

Fundamental Web Technology

FST 10011

Website Title: Sole Purpose

Hosted Website URL: solepurpose.ezipy.com

Group Name: JaJa

Group Members:

1. **Alvin Wong Tze Hao (101215902)**
2. Abdul Azim (101214873)
3. Jolene Tan Zi Ying (101215889)
4. Jonathan Lee Wei Han (101218655)

Client Overview



Kaki Besar is a small organization, that was founded by a small group of shoe enthusiast who want to show the world the importance of shoes.

The founders of this group are very passionate about shoes and want to let the world know why shoes are so important in our lives. They have proposed a task for the team to make a website, called "Sole Purpose", to show the newest products from various shoe brands, such as Nike, Puma, Timberland and Balenciaga.

The website will contain the information regarding the shoes from these various shoe brands like, what colours they have, its features and benefits, pricing, and other useful information for any customers who are interested. The organization has stated that their site will look simple and clean and look modern. They also note that the customers should be satisfied by the information given to them when they explore this website.

Web Research

1. Nike

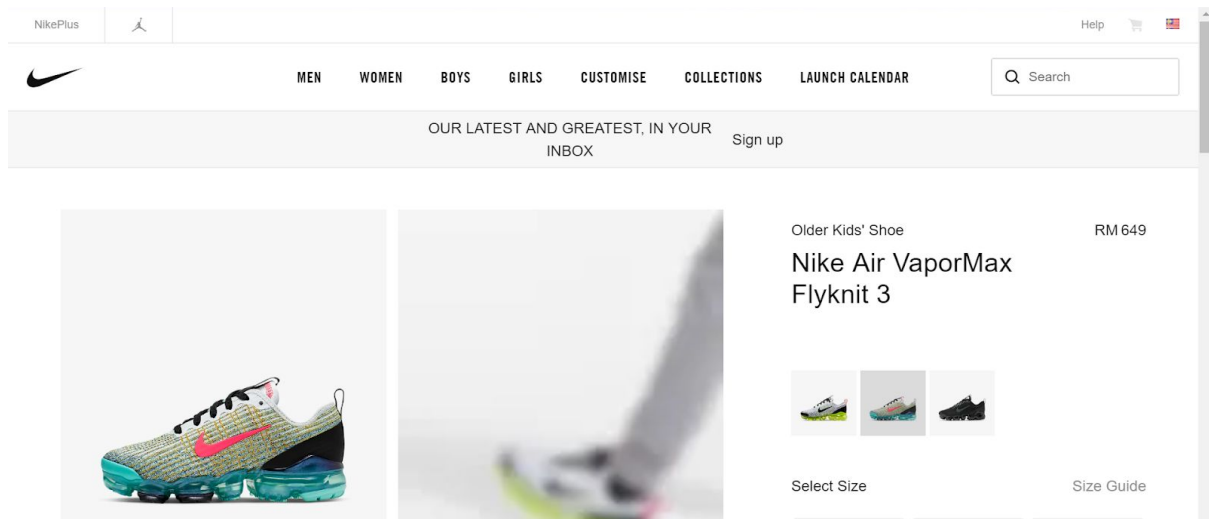


Diagram 1.1: Nike Webpage

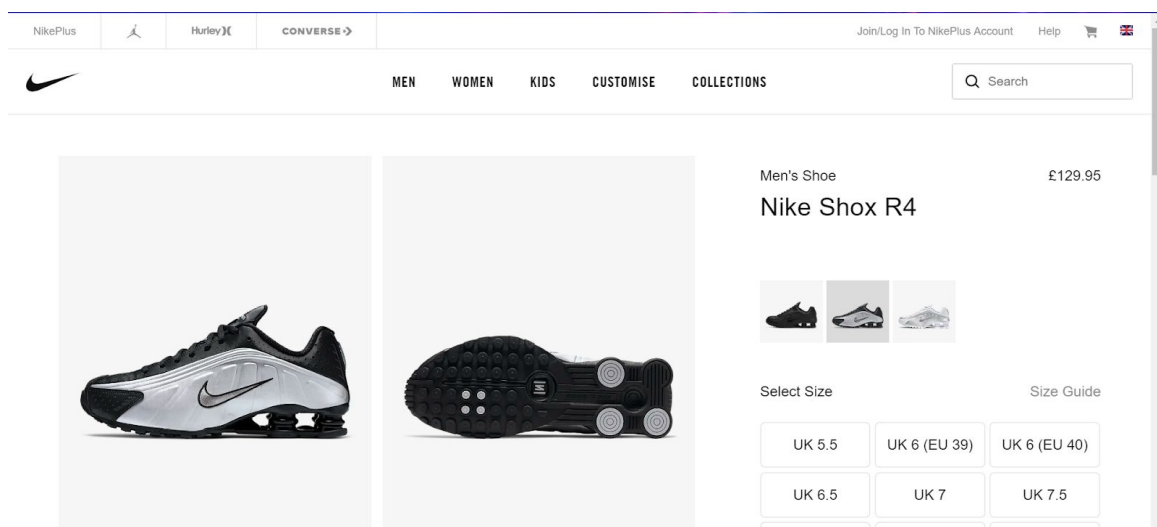


Diagram 1.2: Nike men's shoe page

From the Nike website we were inspired by the way they change the colour of the shoe. As shown in *Diagram 1.1* and *Diagram 1.2*, when the viewer selects the shoe, the background colour of the selected shoe will turn darker compared to the other images, showing that the picture is currently selected.

