Divide of Everything
Website Project Plan
2018

APRIL 24 2018

COOLE SITES
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In Progress

Divide of Everything Website

Notes

This document contains content and images sourced from Web Style Guide.

Strategy Plane

Our goal at this stage of the project is to identify what the customer aims to achieve, what their business goals are, and in turn, the reason for a website.
The scope is fundamentally determined by the strategy of the site, so it is important we define a good strategy from the outset. This strategy incorporates not only the benefit to the owners of the site but also the benefit to the users.
We aim to:

- determine the business objectives and the value of the website
- use this plane to determine the reason for the websites existence

Define roles and responsibilities

From here on **Divide of Everything** will be known as the **client**.

For the purposes of this project, Sonya Cooley will have full authority, primary responsibility, and full accountability for all aspects of the project.
She will have a Mentor available to her at the beginning, middle and end of the project.

Project Charter

	Objectives
Purpose: **What purpose does the website serve?**	The client website will target fans and potential fans with their back catalogue and new material. The site will showcase their music and publicise their availability to perform at events.
Goals: **What outcomes does it need to achieve?**	• Share new music and their back catalogue with fans and potential fans. Keeping old fans happy and attracting new fans • Showcase their music • Publicise their availability to perform at events, parties, etc

	• Push their social media presence
Target audience: **Whom must the product appeal to and work for?**	Past fans, current fans, and potential fans.
Success indicators: **How will you know you have achieved project goals?**	An increase in successful booking enquiries via website
Strategies: **What approaches will help to realize the goals?**	• We will take a mobile first approach to Content. • Focus content at our target audience • Aim to keep the site simple and not over complicated

Tactics:
What activities might help to realise the strategies?
	• Provide a user experience that is accessible and enjoyable for all visitors
	  ○ following conventions for design and interaction
	  ○ providing clear and consistent navigation
	  ○ testing usability with a wide range of clients and industry standard tools

Website development Roadmap

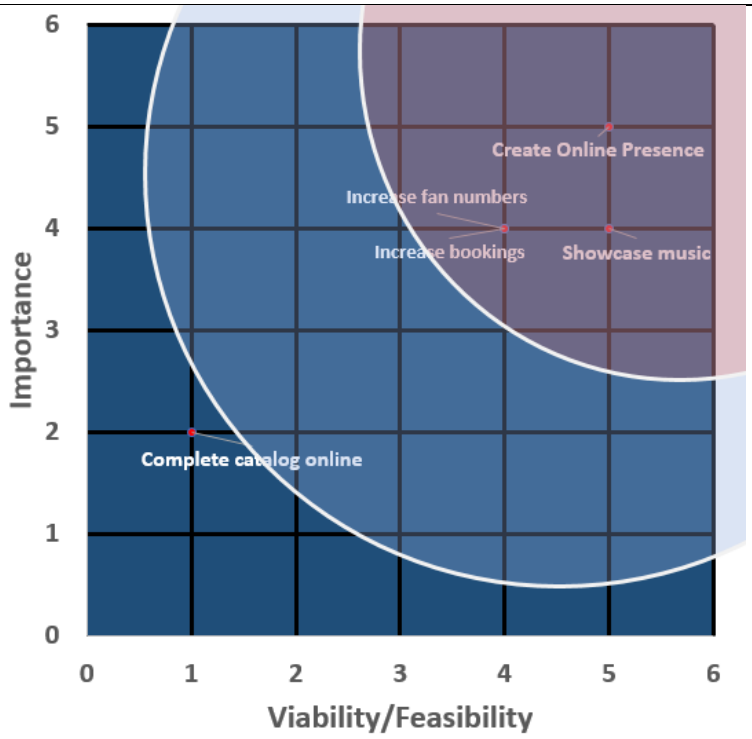
The UXD will be driven by business goals and user needs.

Define	Customer analysis, Requirements gathering, SEO, Social Media, Content Strategy – Personas, Content inventory.
Design	Information architecture, Functional & technical requirements, Navigation design, Wireframes, UX/UI, Pages, Branding, style guides, mock-ups.
Develop	Look & feel, Design and Development, Build, Version control, Testing, Deploy

Strategy Trade-off

Opportunity/Problem	Importance	Viability/Feasibility
Create Online Presence	5	5
Increase fan numbers	4	4
Showcase music	4	5
Increase bookings	4	4

Complete catalogue online	2	1



Feasible for initial release

- Create Online Presence
- Increase fan numbers
- Showcase music
- Increase bookings

Features for future releases

- Complete catalogue online

Scope Plane

Our project scope will be based on our defined Strategy. We will;

- determine the websites requirements
- determine the websites key functionality
- determine what features are to be included in this and possible future product releases

The client website will target fans and potential fans with their back catalogue and new material. The site will showcase their music and publicise their availability to perform at events, etc.

Scenarios

Client Fan:

A client fan will be a fan who is aware of the client for some time. They will be aware of the clients back catalogue of music and keep up to date with their new music.

A client fan will visit the site to listen to the clients back catalogue, read client news and lookup where and when future gigs will happen. A client fan may also wish to make an enquiry about booking the band for an event as they are aware of the type of gig the client performs.

New Client Fan:

A new client fan will visit the site to listen to new music that may have caught their attention. They will then listen to the clients back catalogue. A new client will be interested in the About Us content and will also be interested in where and when future gigs will happen.

Business User:

A business user may be aware of the client from corporate events or other business events. The business user is aware that the client attracts large audiences and has a good catalogue of music. The business user will visit the site to look up when/where the clients next performances are and if the client is available, they will make an enquiry about booking the client via the booking enquiry form.

Functional Specifications

The site will provide users with access to the clients' music catalogue and the ability to make an enquiry about booking the client for events.

