

Web Planning

Task 2

Emma Magro
5.1A



Website Idea

The idea for the website I will be working on came to me when a friend of mine required my help to design some visuals for his thesis. With his consent, I asked if he would have liked a website based on the game he was developing for his thesis.

Aim of the Website

The aim of the website will be to showcase and promote the thesis and his project, so I plan to include not only information about the website but also the creator, what the game is about, and ways to pre-buy the game.

Website Pages

On my website, I will include a home page, an information page, an about page, and a contact page, so in total, there will be 4 pages.

Home Page

- The purpose of the home page is to introduce the viewer to the thesis and its importance.
- It needs to be eye-catching to hold the viewer's attention, while also having a brief overview of the thesis.

About Page

- The purpose of the about page will be used to include information about the creator of the thesis and how they came up with the idea
- it needs to include lots of text with information as well as images of the creator, with their name and inspirations.

Contact page

- The purpose of the contact page is to help the user contact the creator.
- The contact page has to include elements where the user can include their details, such as name, surname, phone number, etc.

Information Page

- The purpose of the information page will be to list images, progress pictures, and text on how the thesis was handled.
- It needs to include lots of text with information as well as images of his work, as well as annotations of his process.

Target Audience

Pamela Mangion



PERSONAL INFORMATION:

- Age: 21
- Occupation: University student studying design and media
- Tech Skills: Highly digital-savvy, prefers mobile browsing

WHY THEY WANT/NEED MY WEBSITE:

- Looking for inspiration and guidance for their own thesis project.
- Wants to understand your friend's creative and research process.
- Might pre-order if the thesis is relevant to their studies.

FRUSTRATIONS WITH SIMILAR WEBSITES:

- Lack of mobile optimization.
- Unclear or unengaging content presentation.
- No interactive features like a Q&A or behind-the-scenes insights.

Jake Cassar



PERSONAL INFORMATION:

- Age: 27
- Occupation: Freelance writer and blogger
- Tech Skills: Regular social media user, familiar with online ordering

WHY THEY WANT/NEED MY WEBSITE:

- Interested in new academic and creative writing.
- Wants to support emerging researchers and authors.
- Excited to pre-order and share thoughts on social media.

FRUSTRATIONS WITH SIMILAR WEBSITES:

- Slow page loading times and outdated design.
- Unclear pre-order process or lack of payment options.
- No engaging storytelling or personal connection to the author.

Robert Farrugia

BASIC PERSONAL INFORMATION:

- Age: 50
- Occupation: University professor in media studies
- Tech Skills: Proficient in academic platforms, moderate web user



