Celine Xuereb
Bachelors of Graphic Design
Level 5 Year 1 Group B

Introduction to Web Development

Task 1 Research Document

Part 1: Create 3 User personas

Charlene
Sales Asstiant

Active / Punctual / Organised

Age: 20
Location: Sliema
Employer: Forever 21

Bio

"I love shopping as it is a hobby of mine. I work as sales assistant at Forever 21. As Taylor Swift fan, I admire all different styles that she wares from top to bottom and so she influences to try different styles. I look out clothes that suits my style, that has good quality and the price range. I tend to buy clothes that are mostly online because it is more convenient.

Merchandise ?

If I buy a mechanise, I would buy for iconic red cardigan because it's aesthetic, limited edition, soft and comfy and I like the colours of red and nude. Along with her pop red lipstick.

Goals/ Interest

- Include a section for Taylor Swift Eras Tour International dates.
- Bring relevant and interesting content: recent news updates,background check, images and videos and social media and access to social media links: Instagram, Facebook,Tic-tok, Youtube,etc for more content and entertainment.
- Choosing fonts that are readable in terms matter of size, style, headers and sub-headers and body text. Preferably Arial font for body text. Also give a consistency in having different font styles applied.
- Insert interactive elements that increases the engagement to the target audience, such as: Videos and Carousel.
- Every components that website should be consists of what it is appropriate and complement to Taylor swift identity and values. Due to colour, fonts and visual elements.
- Make the functions, navigations aswell the design itself needed to be clear enough for the audience to understand and act on it, example create buttons that contrast colours that engages well with the users. Make the users find the information effortless.Be consistent across all pages.

Frustrations

- Unwanted slow loading process enhances frustration and un enjoyable experience.
- Disturbance of Errors : Technical errors shows the devastation of a website have including crashes or glitches. Thus, it disrupts the browsing experience which would make the user leave the website. Missing pages, prevents users from access the content.
- Cluttered layout enhances struggle and headache, given with the amount of visual content, over crowded elements, both text and imagery. Thus, it leads to miscommunication, less consistency apparency, lack of use contrast, evenly their illogically placement that cause the lack of organization structure.

Scenario

Charlene is familiar with usage of how to use the internet in general, had experience on online shopping, how to organized certain aspects in right order, knows the use of social media, what's new in today,gaining relevant content and how the appearance of website should be look like.When a customer has some queries about a particular product, a service or the issues payments, as sales assistant, it is her duty to check what it is in stock online,the payment or to include a membership setup for the customers on their website. Therefore their website was used for search and payment purposes. She intentions of using this website were to treat as a profession good looking website that functions effectively. She can use this website for her to gain more content about Taylor swift and buy a merchandise depending on her product and price range.

Motivations

Price
Speed
Convenience
Ease of Use
Uniqueness
Saves Time

Personal Traits

Extrovert — Introvert
Sensing — Intuition
Thinking — Feeling
Judging — Perceiving
Creative — Analytical

Technology

IT and Internet
Software
Gatgets
Social Media
Online Shopping

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David

Student

Friendly / Optimised / Free-spirited

Age: 23

Location: Mosta

Employer: University of Malta

Bio

As student, I am in part of student organisation called KSU (University of Malta's Student Council) Once in a year, me and other students, organises a play for students to join in and to take part that I enjoy also to take part. In my free time, I like to hangout with my friends. I listen to Taylor swift music for my pleasure and to study.

Merchandise ?

I would buy Taylor's autograph of Midnights album. This is because, to all albums I've heard, I particularly enjoy Midnights album as I found her voice and music both soothing, catchy and powerful content that speaks to me.

Goals/ Interest

- Create a website that is very clean and well organized structure layout, making it more easy to the user's eyes and increase the focalisation.
- References to Taylor's swift albums.
- Check the website that is regularly updated and it maintenance, bring fresh, interesting and updated content, maintain its visual appearance, making sure to check for compatibility issues across browsers, devices and for broken links.
- Optimise and make a responsive design that functions well for desktop and mobile devices to increase its usage and for target audience. Make sure to design it in smaller size, simple navigation and touch interactions.
- Boost the website's performance so that it provides quickly loading pages.

Frustrations

- If a website was shown directly to the mobile devices screen, the may be increase difficulty navigation as it may not adapt to smaller sizes.
- Lost of indications navigation usability, gives out unclear directions, it causes a struggle to the users to able to find the information they needed and sometimes they abandon the site.
- The hesitation and lost trust in the website when it is unconcise and unclarity of information is given, whether it is content, to provide a service or sell a product.

Scenario

David knows how use social media. Not only in creating account for his own use but even to run for his NGO of KSU. He use them as tool for exposure. Creating content that are both entertaining and education, providing what's recent news, events happening, giveaways, reach out and gaining old and new users. He gives out advantage in grabbing audience attention due to giving out content, similarize with other users, be sociable. His intentions to use this website are to connect with other users with the similar interest, to gain interesting content to discover and use social media links.

Motivations

- Price
- Speed
- Convenience
- Ease of Use
- Uniqueness
- Saves Time

Personal Traits

- Extrovert / Introvert
- Sensing / Intuition
- Thinking / Feeling
- Judging / Perceiving
- Creative / Analytical

Technology

- IT and Internet
- Software
- Gatgets
- Social Media
- Online Shopping

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Chirstina

Fine-art Artist

Creative / Passionate / Clam

Age: 20

Location: Birkirkara

Employer: Villa Bologna Pottery

Bio

I work Villa Bologna Pottery painting working various kind of pottery some of examples of vases,mugs,plates. Everyday, I come up with different ideas that can be unique, modern and trendy that would buy and enjoy to have them at their homes. My passionate for pottery I even have room painting in general. Sometimes on the weekends, during my painting process I put on funky music to keep the inspirations following. I enjoy listening to Taylor's swift music, as she put me on a good mood.I get and find inspiration by nature, cultural places even in social media..

Merchandise ?

"I am a person that likes a item/s based with their appearance. If I see something that catches my eye, I would buy it. I probably I buy Taylor Swift accessorizes and shirts, depending the image and colours. This is because there are various shirts that it can be really nice and simple or stylish and unique.

Goals/ Interest

- Create a website that specific made for targets audience expectations, make it a user-friendly,effective navigations and overall aesthetic.
- Create visual hierarchy that guides users eye. Including to high quality of images that are appealing and clear that ties the overall aesthetic pleasing to the eye, it's placement, headings, arranging sizes and colour buttons.
- Select appropriate colours which that matches to Taylor's identity and aligns right emotions that can bring advantage. Therefore it is easier for the users eyes and bring attraction. Make sure to use contrast colours, that highlights each specific sections, to stand out along the elements and evokes right emotions.
- Include accessible tools to users with disabilities. Use of dark mode,readable fonts, Increase and decrease text sizes, and links underline.