The site will provide the ability to;

- navigate between pages
- listen to the clients' catalogue of music
- make an enquiry about booking the client for events
- links to the client's social media.

The site will be optimised for latest version of Chrome, Firefox, Internet Explorer, Safari and Opera and optimised for mobile usage. HTML and CSS will be written using the Mobile-First approach. The mobile-first approach is designing for the smallest screen and working your way up to desktop.

Content Requirements

Most screens/pages will follow a standard format, with a look and feel to be designed by a graphic designer. Each page will have a content area between a consistent header and footer.
The header will contain the client logo and navigation.
The footer will contain links to the client's social media sites.

All pages will be created using HTML5 and CSS3, provided by the Bootstrap Framework 4.
Content for these pages will be provided by the client.

SiteMap

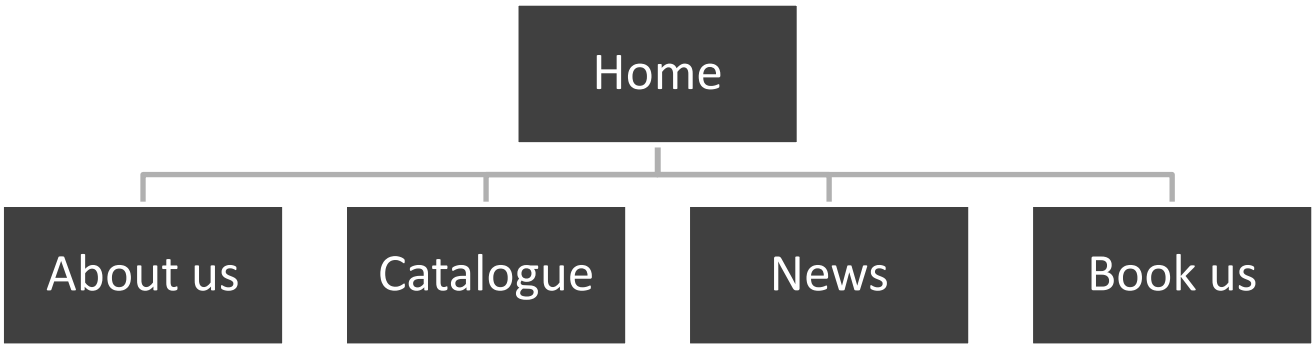


Figure 1 - site map

Home Page	The home page will consist of a hero image, a header containing a logo and navigation and a footer with links to other social media sites. The navigation will take users to other site pages while the logo will also be a link taking the user to the home page.
About us	The about us page will contain information about the client and a brief profile on each of the band members.
Catalogue	This page provides access to the clients' music catalogue which is available on soundcloud Music and videos will either be linked to or embedded on the page.
News	Providing information to users about client news and upcoming gigs
Book us	Provides the ability to make an enquiry about booking the client using a web form

Navigation systems

Global navigation (i.e. navigation options that are available at all times, on all pages)

Description	Response
About us	Takes user to about us page
Catalogue	Takes user to music catalogue page
News	Takes user to news and gigs page
Book us	Takes user to booking enquiry form
Logo	Takes user to home page

Structure & Skeleton Plane

Our goal for the Structure plane is to organise the information architecture and interactions for the site. We will keep a consistent, predictable, learnable interface, and, interactions. We will use industry standard technologies to implement expected behaviours when using the site, e.g. tooltips, navigation, including accessibility, etc.
Users will find the navigation at the top of the site in an expected location. The site will be intuitive and follow tried and trusted paths.
The form will follow user expectations where feedback is provided if user interactions are unexpected, incomplete or complete.

Interaction design

The website will use a weblike organisational structure which will pose few restrictions on the pattern of information used. This structure works best for small sites. The user will be presented with a consistent navigation along the top of every page. Each navigation element will take the user to the same page e.g. 'About us' will take the user to the 'About Us' page regardless of what page the user is currently visiting.

The navigation will follow this order:
Home – **About us** – **Catalogue** – **News** – **Book Us** and the logo will also act as a link to the home page (index.html)