2. Vans

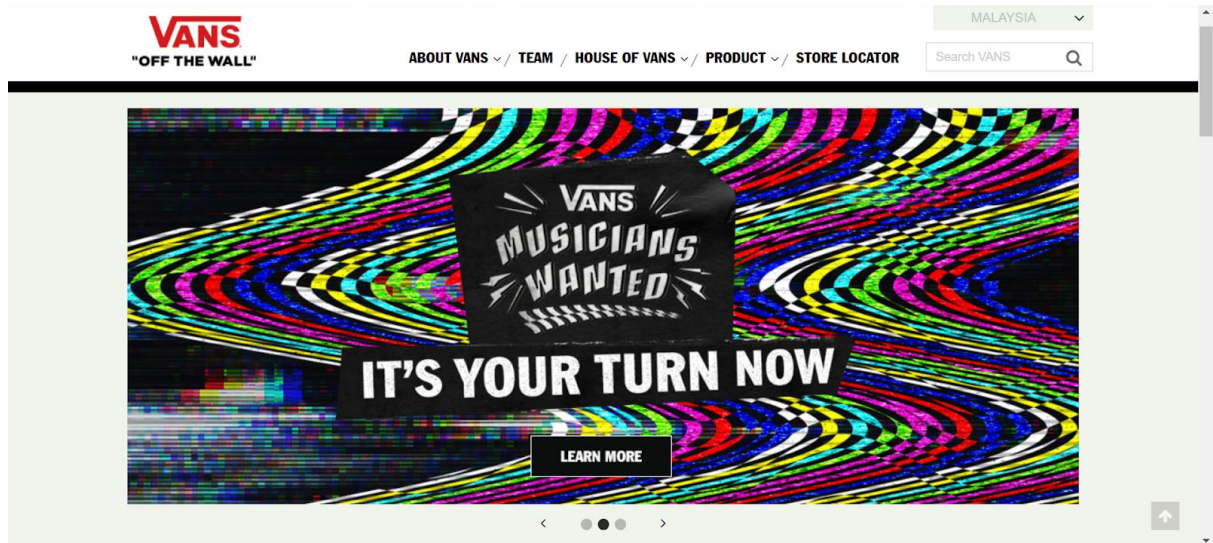


Diagram 2.1: Van Homepage

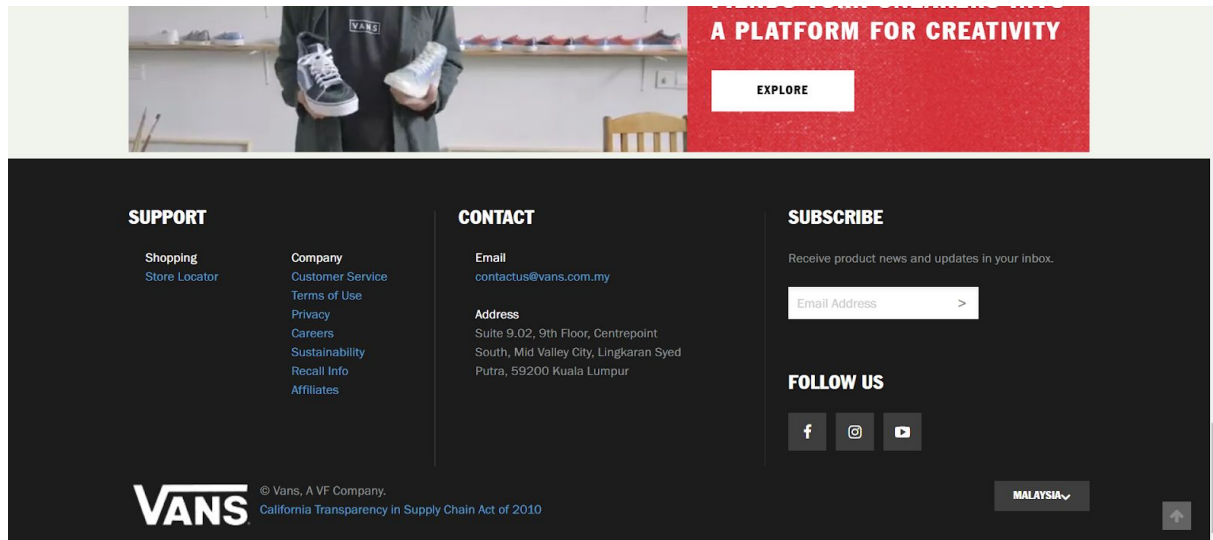


Diagram 2.2: Vans Footer

From the website VANS we were inspired by their footer.