Frustrations

- lost responses, poor functionally.include slow loading times, broken links, and outdated code. These issues can be caused by various things, such as server overload, malware, and lack of maintenance.
- Lack of Personalization, users may lose interest as the site may be seem too simple and plain or is the opposite, too decorative, colourful and vibrant. It can be by the usage of unappropriated of colours, unflattering fonts. Choose features that balances the idea behind the website and make user-friendly experience.

Scenario

Christina has creative flur on canvas, she can transfer an object that turn out an aesthetic pleasing outcome, she can lead the users to admire the creativity. She knows how to use the internet for source of inspiration. She can use this website to listen to Taylor's swift music by using the social media links

Motivations

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- Convenience
- Ease of Use
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Personal Traits

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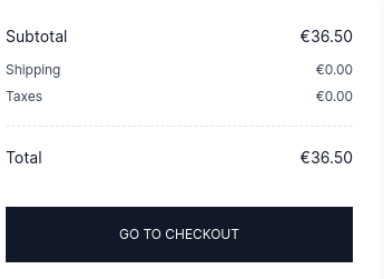
Part 1: Functional Requirements

1. <u>Add Product to shopping Cart</u>

Users should able to control their shopping cart as they able to add, remove and view products. Provide as well the quantity button as it became more efficient the site. Be aware for any modifications that the user made in their cart that reflects' the product's image and their details. The objective is making the cart seamless when user make the buying process on the cart page. The process should be calculated as progressive during the purchasing and avoid sending users back to the product page when adjustments are made.

Keep in mind as the cost may affect the adjustments in the site. Make sure the pricing displayed on your cart pages clear and easy to understand. There be my all means, users/ customers may feel scammed and perhaps persuaded from finishing their purchase if there are hidden fees or additional expenditures. Include a clear display of taxes, shipping costs for their own line.



Calculate the page therefore customers can see the prices before they check out.

provide a "guest checkout" choice that enables buyers to make purchases without resister for an account.

2. Checkout Out & Purchase Products

- Order Information: The orders with prices.
- Payment: Provide variety of payment choices as likely increase to complete the purchase. The most well-liked payment options, like credit and debit cards, PayPal, and Google Pay can be used as a starting point before you expand. The most crucial part of purchasing is the payment where the user can select types of payment, one either select pay by card online or pay in cash on delivery.
- Shipping Address: In every user, logically to purchase a product where a user must to fill in the billing address which it includes a customer personal information of Name & Surname, home address, phone address, postal code and the location and Country where the user lives.

3. Confirmation Email

After the payment was processed, an automatic email will be sent out to all the users who purchase a product that the payment was achievable.

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4. Contact Form and submission email form

A contact form is an input form that lets users to enter site information and submitted to the designer/developer to help with user's queries. Users are asked to fill in the form, commonly included: Name, Surname, Email address and Message. This way, users be convenient, quickly and easy. The objective for this was to communication therefore any developer will increase its future potential marketing.

The Submission form goes straight to developer as it receives email

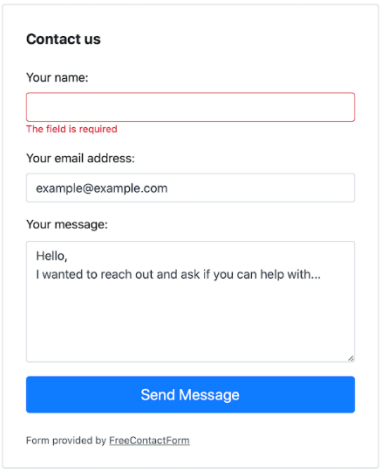

Figure 1 Example of contact form

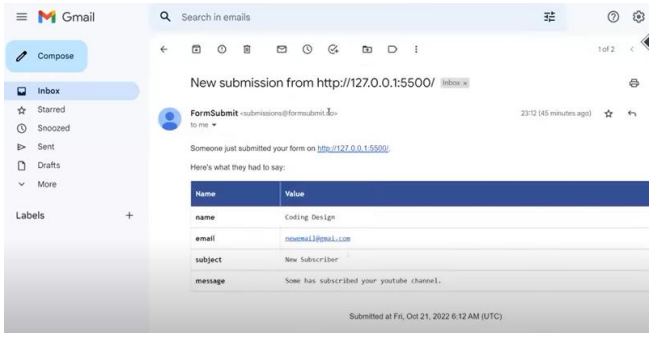

Figure 2 Submission form

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5. Social media links access

Social media is where most users spend the most time online. By this feature shows benefits reasons to include in the website. Including for gaining more with old & new users. Developers are to provide interesting content. Social media is an excellent in marketing and as promotion tool for both individuals and business developer, therefore promoting products and content will be much simpler. They can interact with products being on sale.

This feature is a good way to communicate and be familiar with the users. It is a convenient way to transfer to another social network channel. It gives out good presence that engages users to visit. Users will provide you feedbacks that developer are needed in order to arrange certain areas room for improvements.

User find out more about the purpose of the website being created. Additionally, it brings up the higher rankings above with competitors.

The chosen social media links are purposely selected through personas requirements, as they provide different categories that many users find them comfortable to have various social media platform such as:

- YouTube for interactive music videos
- Instagram for photo video sharing
- Facebook for connecting people
- Tic-Tok for create and exploring videos
- Spotify for music entrainment

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Non-Functional Requirements:

1. Availability

Availability refers to specific time the users will likely to use the website. It takes a percentage of time that the system is available to operate. It shows an advantage the percentage of successful requests willing to operate. This requirement is critical for most businesses and even include for reliability and maintainability. Most likely the website is available for all users to use in any time.

2. Performance and Responsive

A website determinant how smoothy the website is running. Certain actions that the user clicks for example add to cart button, will it automatically go to shopping cart in 2sec or more. It is a system based through speed measures. Performance can change its speed depending by the workload conditions. Users expect the website to be faster as there is no hesitation to wait for certain to respond.

Having a responsive a web design adapts to a design and developments that should responds by the user's behaviour and environment based on factors such screen size, platform and orientation. Example: users can observe the buttons runs quickly and smoothy. The Concept of Responsive Web Design example adjusting screen resolution, flexible & image resizing, touchscreens and cursors

3. Scalability

Performance, availability and reliability complements with other non-functional requirements to scalability. It measures of a system that capable to appropriately handle increasing and decreasing workloads.Scalabilty is the abilty of a system to grow in its capacity to meet the rising demand for its services offered, system scalability criteria could include the ability to accommodate increasing number of.

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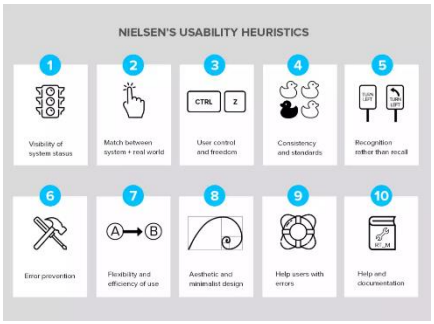
4. Usability

This requirement essentially demonstrates how well and how easily users can pick up and use a system. As it has many types of usability criteria it follows five dimensions:

- Learnability (How quickly can be for users to complete the main actions they view the interface?)
- Efficiency (How fast can users accomplish their goals),
- Memorability (Can users return to the interface later on and start efficiently working on it straight away),
- Errors (How frequently do users make errors?)
- Satisfaction (How user-friendly is the design?).