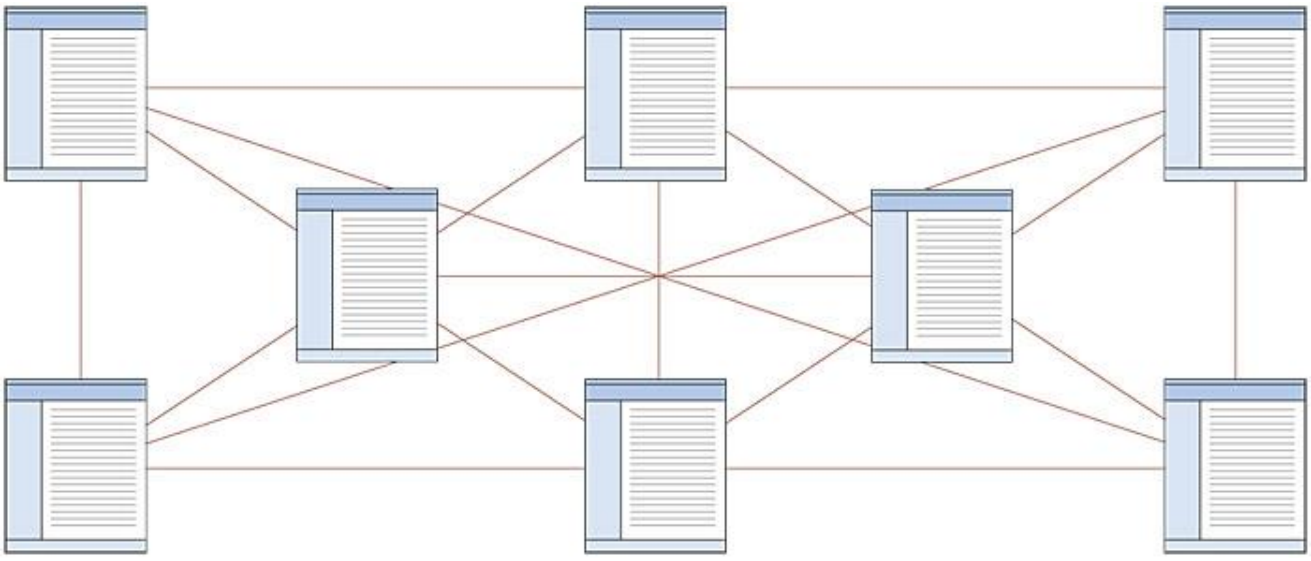
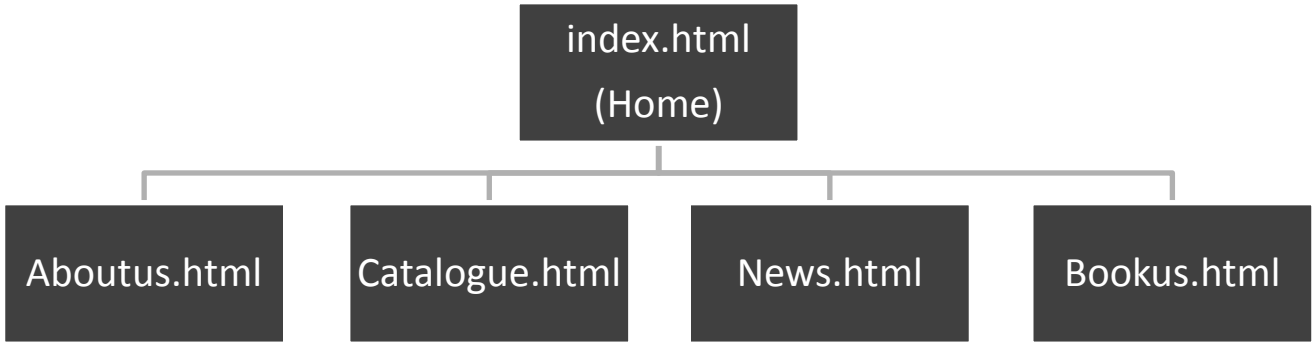


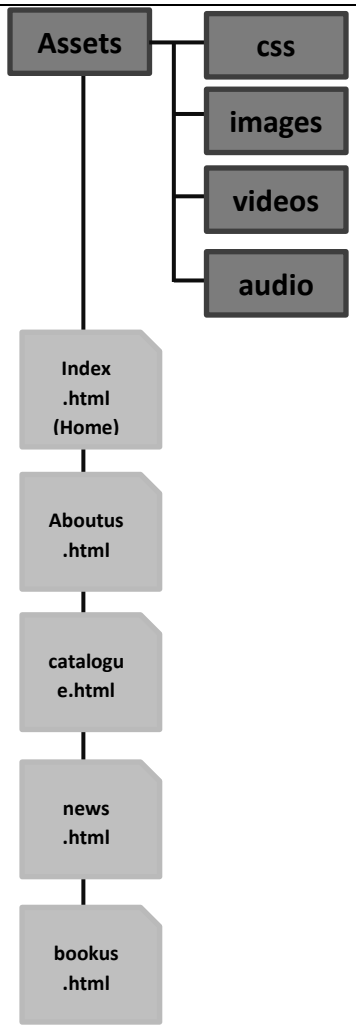
Figure 2 - Weblike structure

Information architecture

The website will implement content in a standard tree structure. It will go to one level which will reduce complexity and ensure users do not have to exceed the three-click rule of thumb.



The site directories and files will be organised in the following way;



At the root of the site:

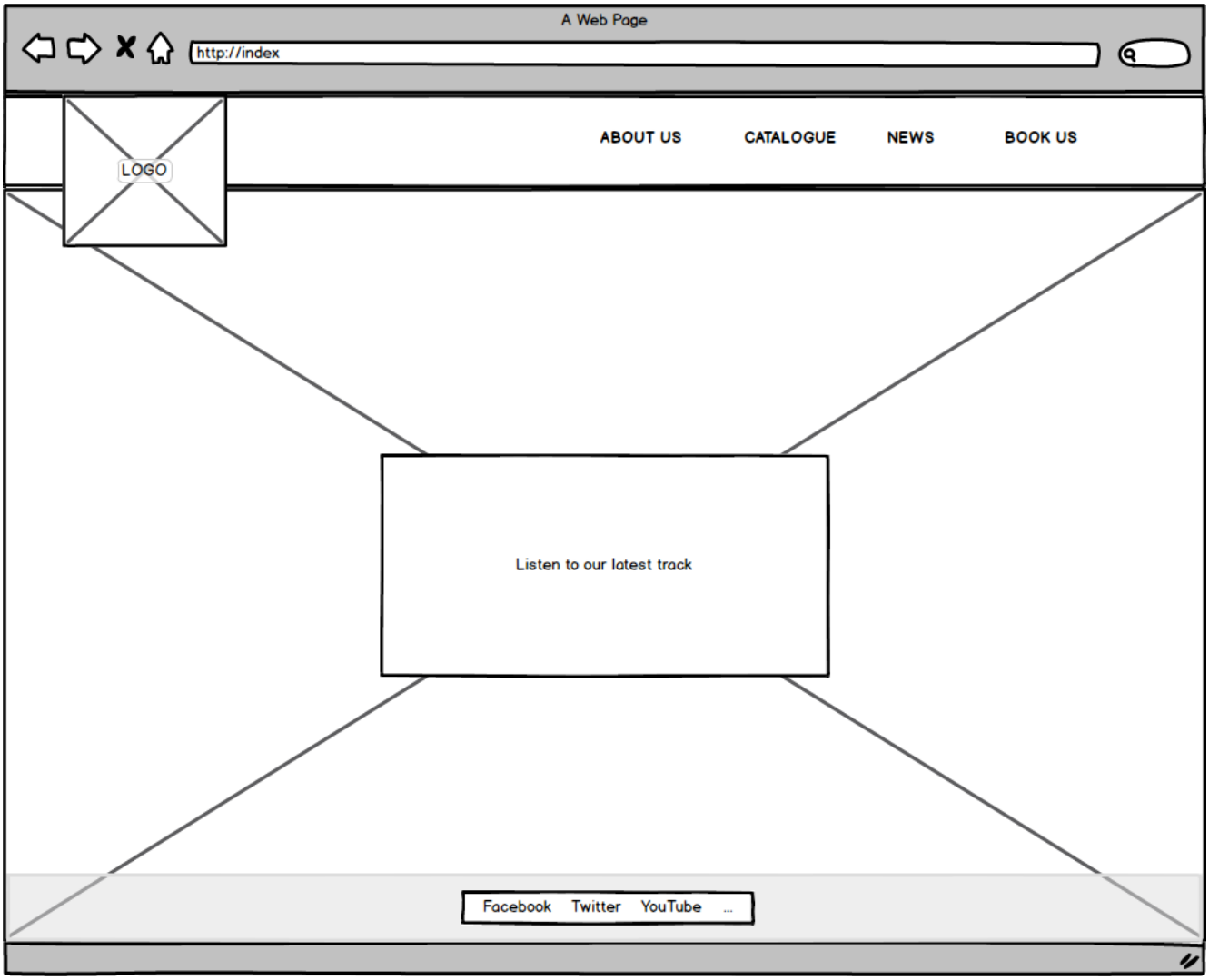
Index.html
Aboutus.html
Catalogue.html
News.html
Bookus.html