3. JD

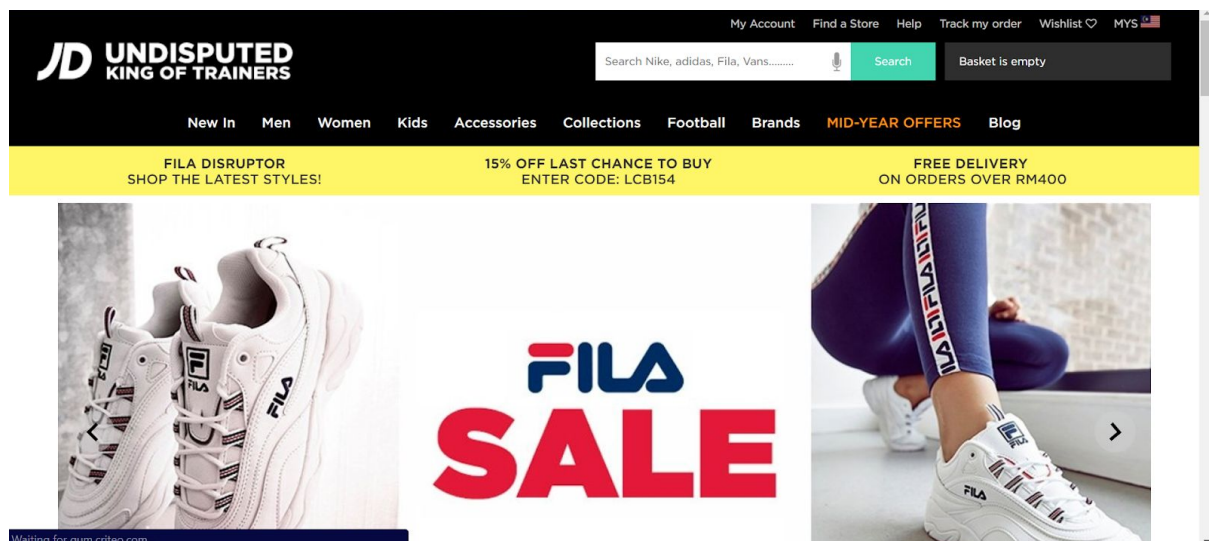


Diagram 3.1: JD home page

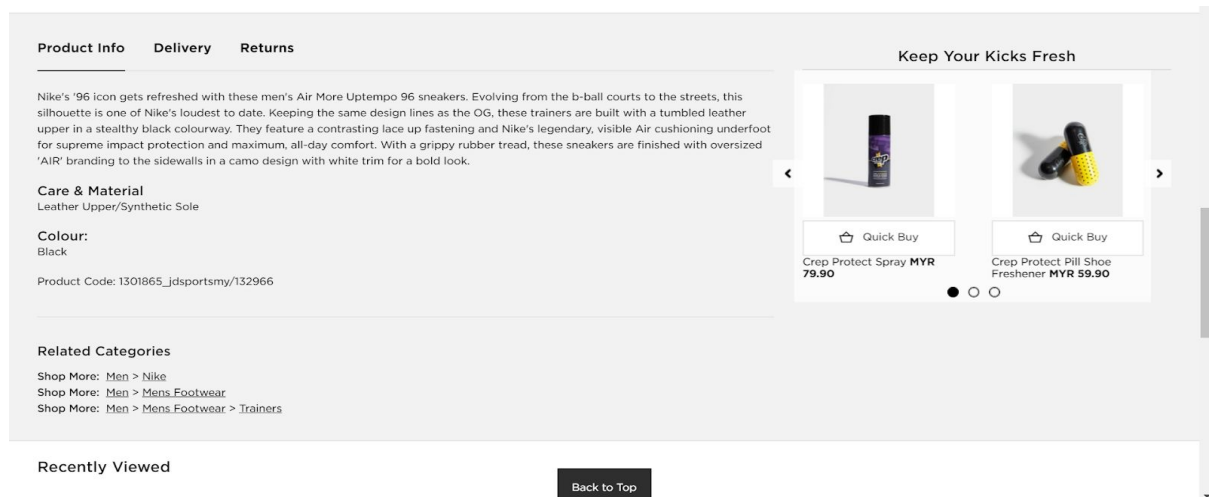


Diagram 3.2: JD shoes product info

From the JD website we were inspired by their product information list as it provides clear information about the product, which helps viewers to be well informed about the product.

Website Development Planning Process

The process of creating the website, “Sole Purpose”, is followed by six important steps:

Step 1: Define The Purpose

The purpose of the website is to let give viewers an understanding about shoes. The main goal is to give important information about “Sole Purpose” and how it operates as a website for viewers throughout the internet. The website’s secondary goals are to introduce the different brands and their products to the viewers by giving them information about the product and the benefits of it.

Step 2: Identify the target audience

The target audience for the website is international as our websites gives them information about the product. As our website is an informative site we will have a link to the official website, respectively to each shoe brand, where they can purchase the product if they are interested.