Example of usability: the percentage of users who submitting their payment details at the checkout cannot be more than 10%.

From the pervious design, find any product and measure the number of mistakes it has and consider the time taken to able to learn the interface and accomplished. Set up usability objectives and the baseline.



Establish thresholds based product's KPI. What quantity of users would satisfy mine strategic goals?

Test the usability of products on prototypes
Naviagtion
Purpose of features:
Quality of performance

Navigation: a designer/developer needs to considered where the navigation is placed for the users to experiences the interface easily. Make the users understand the purpose of the content is organizes and to access other pages.

Purpose of features: Users can quickly understand what feature it is and what can do as the usability is strong. They might assume some features were designed by pressing a button or activate a search bar for example.

Quality of performance: As the performances is well shown, it signifies that the system's features are operating well as a developer had anticipated. Example: If a mobile phone programme's label claims that it can extend battery life, the user may monitor battery life over time to decide whether the application delivered on its promises.

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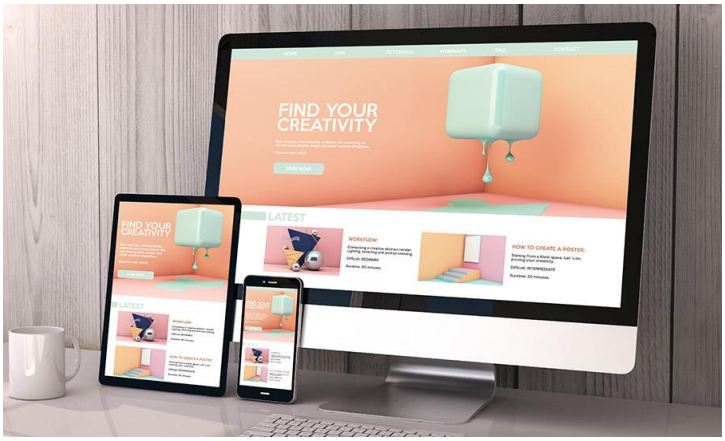
5. Compatibility for Mobile devices and desktop devices.

In the modern age, the majority numbers of our target audience use mobile device to visit sources quickly. Without discharge usage of computer usage. Having a mobile compatibility became essential in the websites designed and developments, which increases even more number of visitors and show you more loyalty. Mobile compatibility is a process of rearranging the website's overview to make it more user-friendly. It can function properly and display correctly on variety of browser and mobile devices.

The designer must think of how the interactions can be done with their positioning, having buttons, navigations, features in order to gain better user experience. Users can witness the screen display being adjusted to according the mobile proportions when the viewport is minimized. User can feel the smaller experience. Evenly to optimised pictures, quick loading times and have a responsive design. One can adjust and have various of smaller sizes making it simpler for the viewers to access the content and navigate.

Suggestions: create the checkout button within reach of the customer's thumb since most mobile website users only use one hand to browse.

1. Implement responsive design,
2. simple navigation
3. no disruptions
4. uncompromising speed
5. simple design
   ensure cross brower and cross device compatibility



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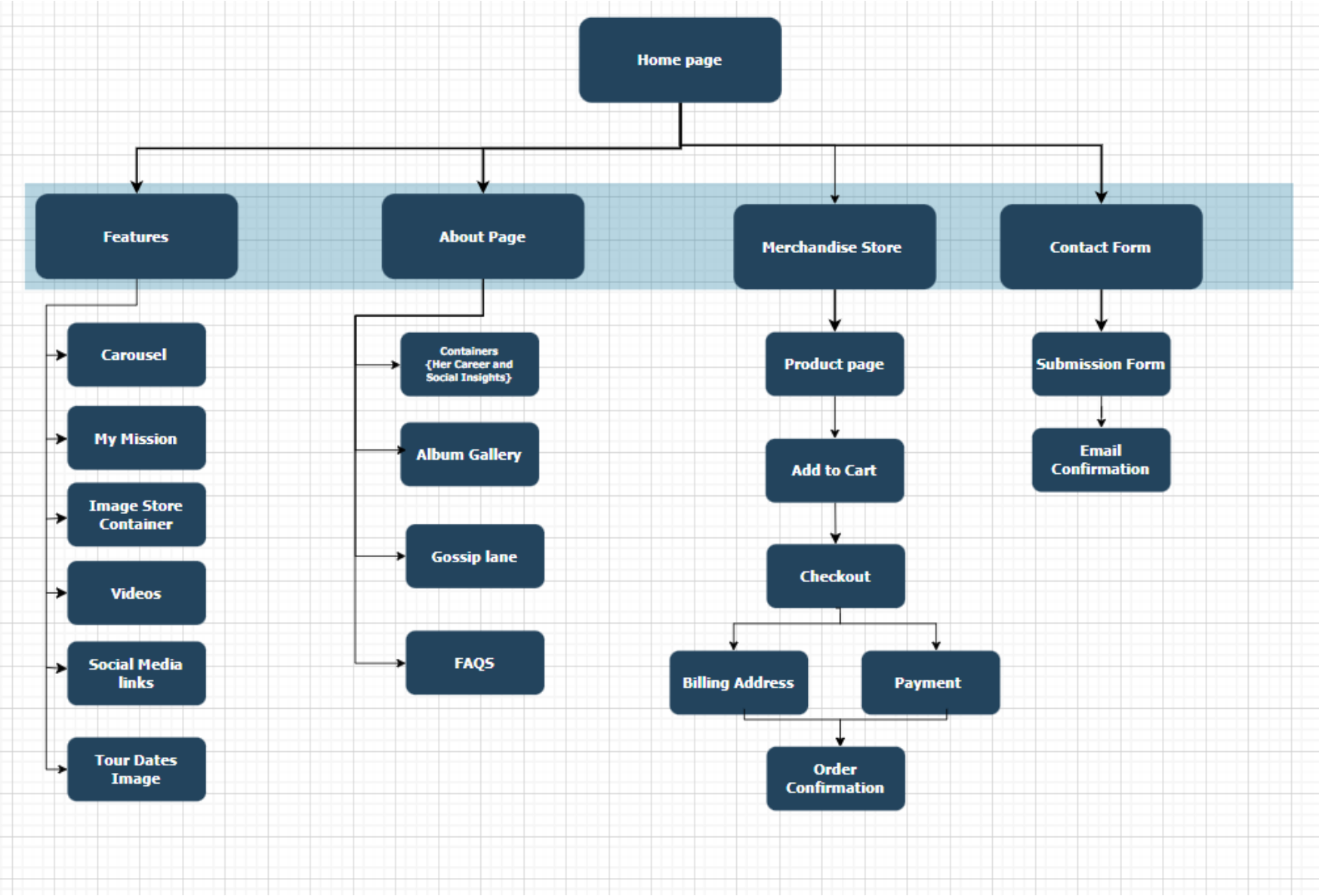
Part 2: Site Map:



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Part 2: Style Guide:

Colours: These six colours were specially isolated and chosen for Taylor Swift's colour scheme. The background hue will be lalic colour and apply contrast in containers and navigation bar of dark purple. The remaining hues are displayed as the background colour on each product page in addition to buttons that match the displayed products.

