

## CMP1130M – Critical Log

The following report will be centred around the task at hand; to choose an existing or a create a new brand and re-design and or create a new website for the latter brand. For this, the ice cream company “Halo-Tops” was chosen.

As current web-standards and designs are built-upon a foundation of responsive and interactive design that is also commonly takes upon a minimalistic style (as seen in the references), it was important to begin re-designing the “Halo-Tops” website based on interactivity.

Rich elements such as roll-overs are able to greatly enhance the user experience through aesthetically appealing designs, adding to the user experience whilst browsing the website. The screenshot to the right shows the index page of the “Halo-tops” (reference 1) website. Regarding roll-overs as mentioned earlier, it would be expected by many users that the individual square boxes would have some sort of interaction when they are clicked, or when the mouse is hovered over them. However, this is not present within the current website, and therefore it does not provide a better user experience due to lack of interactivity.

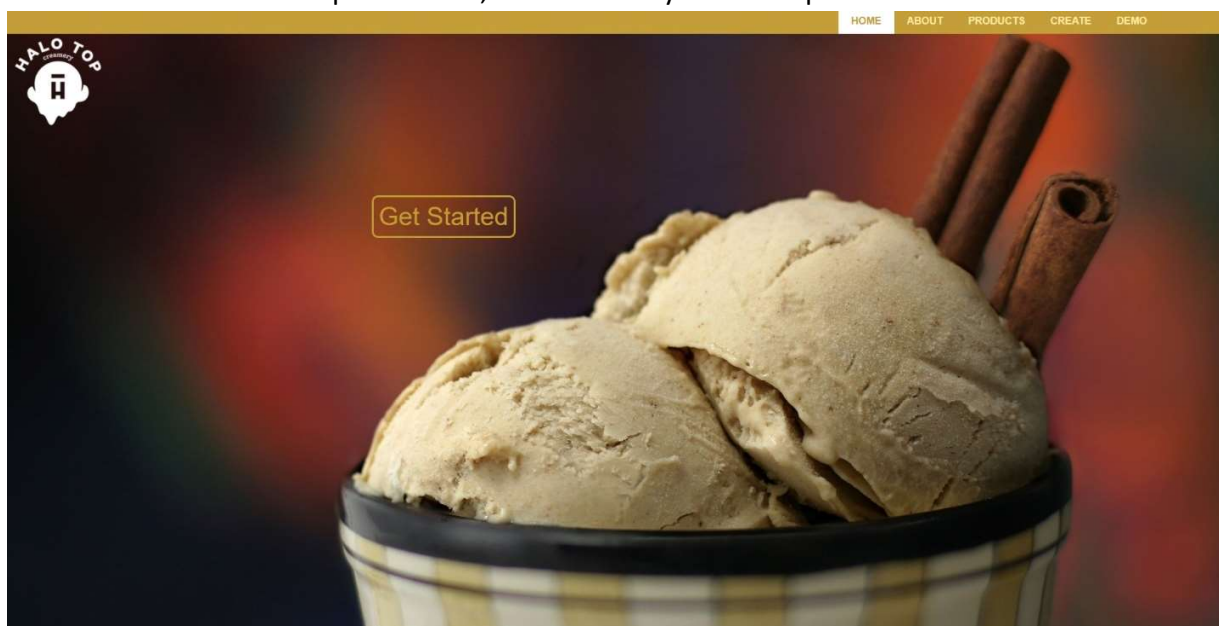


On the re-designed website, roll-overs were one of the main features as they provide a vast amount of interactivity between the user and the website at all times. This was done with the use of CSS by creating a separate container over each of the individual picture containers. Due to the number of elements that are on the products page, this may affect the user's website performance in a negative way, although this should be a major problem as many modern PCs would be able to run the products page smoothly. As a result, the original website is more user friendly when it comes to website performance, however, the re-designed website focuses more on the interactivity that it provides for the user, making it much easier for them to understand what product they are currently viewing, and it also displays more information in a compact way.



Following on from the similar topic of design and the overall appearance of the website, current web-trends (references 2 and 3) are based around landing pages with a single, large background image that is able to instantly grab the user's attention. Whilst excelling in being highly eye-catching, these websites are also highly-effective in visually indicating what kind of content that website has to offer.

Looking back on the landing page of "Halo-Tops", the website has a single banner image, which is also not shown on a mobile-phone platform due to responsive design. As a result, the brand name nor the imagery are able to provide the user with a clear idea of what kind of content they can expect from the website. Therefore, in the re-designed website, the current web-trend of large imagery and minimalist design was implemented to provide the user with a clear indication as to what the brand and product are, and what they should expect to find.



The image above is a screenshot taken from the re-designed website, showing the use of minimalist design through the implementation of simple colours and the avoidance of features such as bevel and emboss.