Step 3: Plan Content

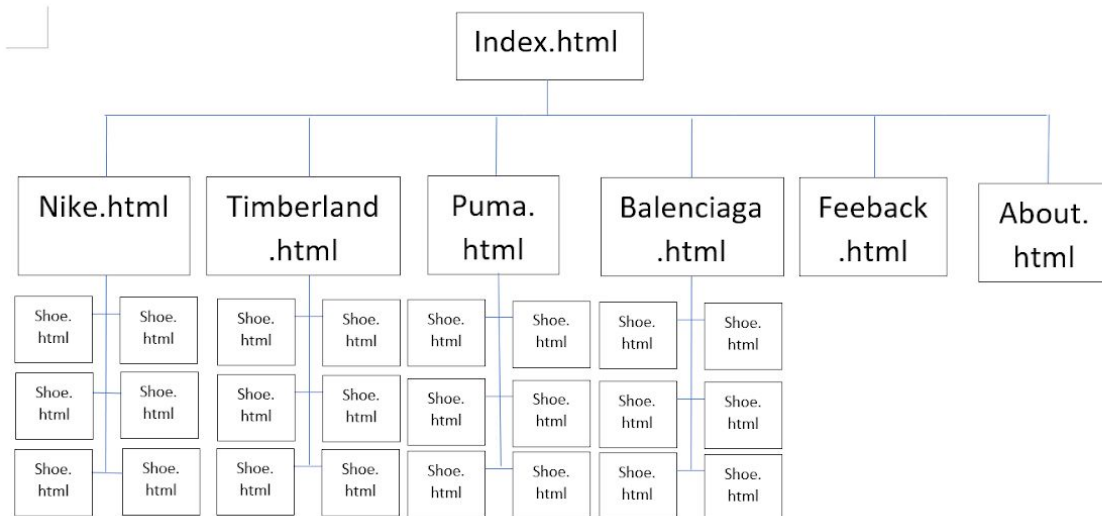
The homepage/index page includes:

- Website’s Name
- Website’s Logo
- Short introduction to the website
- Headers
- Navigation bar
- Shoe brands
- About the team link
- Feedback link
- Copyright tag
- Background images
- Footer

The secondary pages include:

- There are same elements repeating throughout the multiple pages, like fonts and colour scheme to match the home page so it can provide unity and visual identity.
- Images of different variety of shoes from different shoe brands
- Information about the shoes
- Background colour
- Information about “Sole Purpose”, Feedback forms and About.

Step 4: Plan Structure



The sitemap above shows the structure of our website. Our team chose the hierarchical structure as our primary structure. This is so that the website allows visitors to go through various web pages in their own free will through the various links and not to be restricted.

Step 5: Plan the Design

The design of the website is to look balance, by using symmetrical balance.

Symmetrical Balance allows our website to be more professional and clean as our website “Sole Purpose” is an informative website and we want it to be more towards on providing information.

We use white space to define the proximity and the space of the website. White space helps to organized the website as it becomes more readable for visitors with the use of spacing.

Tiles and information will be emphasized based on the colours and sizes for contrast so that the texts can be easily readable. Some colours for the text will be chosen based on the background colours. Colours are chosen by using the colour wheel for specific contrast to allow visitors to read with ease.

Other than that, unity is represented by the repetition and consistency of the design elements which are used on all the web pages for clear visual identity.

Web design elements, are the typographic that we have chosen, the navigation bar and the multimedia elements are also included for creating a professional website. Also, for the colour scheme of the website, we have chosen greyscale colours with a white background and a black navigation bar and a black footer.

The Page layout

- Website's logo(Top left)
- Navigation bar(Top right)
- Content(Middle)
- Footer(Bottom)

CSS Implementations

- For our website, we use fluid layout as it provides flexibility for visitors of the website using any devices

JavaScript

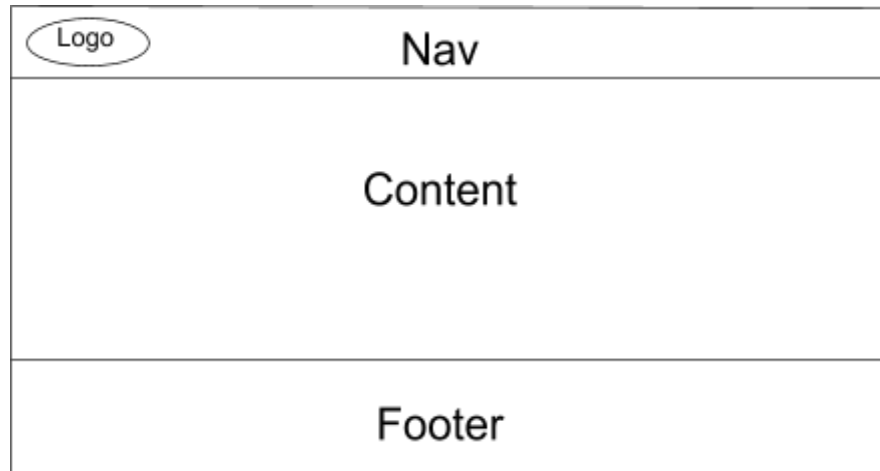
- Javascript is used to make the slides and is created to attract the visitors.

