigation too much being that there weren't too many links in the dropdown menus themselves, so it was easy to see their contents at a glance.

Technical Implementation

The tables below show the meaningful interactions I had implemented into the website. Unfortunately, the website does not account for implementing progressive enhancement in these interactions.

In terms of accessibility however, the website's colour scheme is based upon the two most contrasting colours, white and black so there wouldn't be any problems regarding colour-blind accessibility in any of these interactions. Furthermore, all text involved in these interactions are able to zoom in and out appropriately. Though, none of these interactions have keyboard-only support.

INTERACTION	JUSTIFICATION + EXPLANATION	
Click on hamburger menu to display dropdown buttons.	This also ties into the responsive design for each page. The hamburger menu is a staple in many websites to accommodate for smaller window sizes and phones. When clicked, my hamburger menu will display the dropdowns in a manner fitting for smaller window sizes/screens.	
HTML	CSS	JAVASCRIPT
Create a hamburger menu icon and situate it to the left of the navbar. Create the actual contents of the hamburger menu below the navbar.	The contents of the hamburger menu have no display by default, unless they have a certain addition to their class name, which is to be added or removed by JavaScript.	Adds or removes the necessary class name extension on click to the overall parent class of the hamburger menu. Thus, displaying or removing the display of the menu.

INTERACTION	JUSTIFICATION + EXPLANATION	
Clicking on different room type buttons to view the room information and image.	This will allow for users to view the different rooms in a more interactive manner other than just scrolling down a page. These buttons will also be resized in order to display and work properly regardless of window size.	
HTML	CSS	JAVASCRIPT
Create buttons for each of the rooms and situate them in a row next to each other.	Style buttons appropriately and set font size according to the screen width to enable responsiveness.	Each button has its' own function assigned to it which will highlight the room button which the user has selected and will change the contents in the room description as well as the image accordingly.

INTERACTION	JUSTIFICATION + EXPLANATION	
Clicking the submit button in contact to validate the form content. If any section is empty, prompt user to fill.	This will tell users to completely fill out the form in order to properly send it, this adds more interaction with the user into the website.	
HTML	CSS	JAVASCRIPT
Create a form to put contact info in and an enquiry, with a submit button at the end	Style the form appropriately, according to website theme. Make it so font will size according to window width for responsiveness.	Finds out whether or not any of the fields are empty and prompts the user with an alert, to fill out all the fields. Otherwise resets the form to and shows the user a success alert to emulate submission.

INTERACTION	JUSTIFICATION + EXPLANATION	
Clicking the read more button on the chef page to find out more information with a popup	Gives the users the option to read more about the chef without putting all of the text into a large chunk of text. This breaks it up and gives the website more elements for the user to interact with.	
HTML	CSS	JAVASCRIPT
Create a div containing all the information in the read more section.	Style the div appropriately and responsively, font adjusts based on screen width. Size of the info box adjusted depending on screen width.	Toggles the class in the body on pressing the read more button and the close button so that the user open and close the info box.

INTERACTION	JUSTIFICATION + EXPLANATION	
Changing the total cost displayed in booking based on the room type selected.	This will enhance the booking experience as it will show a changing total cost based on the selected room. This interaction aims to help further emulate a real booking experience.	
HTML	CSS	JAVASCRIPT
Add a total cost section into the page	Style the total cost appropriately, according to website theme. Make it so font sizes according to window width.	Add a function so that every time a user clicks on the window it detects whether or not the room selection field has changed and edits the total cost html in accordance to the selection.

INTERACTION	JUSTIFICATION + EXPLANATION	
Interactive photo gallery	Allows users to view some of the pictures in the website in a more direct manner without having to bounce between pages.	
HTML	CSS	JAVASCRIPT
Creates a gallery section with a div containing all the images and anchors required.	Style the images in a row layout with 3 images per row filling the whole width of the screen. Allow for images to size according to screen width.	Uses the baguettebox.js JavaScript plugin in order to handle gallery functionality.

Like the aesthetics table discussion, I had also kept in mind a few points from the responsive design and accessibility table discussion in mind when designing my website.

5 of the most important things I had learnt were:

- Responsive design is essential in website creation.

Many people who use the internet these days, especially my targeted audience have many different device types, and websites must accommodate for this fact by laying out their content according to the screen size.

- A very simple way of incorporating responsive design is through a column layout.

In order to fit a slimmer screen, all one needs to do is slim down the website's content layout by ordering it in a column. This is especially easy if you use a lot of flex box and is the reason why I incorporated so much flex box into my website implementation.

- Make it so links are easy to use.

Links should be easy to click on so that users don't have any trouble accessing pages. For example, having a link which moves across the screen reduces the accessibility to its' related page.

- Always include alt text.

Screen readers and the like rely on text to convey content, so without any alt text for images, those who use these devices would be unable to comprehend what they were meant to convey.

- Maintain good colour contrast

Websites without decent colour contrast serve to hinder the accessibility of those with colour-blindness, as they wouldn't be able to see the content as clearly as others. Websites should always aim to maintain a decent level of contrast between text and the surrounding elements.

Conclusion

Conclusively, I consider my website project a success as I believe I was able to create a decently functional front-end website design. The reception gained from my redesigned website, relating to users both in course, and out was very positive overall.

I am quite satisfied with the website's end result (aside from a few minor CSS grievances) and I feel that I was able to integrate a large majority of the courses' covered content into it.

However, if given another chance to attempt the brief, I would most definitely opt towards attempting a mobile-first approach, as I don't think my website offers the same experience to mobile users as it does for desktop.

In terms of my revisiting my learning strategy, I now believe that I can classify myself between intermediate and somewhat advanced, as I think I understand a large majority of the course content revolving around CSS, JavaScript and HTML. With this notion being supported by the fact I was able to confidently assist a friend (who goes to another university) with his own website development project. All I need to do at this point, at least in my opinion, is enforce good HTML and CSS habits so that I can maintain consistency and quality within my code. If I had a chance to start again, I would probably approach learning the courses content in the exact same manner, because as of now at least, I am quite content with the skills I've gained.

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