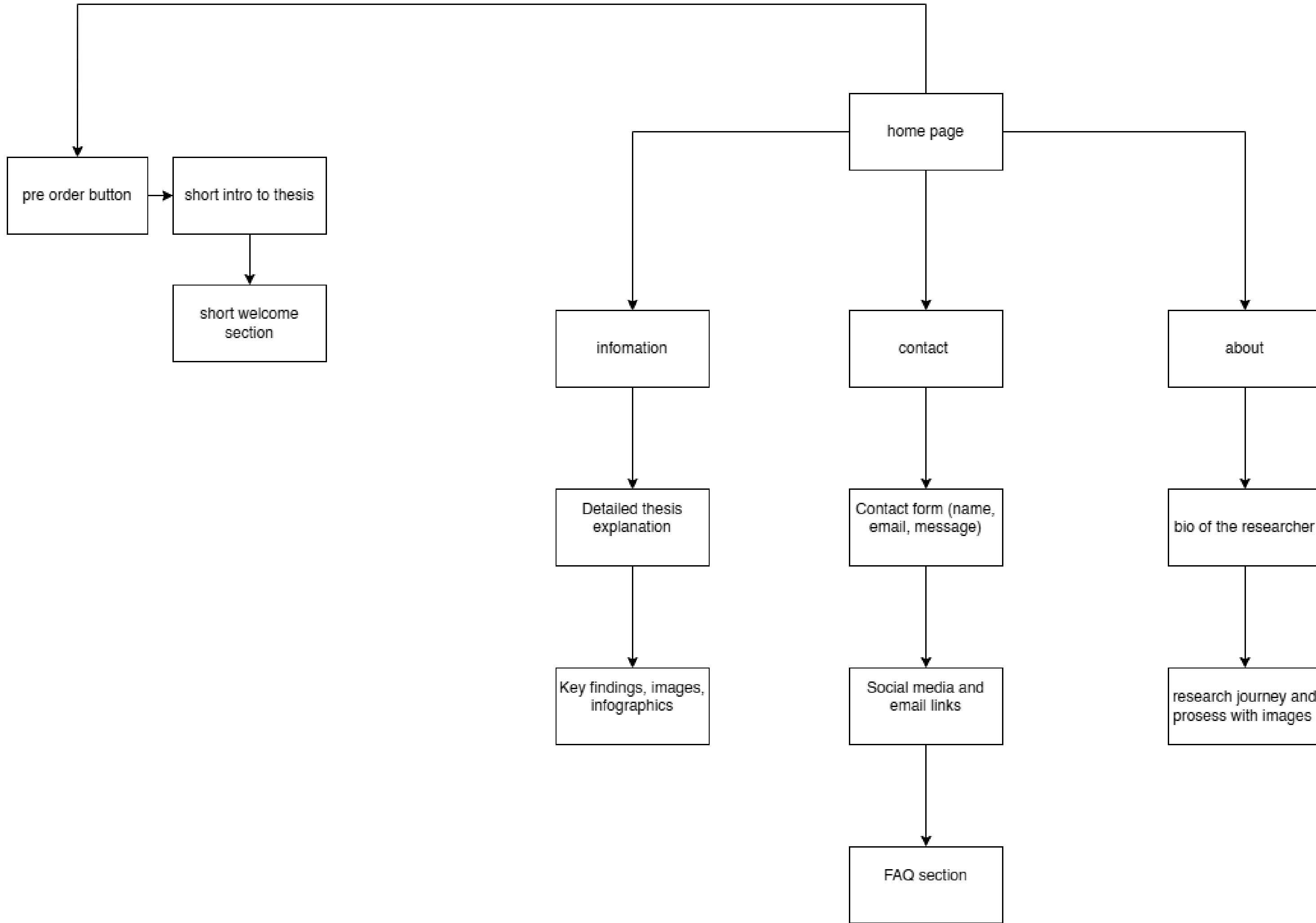
WHY THEY WANT/NEED YOUR WEBSITE:

- Interested in your friend's thesis topic for their own research.
- Wants to track your friend's research progress and possibly cite their work.
- Would consider pre-ordering if the thesis aligns with their research interests.

FRUSTRATIONS WITH SIMILAR WEBSITES:

- Difficult navigation and lack of clear academic citations.
- Lack of detailed information on the research methodology.
- Poorly formatted or unorganized content.

Site map



Design planning



BACKGROUND COLOUR

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WEBSITE COLOURS



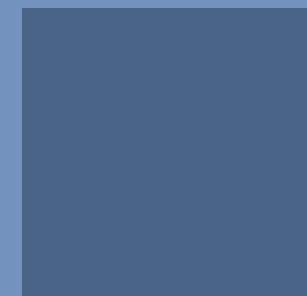
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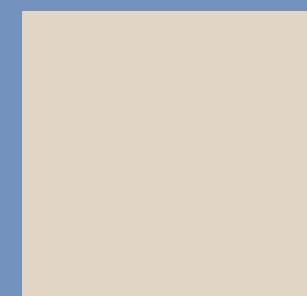
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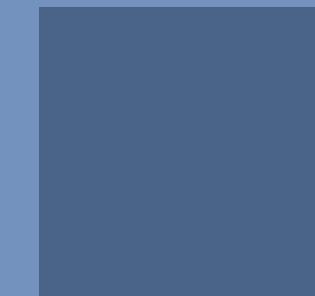