Step 6: Plan the navigation

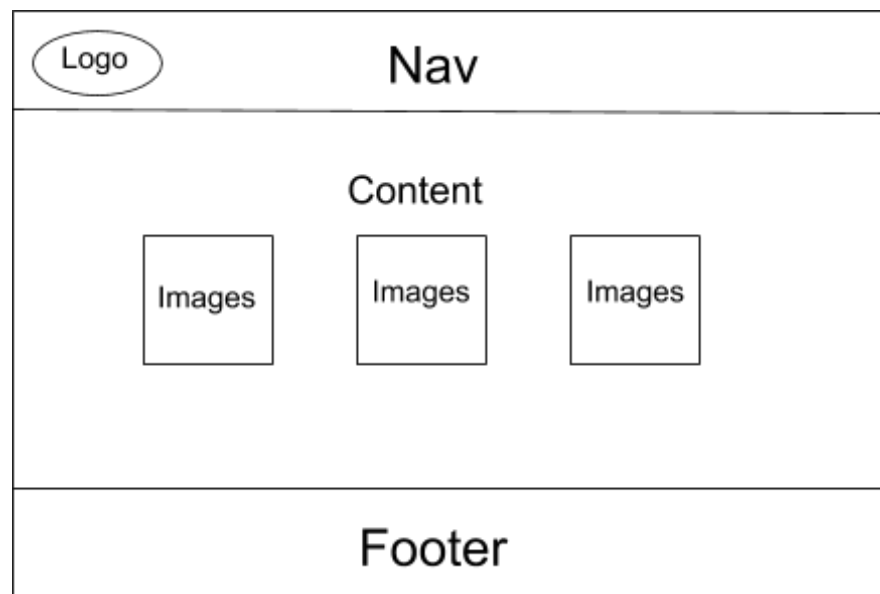
The navigation bar has links for the website which are user-based and user controlled. User controlled navigation system provides visitors to go to any webpage based on their own choices. When the visitors hover over the text of their choosing the text and background colour will change to the opposite colour of the previous colour. This will make the navigation be more attractive. The navigation link is designed to be consistent and clear so that it will be quick and easy for visitors to read. Quick and shorter words are used to tell the information. The navigation is consistent throughout the website so that the visitors will not get lost.

Wire frame

Homepage



Secondary Page



Web Design Elements

Typography

Typography is important for presenting information. Therefore, for our fonts we have chosen Arial font as our main font for the website. Arial font makes our website look professional and allows visitors to read it clearly and easy to understand.

Graphics

Graphics allows the website to have a visual appeal to attract visitors. Our team added some jpeg and png pictures from search engines such as google. Both types of pictures are high quality images to add value and represent the content which the website portrays. Large file sizes of images are avoided for reducing the load time of images.

Colours

Colour plays a very important role as it helps to attract the attention of the visitors. The group decided upon choosing greyscale colours, which are black and white, as our main colours to have a contrast between the background. This maintains the professionalism of the website while providing information to visitors which allow them to understand with ease. No issues upon colours disturbing the information will occur with the use of grayscale notes.