Buttons: To catch users' attention, I will construct a dark purple button with a rounded rectangle form, add a lalic hover effect, and leave the colour text white. With this decision, Taylor's identity is reflected in the way that a hue is shows elegant yet friendly and welcoming environment.

Overall: The aesthetic becomes more balanced overall due to it is neither too bright nor too dull.

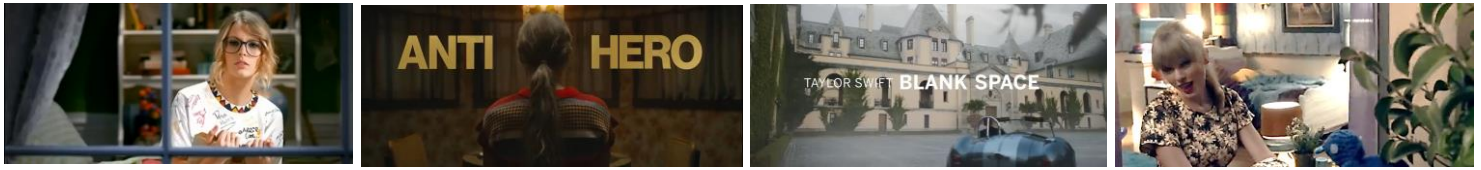
Headers: Header 1 is intended to be used for titles. Header 3 for subtitles and for FAQ's. Header 4 for navigation tabs. Header 5 used for in footer and for product attributes. Header 6 often used for body text.

Social Media Icons: I will construct a container strip for social media icons, leaving some space between them, make the buttons in a circle form. Apply colours according to their social brand.

Icons: Use this Shopping bag for add to cart function

- FAQs: arrow will be used as button for up and down
- Check mark icon used for order confirmation.
- House icon to be used for button to link in home page.
- Create Increase and Decrease font size tool as most users have lack of vision.

- Fonts: "Abril Fatface" font used for titles, subtitles and navigation tabs.
- "Nixie One" font used for body text, footer, product details description.
- Additionally, the "Arial" font is going to be used in list of products in order confirmation page.
- Videos: In the home page, apply section for four interactive videos, this will demonstrate entertaining section for the users to watch and enjoy the rest of the website.



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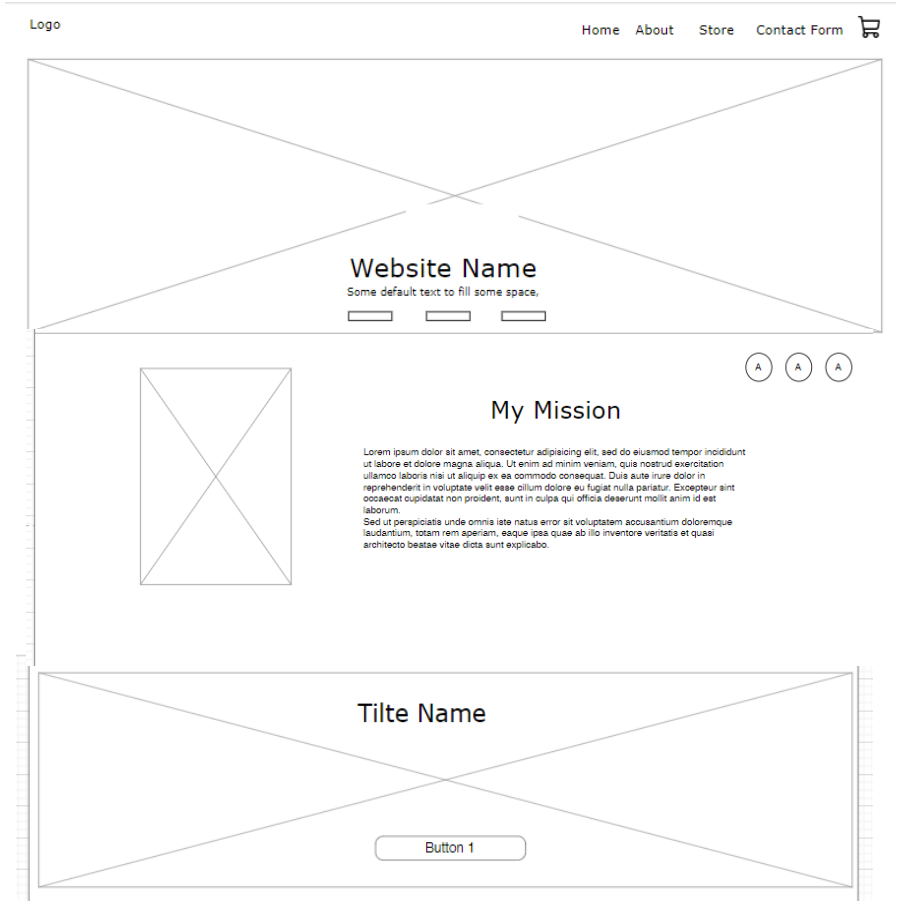
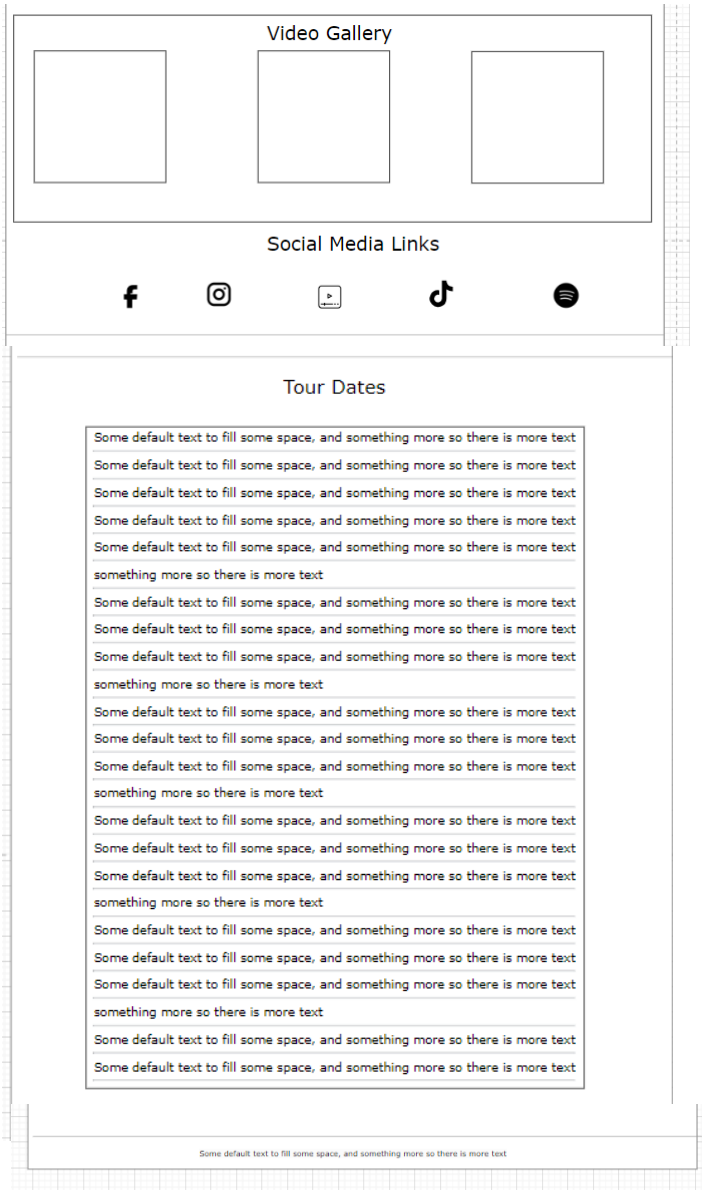
- ## *Part 2: Low Fidelity Wireframes:*
- *Home Page:* Insert a component of *navigation bar that displays add to cart button.*
- Insert a component of carousel that displays images.
- Users can access social media links, looks for videos, images, posts and music.
- Create a container called: “My Mission” let the users know for the reason the site is created. Insert of Taylor Swift's image in display and apply an accessibility tool.
- A cover promotional imagery with a store-access button.
- Container strip of interactive videos.
- Container strip access of social media links.
- Apply imagery of Taylor Swift’s International Tour Dates.