Assets Directory

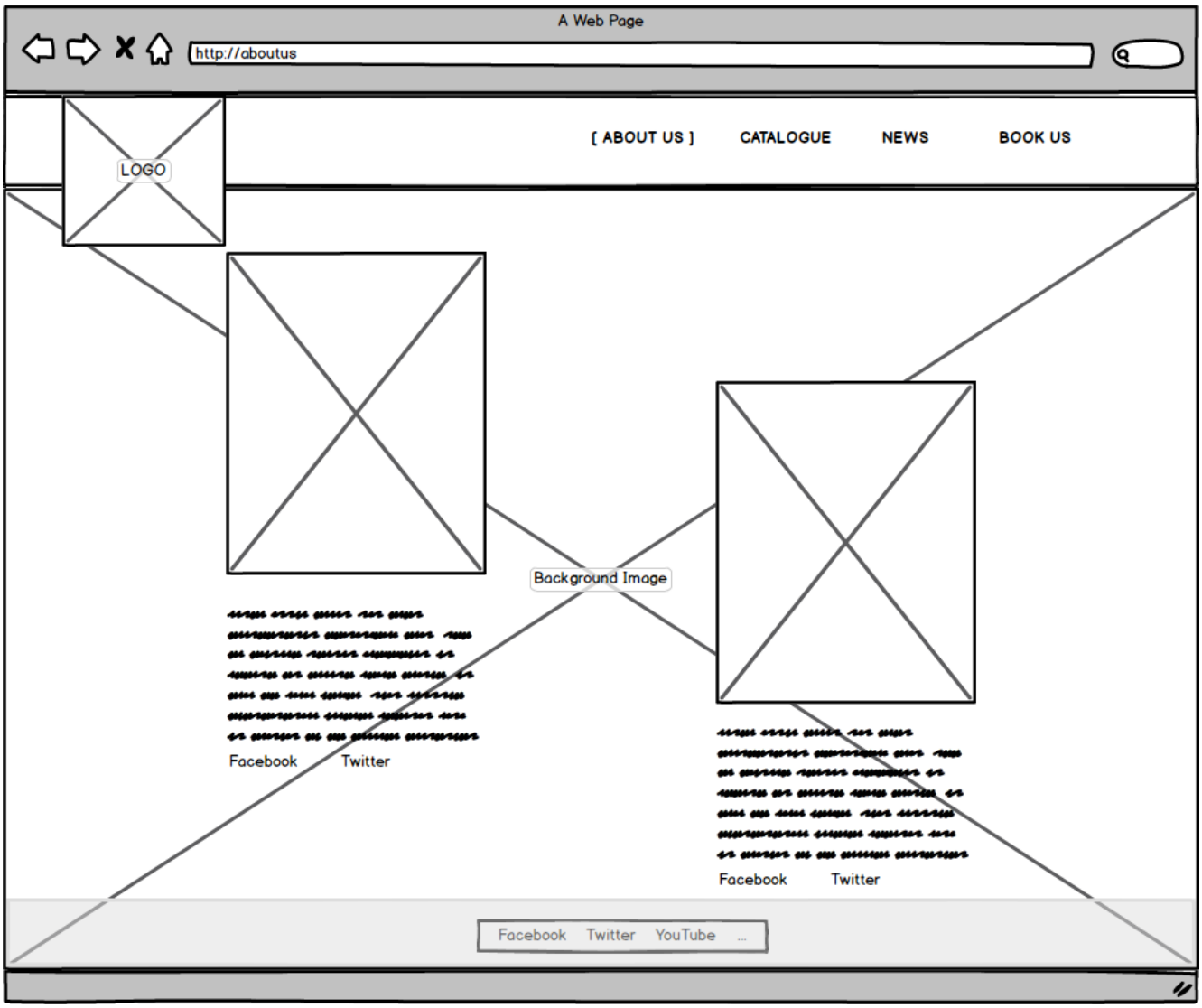
- CSS sub-directory
- Images sub-directory
- Videos sub-directory
- Audio sub-directory