Navigation

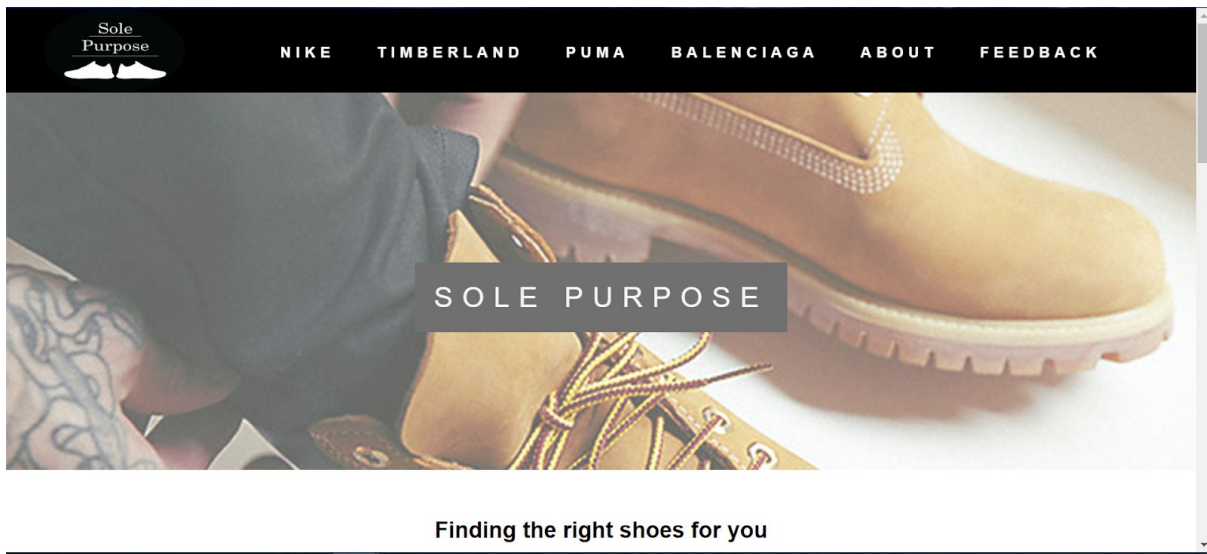
The group created navigation system for the website with html and styled it with CSS with a change of colour from black to white during hover. The text colour will then change from white to black.

Page Layout

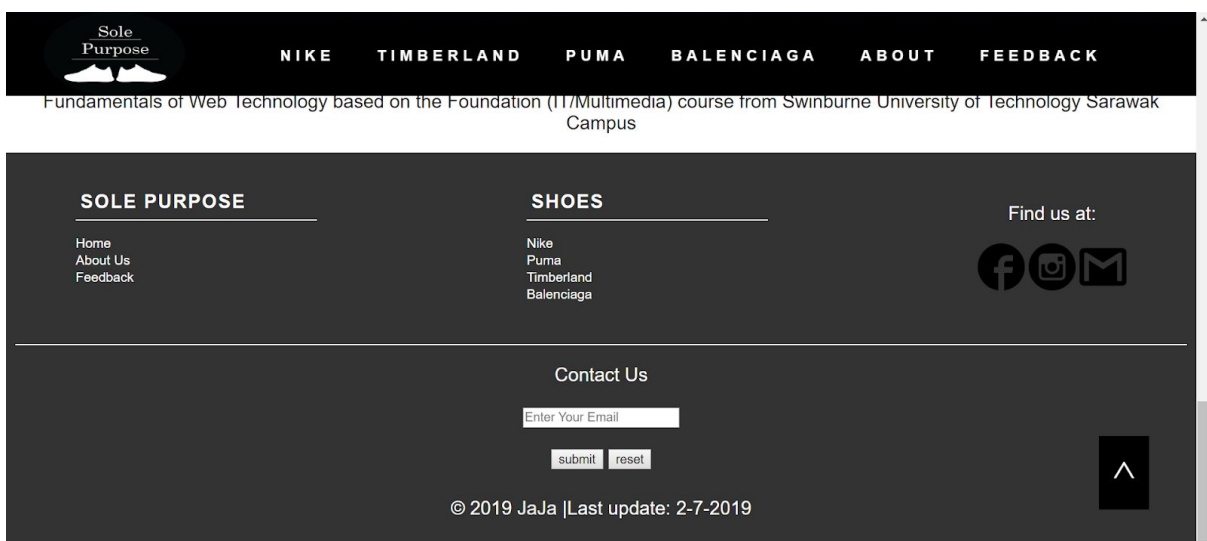
The page about consists of symmetrical balance and asymmetrical balance to show attract viewers. Logo, navigation bar, and footer are added into every web page to show repetition to consistency so that the viewers may not feel as if they have gotten lost or when to another person's website.