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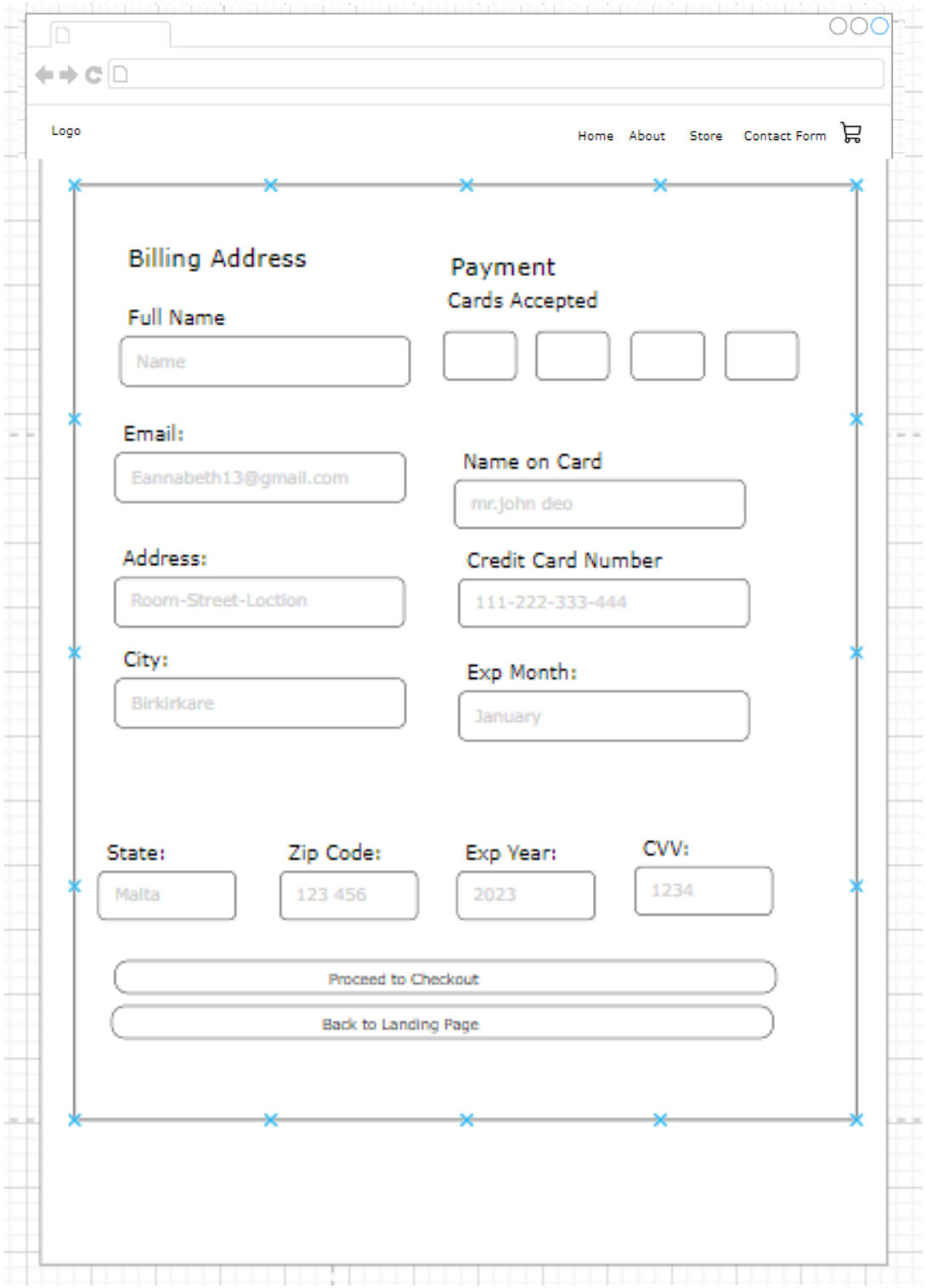
Payment Page

- Billing Address & Payment form
- Users enters their personal info & payment info
- Use header 3 for subtitles
- Payment cards imagery in the payment section
- Buttons “Proceed to Checkout” and “Back to Landing page”