Wireframes

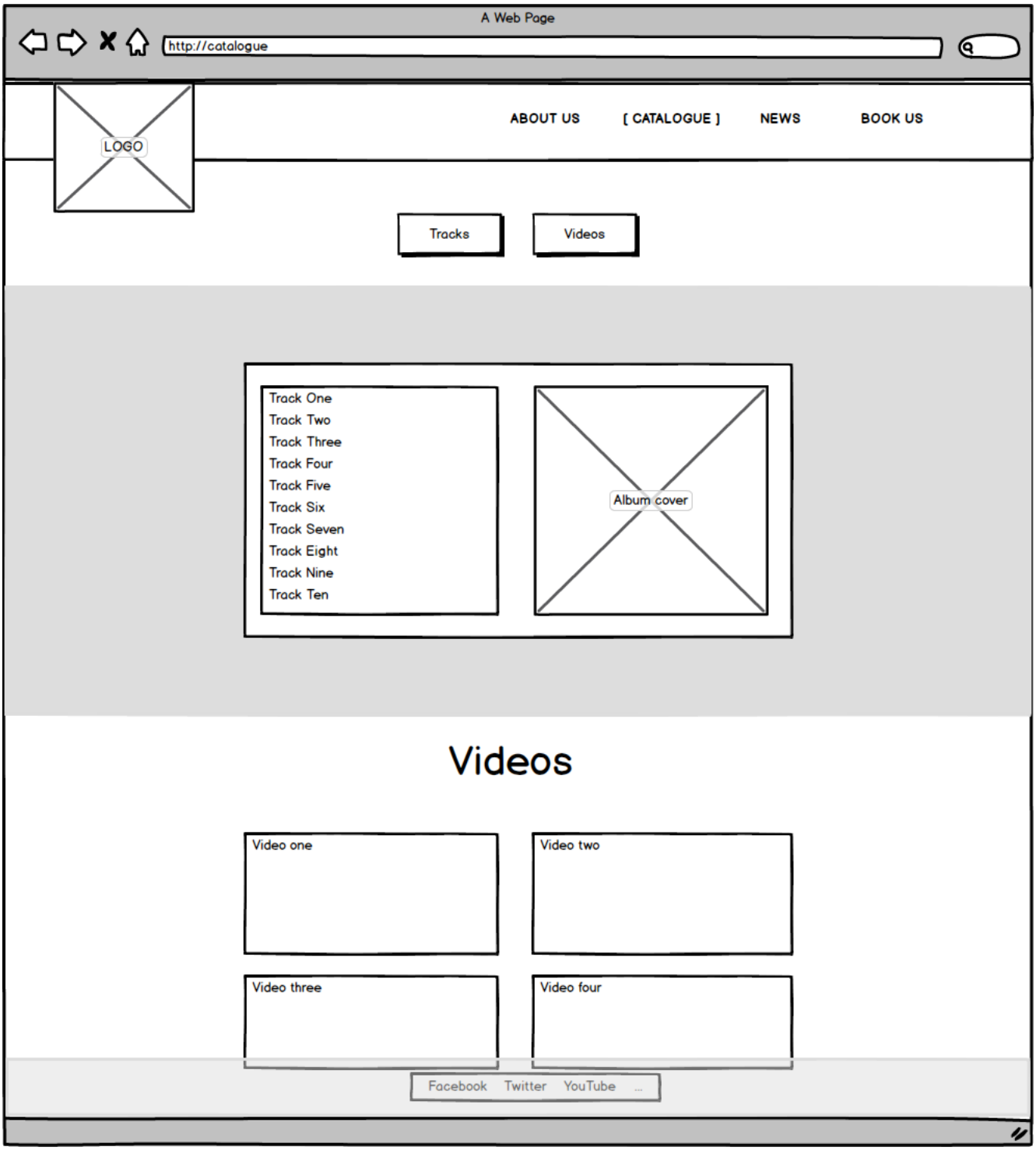
Index Home Page



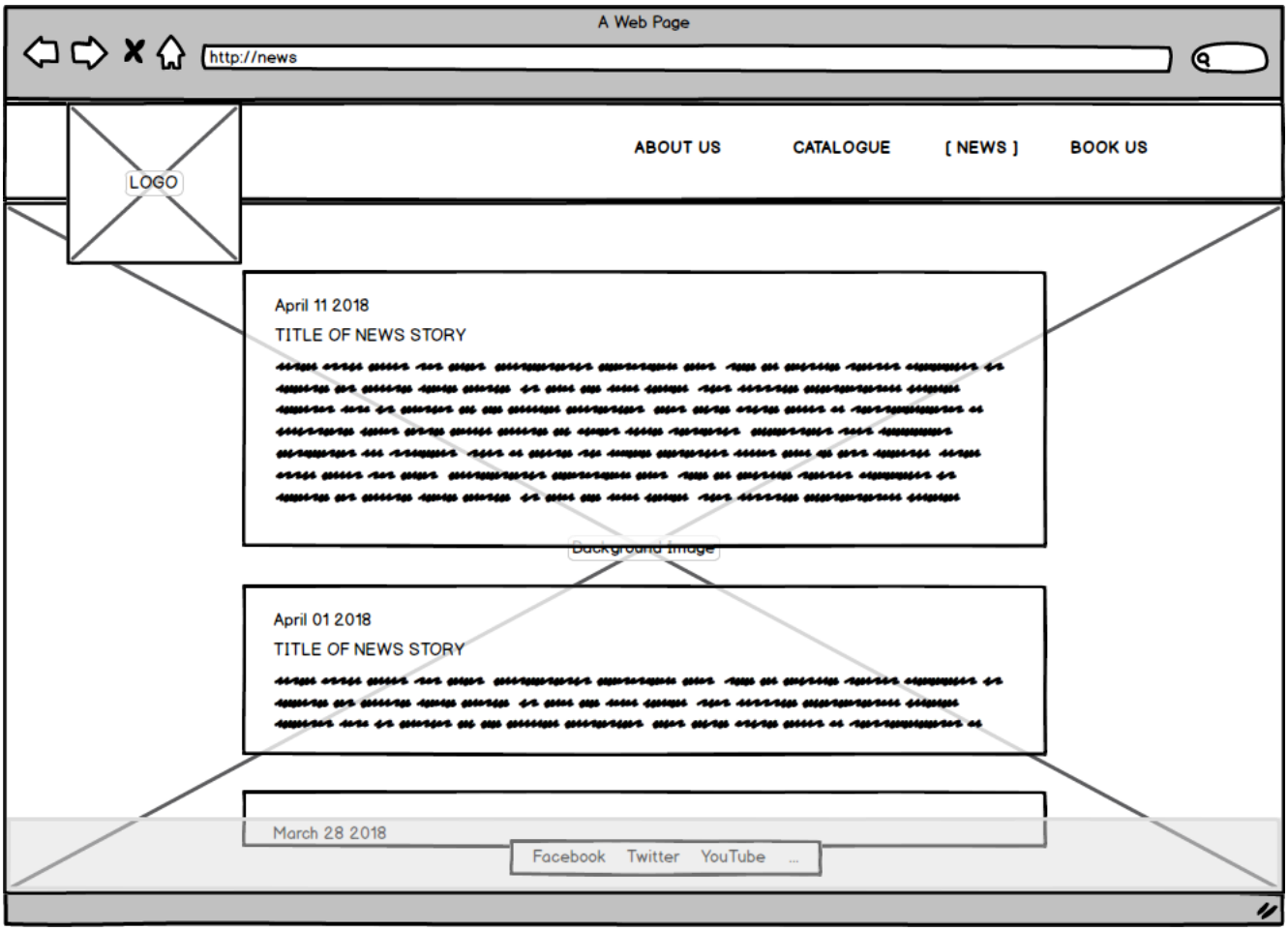
About Us Page



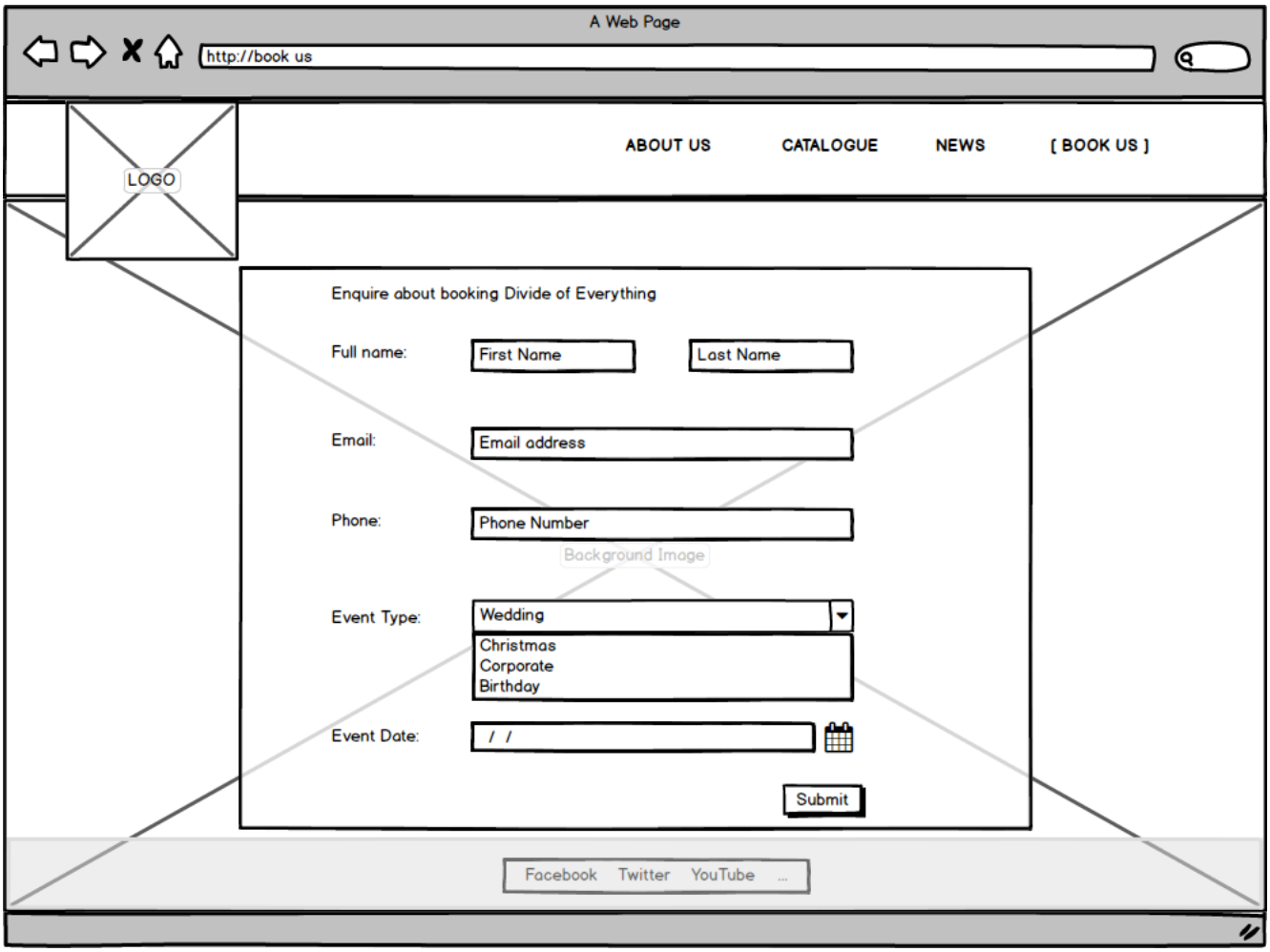
Catalogue Page



News Page


A Web Page
http://news
LOGO
ABOUT US
CATALOGUE
[NEWS]
BOOK US
April 11 2018
TITLE OF NEWS STORY
April 01 2018
TITLE OF NEWS STORY
March 28 2018
Facebook
Twitter
YouTube
...