Final Design

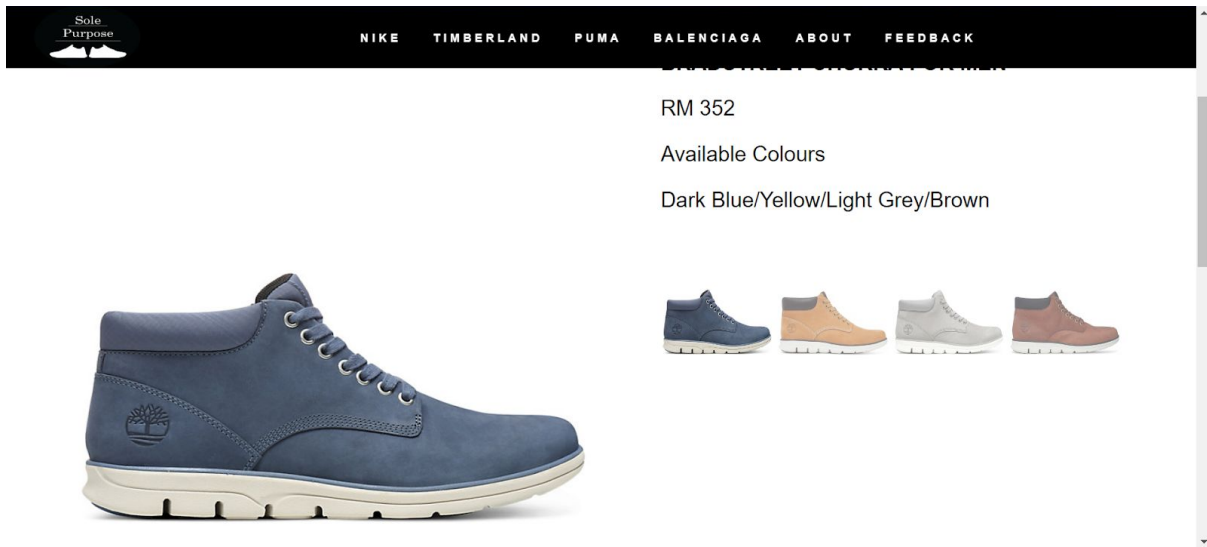
This is the final product of our website.



Sole Purpose: Home page/Index page



Sole Purpose: Footer



Sole Purpose: Accescriis page

Feedback Form

Personal Information

First Name Last Name

Contact Number Email

Feedback

How helpful was our Website? ☐ Very helpful ☐ helpful ☐ not helpful

Are you satisfide with our Website? ☐ Very Satisfied ☐ Satisfied ☐ Not Satisfied

Were our information useful? ☐ Very useful ☐ Useful ☐ Not Useful

Did the website fulfil you requirements? ☐ Yes ☐ No

Did the information help you understnad the importance of shoes? ☐ Yes ☐ No

Which one is your favorite shoe(can choose more than one) ☐ Timberland ☐ Nike ☐ Puma ☐ Balenciaga

Sole Purpose: Feedback page

Member Contribution

Alvin

Alvin contributed to the website by doing the html and Timberland footwear for male and females. Also contribute by doing the footer, feedback page, index, contributing to the CSS and the documentation.

Azim

Azim contributed to the website by doing webpages the shoe brand Balenciaga for male and females products. Also contributed by doing the CSS.

Joline

Joline contributed to the website by making the html and also the shoe brand Puma for male and female. Also contributed by doing the navigation bar. Also contribute by doing the design of the web pages.

Jonathan

Jonathan contributed to the website by making the web pages for the shoe brand Nike for male and female. He contribute by doing the Javascript and adding also cleaning codes to the CSS.