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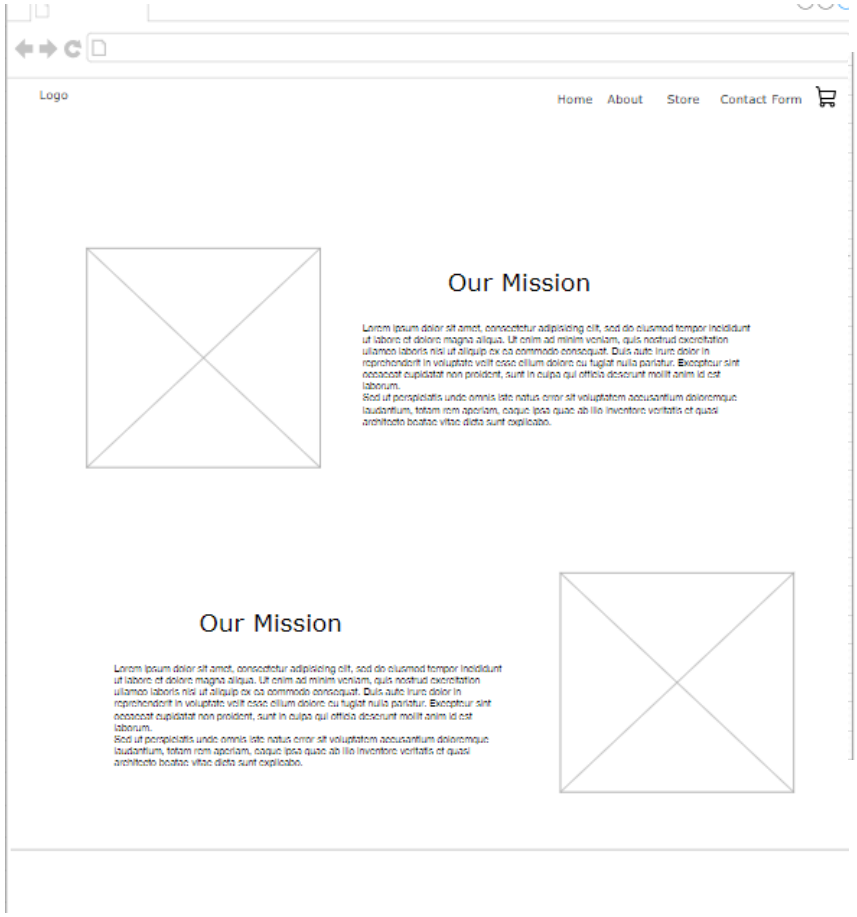
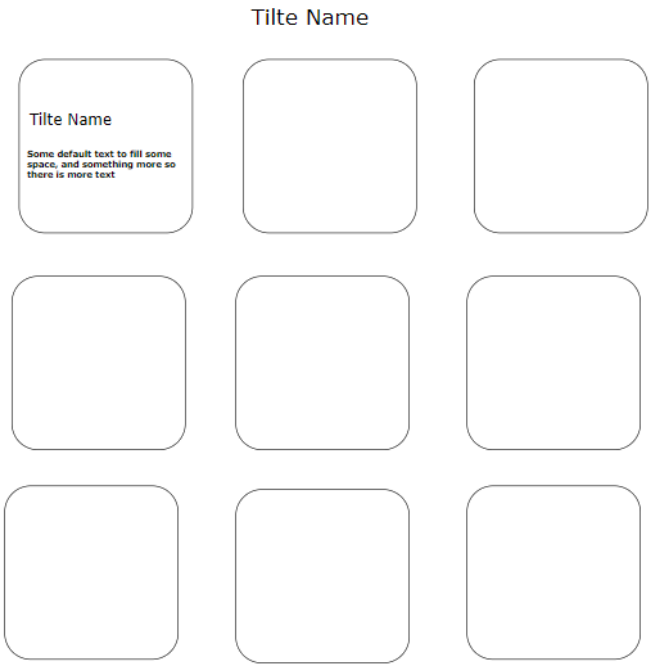
About Page:

- Construct two container strips, insert images, subtitles and body text.
- Album Gallery section: insert subtitle and ten image cards, construct a hover effect in subtitle with body text.





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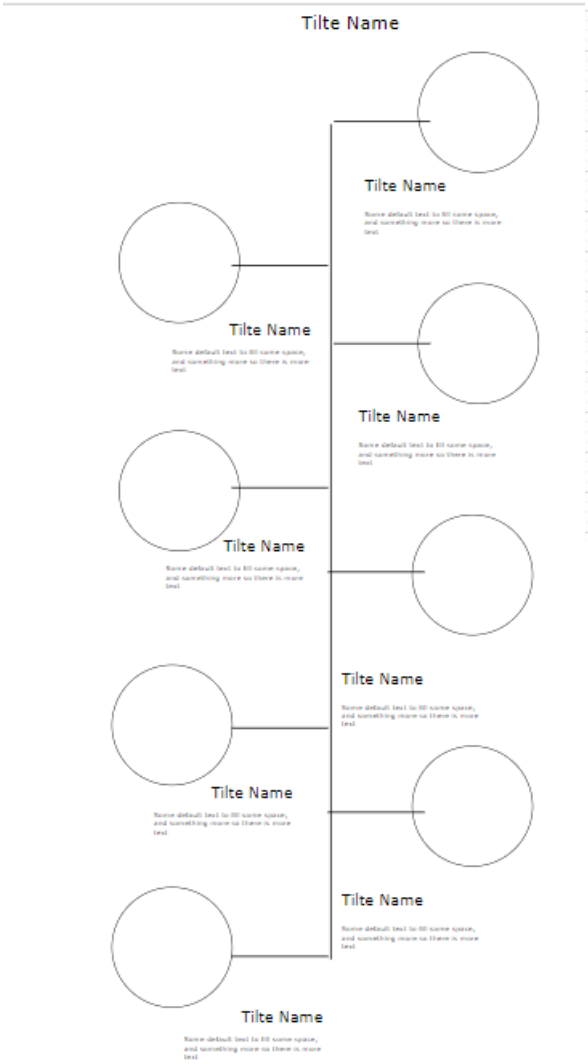
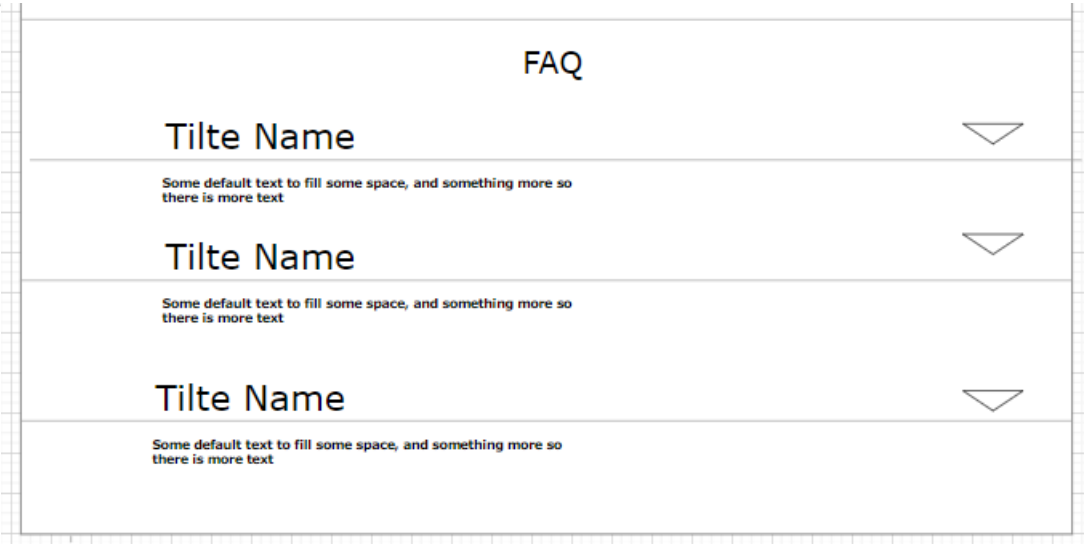
About Page:

- Gossip lane section: insert subtitle.
- Eight circular images chart subtitles and body text.
- FAQS section: Question (subtitles) and answer(body text).