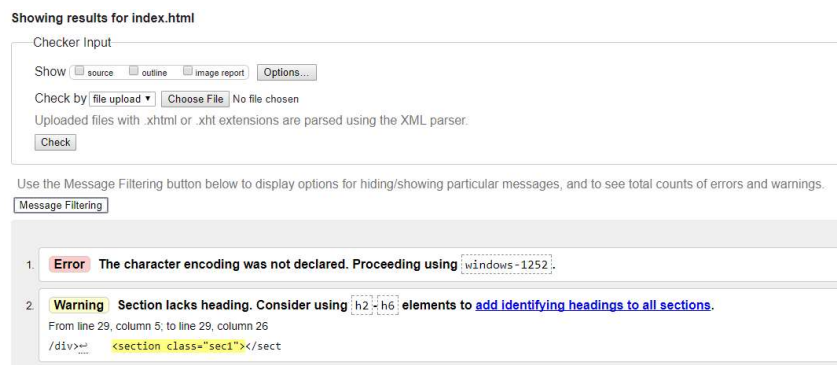
In addition, as the website is not focused on providing a service, and rather a journey through the different pages, a "Get Started" button was included to ensure users know where to begin, being led straight into the products page where the main key features have been implemented.

However, in order to create a website visually appealing, an extensive amount of CSS is required. More so, it is important that common web standards and regulations created by W3C are followed to ensure websites are cross-compatible across different browsers, and also to ensure best practices are implemented into the website.

The screenshot to the right shows the CSS-Check up results, which proved to have no errors, meaning the CSS used in the re-designed website is following the best practices as agreed by W3C, ensuring cross-compatibility across different platforms and browsers.



On the other hand, the following screenshots show the mark-up validation for the HTML side of the re-designed website.



The other website pages had the same single error and warning as they have been derived from the index page in order to maintain design consistency across the different website pages. The warning that was shown in the check-up is ignored as the class “sec1” was used for the background image found on every image, therefore it would be incorrect to use the heading tags as no text was present in the section.

The character encoding error refers to the use of ASCII-Characters in plain text. This was not a major issue, and was ignored as the use of ASCII-Characters in the website was sparse, and barely noticeable.

More so, to ensure the website does not have erroneous designs across different resolutions and platforms, media-queries were used in order to change several aspects of the website, especially the navigation bar. The navigation bar was very prone to being squeezed together, forcing text to come outside of the navigation bar when it was exposed to smaller screen resolutions. As a result, media-queries were used to resize the font, and also to change the padding of the navigation bar. In addition, it was also used to reposition, re-size and change the display type of the logo which took up a large amount of screen space when viewed on smaller screen resolutions. The screenshot to the right shows a snippet of the media queries used.

```
@media screen and (max-width: 1000px) {
  nav {
    padding: 10px 50px;
  }

  nav .logo img {
    margin-top: 0px;
    height: 40px;
  }

  nav ul li a {
    font-size: 14px;
  }

  #intro a {
    position: absolute;
    top: 50%;
    left: 50%;
    font-size: 200%;
  }
}

@media screen and (max-width: 700px) {
  nav ul li a {
    font-size: 10px;
  }
}
```

Lastly, in order to create a ‘Customiser’ found on the create page, a small amount of JavaScript was used. The code within the JS-Script is simple, and is designed to change the picture within the “img” tag. Two div tag buttons are also provided for the user to press, allowing them to view different flavours of ice-cream offered by “Halo-Tops” stores. The screenshot to the right shows the code used.

```
10 //Assigns div "image" to variable
11 var picture = document.getElementById("image");
12
13 //Creates a new img element within the document
14 var img = document.createElement("img");
15
16 //Returned picture is assigned to the newly created img element
17 picture.appendChild(img);
18
19 //Image dimension are set
20 img.width = "180";
21 img.height = "430";
22
23 img.src = "assets/strawberry.png"; //Assigns the first to be shown when the page is finally loaded
24
25 //Index counter is created, and will be used to cycle through the array "images" down below
26 var counter = 0;
27
28 //String array of the file names, which will later be concatenate to provide their full file name
29 var images = ["strawberry", "vanilla", "bubblegum", "mint", "blueberry", "grape"];
30
31 //Right Button
32 var aRight = document.getElementById("aRight");
33
34 //Left Button
35 var aLeft = document.getElementById("aLeft");
36
37 //Code for when the right button is clicked
38 aRight.addEventListener("click", function () {
39   counter += 1;
40   if (counter >= images.length) {
41     counter = images.length - 1;
42   }
43   //Image file name is combined here, [counter] accesses the image file name from the array made above
44   else {
45     img.src = "assets/" + images[counter] + ".png";
46   }
47 });
48
49 //Code for when the left button is clicked
50 aLeft.addEventListener("click", function () {
51   counter -= 1;
52   if (counter < 0) {
53     counter = 0;
54   }
55   //Same principle as right button
56   else {
57     img.src = "assets/" + images[counter] + ".png";
58   }
59 }
60
61
```

## References:

1. Halo-Tops Website;  
<http://www.halotop.com/>
2. Minimalist Website Designs;  
<https://www.awwwards.com/websites/minimal/>
3. Minimalist Website Designs;  
<http://www.creativeblog.com/web-design/25-websites-use-minimalism-91516685>
4. Ice-Cream Web Designs;  
<http://www.tripwiremagazine.com/creative-ice-cream-websites/>
5. Minimalist Ice-Cream Website;  
<https://www.judes.co.uk/about-us/our-story>
6. W3C Validator;  
<https://validator.w3.org/>