Booking Enquiry



Surface Plane

Development Phase

IDE

The website was developed using the Cloud9 IDE.
Cloud9 IDE is an online integrated development environment, that supports hundreds of programming languages. It enables developers to get started with coding immediately with pre-configured workspaces, collaborate with their peers with collaborative coding features, and web development features like live preview and browser compatibility testing.

Version Control

Git was used to manage the source code for this project. Git is a version control system for tracking changes in project files.
Project files were committed to Git after each major functional addition, new page, update or implementation of testing results.
Following the initial commit to Git, each major update was followed by a Git add and commit.
For example; after the header was completed, after the footer was completed and after each page was completed.

A full Git log can be provided on request.

Readme

A Readme markdown file is provided with the site on GitHub. It explains what the project does and the need that it fulfils.
It also describes the functionality of the site, as well as the technologies used.

The Readme provides information on how the site was deployed and tested and if some of the work was based on other code.

Testing

The website was tested on an ongoing basis. Chrome and Chrome Developer Tools were the primary browser and tool used for testing. However, the site was also tested using Firefox and Internet Explorer.
HTML was validated using the **Markup Validation Service** provided by The World Wide Web Consortium (W3C): https://validator.w3.org/
CSS was validated using the **CSS Validation Service** provided by The World Wide Web Consortium (W3C): https://jigsaw.w3.org/css-validator/

During development:

- The Body background colour had different colours for each media query to ensure the @media queries were being adapted by the browser.
- Div's had vibrant background colours so that the developer was easily able to identify them
- Each change was viewed in a chrome browser and tested using developer tools at full width resolution and using device emulators.
- Remote debugging using Android, Windows and Dev Tools was used to test each new functionality and updated page.
- Each page was audited using Chrome Dev Tools Audit functionality

PLEASE NOTE: Many of the issues highlighted by the Audit can be addressed by more advanced solutions that are beyond the scope of this HTML/CSS project.

Initial Testing

Browser/Test	Chrome	Firefox	IE	Chrome Android- Remote Debugging
Home Page	Passed	Passed	Passed	Passed
Content Display	Background image not scaling	Background image not scaling	Background image not scaling	Background image not scaling
Navigation, hover, etc	Passed	Passed	Passed	Passed
Responsive Navigation	Passed	Passed	Passed	Too close to left, needs to be centred. Needs hover background
Styling	Passed	Passed	Passed	Passed
Book us Form	Form too long, prefer one screen length	Form too long, prefer one screen length	Form too long, prefer one screen length	Two column fields need to be one column

Device/ Test	Galaxy SIII	Galaxy 5	Laptop touch screen	iPhone 5/SE	iPhone 6/7/8	iPhone 6/7/8 Plus	iPhone X	iPad
Home Page	Passed	Passed	Passed	Passed	Passed	Passed	Passed	Passed
Content Display	Backgro und image	Backgro und image	Backgro und image	Backgro und image	Backgro und image	Backgro und image	Backgro und image	Backgro und image

	not scaling	not scaling	not scaling	not scaling	not scaling	not scaling	not scaling	not scaling
Navigation, hover, etc	Not Applicable	Not Applicable	Passed	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Passed
Responsive Navigation	Too close to left, needs to be centred. Needs hover background	Too close to left, needs to be centred. Needs hover background	Not Applicable	Button jumps down passed the logo onto a new line	Too close to left, needs to be centred. Needs hover background	Too close to left, needs to be centred. Needs hover background	Too close to left, needs to be centred. Needs hover background	Not Applicable
Styling	Passed	Passed	Passed	Passed	Passed	Passed	Passed	Passed
Book us Form	Two column fields need to be one column	Two column fields need to be one column	Form too long, prefer one screen length	Two column fields need to be one column	Two column fields need to be one column	Two column fields need to be one column	Two column fields need to be one column	Form too long, prefer one screen length

Audit

Page/Criteria	Performance	Accessibility	Best Practices	SEO
Home	93	91	88	78
About us	73	82	88	100
Catalogue	28	93	75	89
News	79	100	88	89
Books us	77	100	88	89

End Testing

Browser/Test	Chrome	Firefox	IE	Chrome Android- Remote Debugging
Home Page	Passed	Passed	Passed	Passed
Content Display	Passed	Passed	Passed	Passed
Navigation, hover, etc	Passed	Passed	Passed	Passed

Responsive Navigation	Passed	Passed	Passed	Passed
Styling	Passed	Passed	Passed	Passed
Book us Form	Passed	Passed	Passed	Passed