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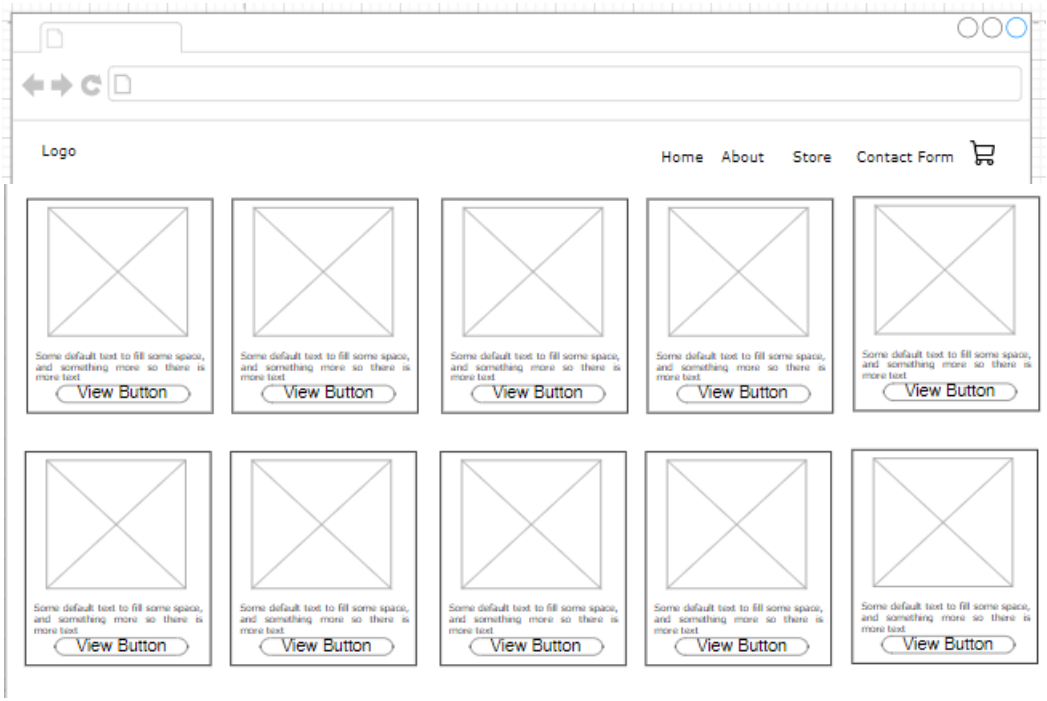
Store Page:

- Create cards and place images of products with their own title as name of the product, body text as description and button as a link to product details page.



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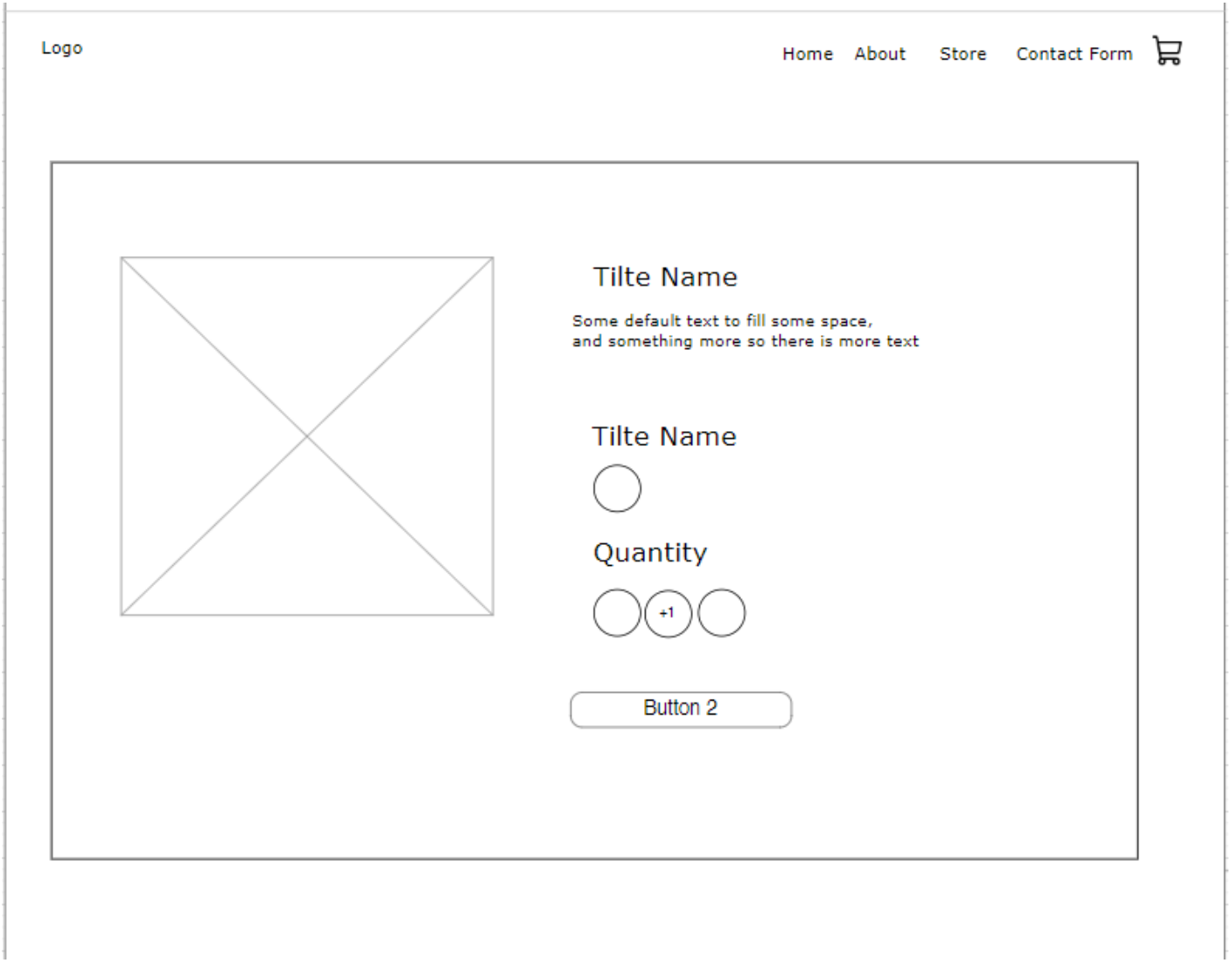
Product Details Page

- Insert container with the Image of the product, product name title, body text (description)
- Subtitles for product attributes
- Button called “add to cart” that links to a component created that’s displays add to cart right section.



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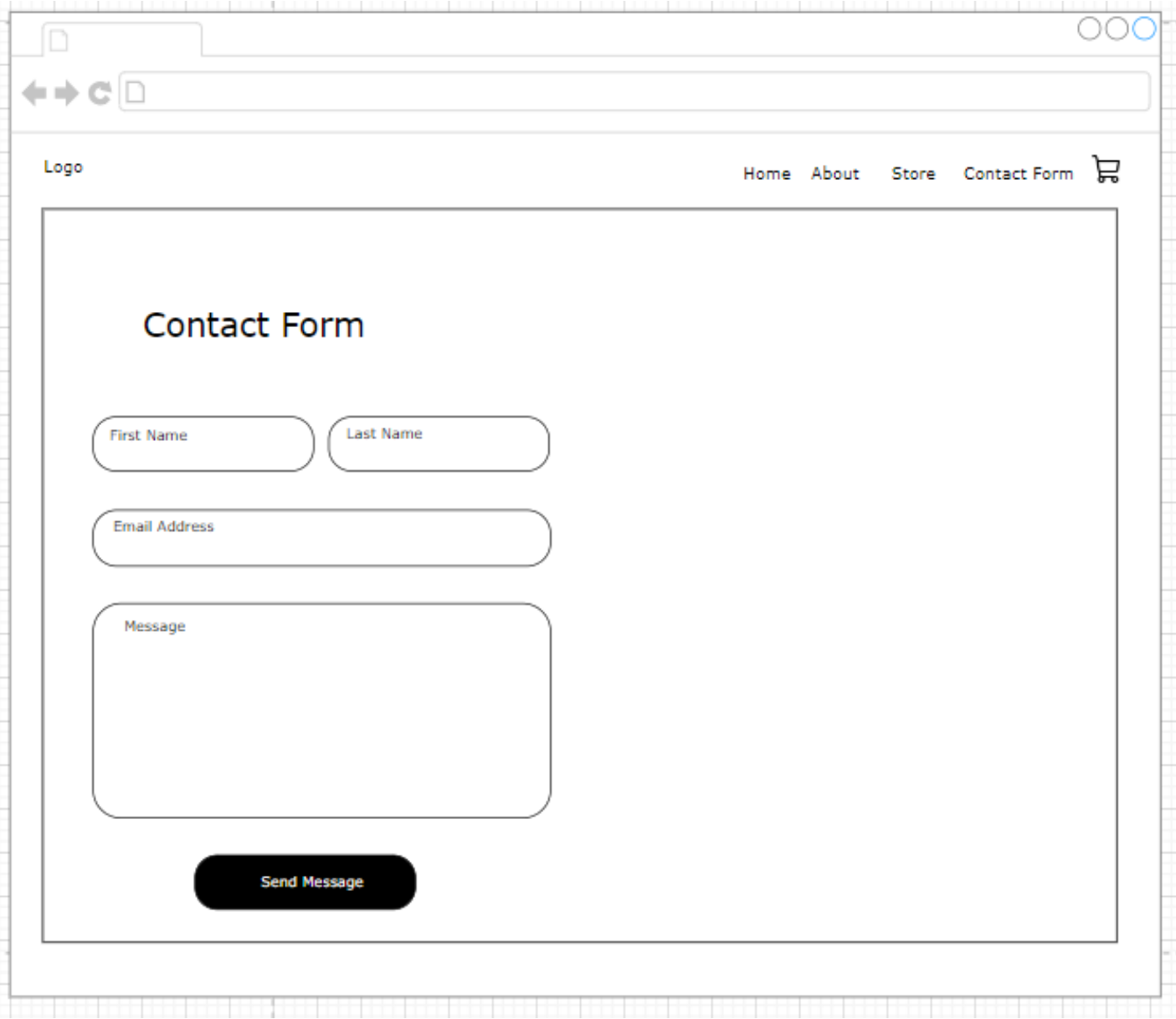
Contact Form Page

- Create container to create a contact form
- The users can type their detail and their query in the message box
- Create a button that automatically, the users receive an email to acknowledge the email has been sent.



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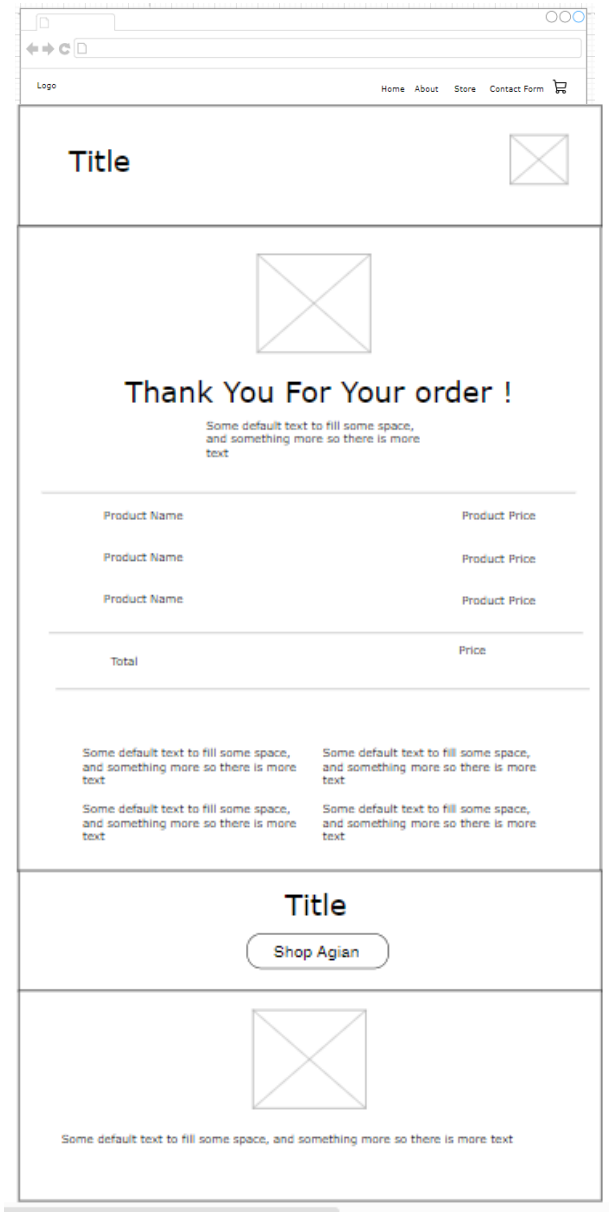
- Order Confirmation Page
- Insert container of order confirmation page.
- The users will able to view list of products and their prices they selects in the product details.
- Evenly users can view they personal and payment details that they fill out from the payment page.
- Create a strip that displays a button that links to the store page.
- Logo of Taylor Swift and few body text.