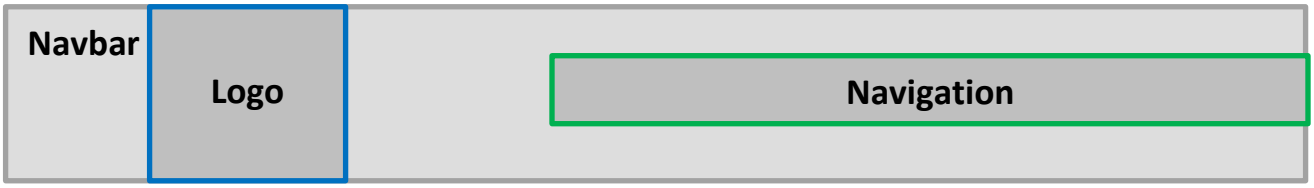
Device/ Test	Galaxy SIII	Galaxy 5	Laptop touch screen	iPhone 5/SE	iPhone 6/7/8	iPhone 6/7/8 Plus	iPhone X	iPad
Home Page	Passed	Passed	Passed	Passed	Passed	Passed	Passed	Passed
Content Display	Passed	Passed	Passed	Passed	Passed	Passed	Passed	Passed
Navigation, hover, etc	Not Applicable	Not Applicable	Passed	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Passed
Responsive Navigation	Passed	Passed	Not Applicable	Passed	Passed	Passed	Passed	Not Applicable
Styling	Passed	Passed	Passed	Passed	Passed	Passed	Passed	Passed
Book us Form	Passed	Passed	Passed	Passed	Passed	Passed	Passed	Passed

Audit

Page/Criteria	Performance	Accessibility	Best Practices	SEO
Home	91	100	94	78
About us	73	92	88	100
Catalogue	3	93	75	89
News	85	92	88	100
Books us	11	92	88	89

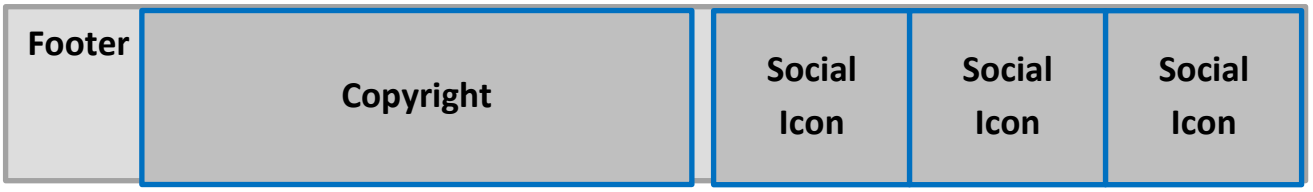
HTML/CSS Structure

Header



The header was developed/designed to be full width and contain the client logo and global navigation. The navigation is responsive to the type of client a user is using to view the site.
Any view below 768px wide will get a collapsing Navigation Bar. The navigation links will have a hover state making it obvious to users which navigation link they are hovering over.
The active link has a bold font, making it obvious to users which page they are visiting.
The collapsed navigation will have a similar hover state.

Footer



The footer was developed/designed to be full width and contain the client copyright notice and social media links.
The social media links will have an obvious hover state.

Index Page

The index page was created using Bootstrap 4 cover page. A hero image of the band fills the screen with their logo overlayed. This was achieved using a transparent PNG file.
The user is first introduced to the navigation at the top of the page and the social media links in the footer. This is where the user will consistently find these throughout the site.

About us Page

The about us page has two columns of content. The profile of each band member is held in a div and offset from each other in a zigzag pattern down the page.
This makes the layout more interesting and keeps the user scrolling down the page.
On smaller devices the two column layout becomes a single column and the user profiles appear stacked down the page.

Catalogue Page

The catalogue page is a single column page and set to be full width on any device. It is subdivided into areas for current tracks, audio, video, and back catalogue.

Local navigation links are at the top of the page encouraging users to click for content further down the page and not visible yet.
On smaller devices the items that appear across two columns, e.g. videos, become a single column for easier use.

News Page

The news page is a single column page and set to be full width on any device. Each news piece may have a Read more link for the user to be taken to a page with more details or an external page.

Book us Page

The book us page uses standard Bootstrap 4 form components.
First name and last name fields, are place side by side and each take up half the width of the form.
Event Type and Date of Event fields, are place side by side and each take up half the width of the form.
On smaller devices these fields increase to take up the full width of the form.

All fields except the text area field: __Any other comments__, are required fields. The user is not permitted to successfully submit the form until these fields are completed correctly.
The user will receive feedback if the content is not suitable.
Empty required fields have the message: Please fill out this field.
In an attempt to stop fake email addresses from being submitted, the Email field will ensure that the email address follows conventional patterns where they must contain the @ symbol, etc.
The phone number field will only accept numbers and no letters.
The Event date uses a bootstrap datepicker where the user must choose a month then a day.

CSS

Bootstrap 4 provides the fundamental CSS and JavaScript for the entire site.
However, custom styles have been created and a style.css file can be found in the assets/css directory.
Custom styles for each page, navigation, footer and media queries are grouped together.

Typography

Google fonts: Raleway with sans serif as backup

Colours

#ec1e2b	rgba(236, 30, 43)	Red	
#191008	rgba(25, 16, 8)	Dark Brown	
#ac935d	rgba(172, 147, 93)	Light Brown	

Deployment

GitHub is used to host the code and publish the pages.
A new repository was created in GitHub called: **project01-user-centric-frontend**
After a final Git Add and Git commit
$git add .
$git commit -m “Final commit”
The pages were pushed to the new GitHub repository
$ git remote add origin https://github.com/Sonnerz/project01-user-centric-frontend
$ git push -u origin master
$Username
$Password

Under the **Settings** – **GitHub Pages** of the new repository, the master branch of the code is published to the url: https://sonnerz.github.io/project01-user-centric-frontend/

External Help

Site	url	Resource
Stack Overflow	http://stackoverflow.com	CSS issues and in particular the pseudo class solution for setting the opacity of the background images.
How to make YouTube Videos Responsive	https://avexdesigns.com/responsive-youtube-embed	This site provided the solution for scaling YouTube embedded videos.
CSS-Tricks	https://css-tricks.com	Multiple css styles were researched here
w3schools	https://www.w3schools.com/	Multiple css styles were researched here
Bootstrap Date Picker	https://bootstrap-datepicker.readthedocs.io	This site provided the full solution for the date picker used in the Booking enquiry form