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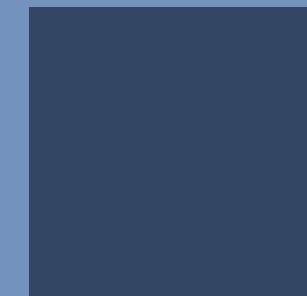
PRIMARY COLOURS



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#0f131e

Poppins
POPPINS
Poppins

Heading
Subheading

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POPPINS
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Buttons

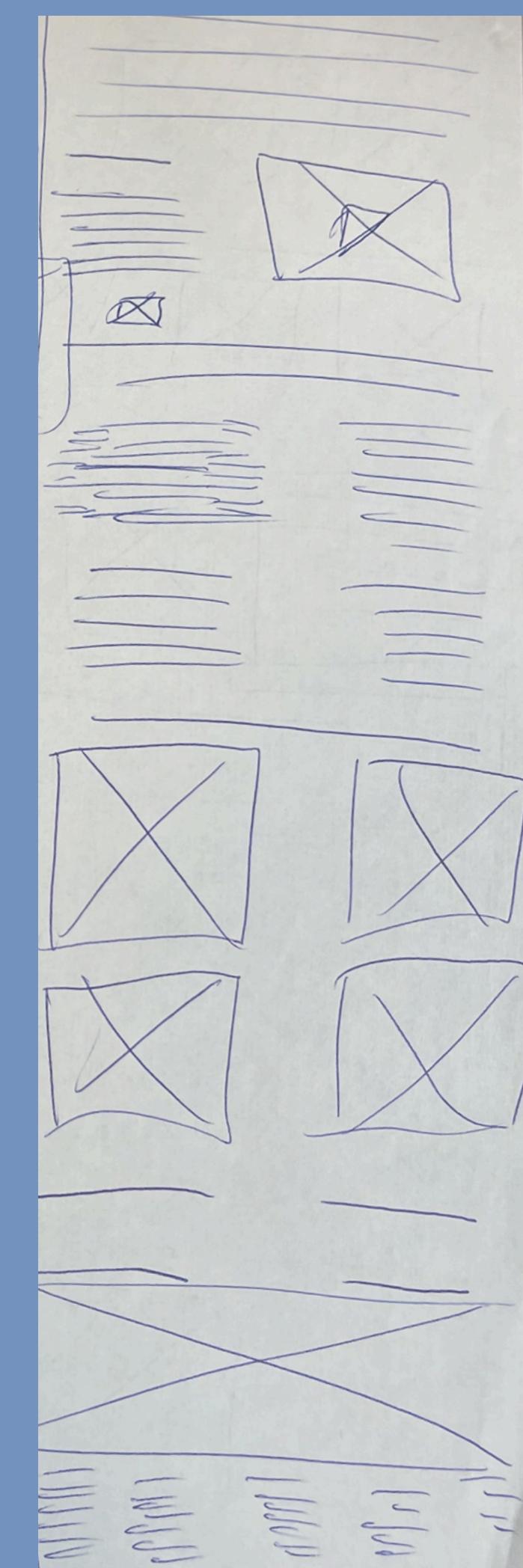
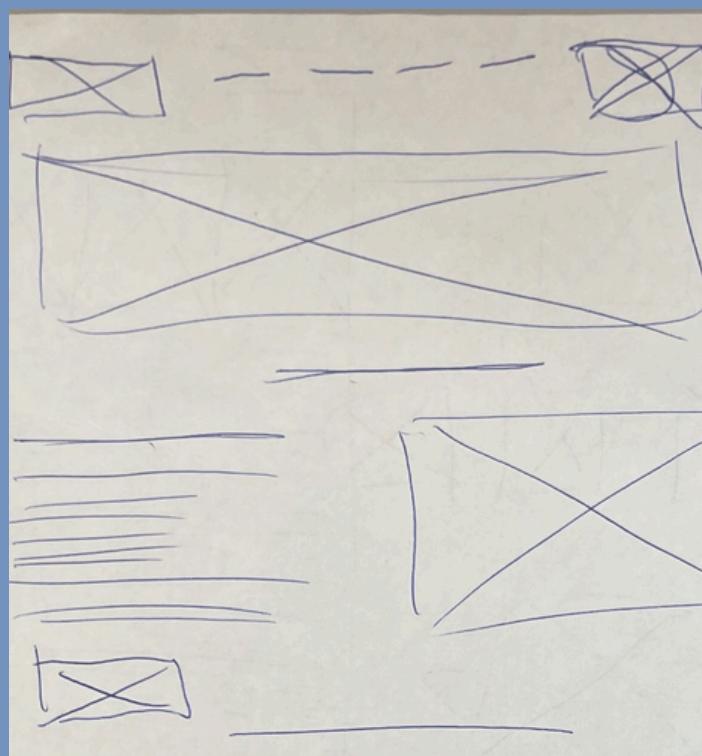
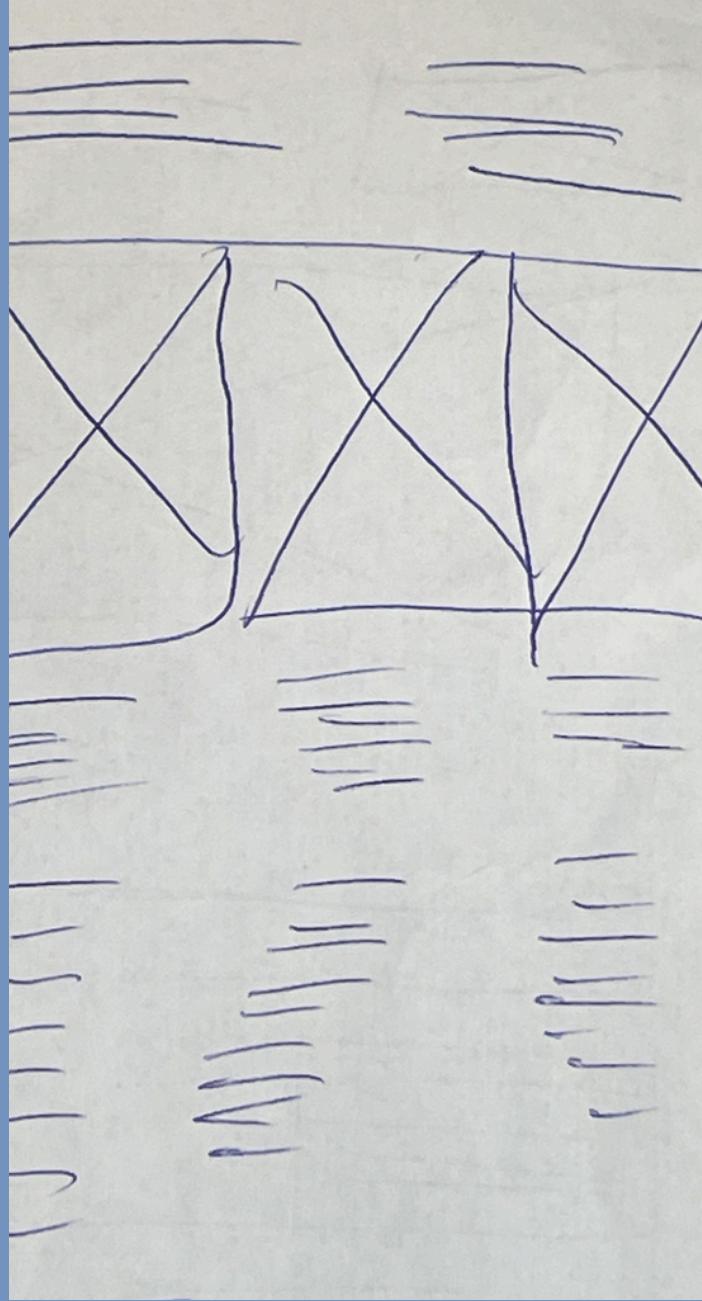
POPPINS

POPPINS

When
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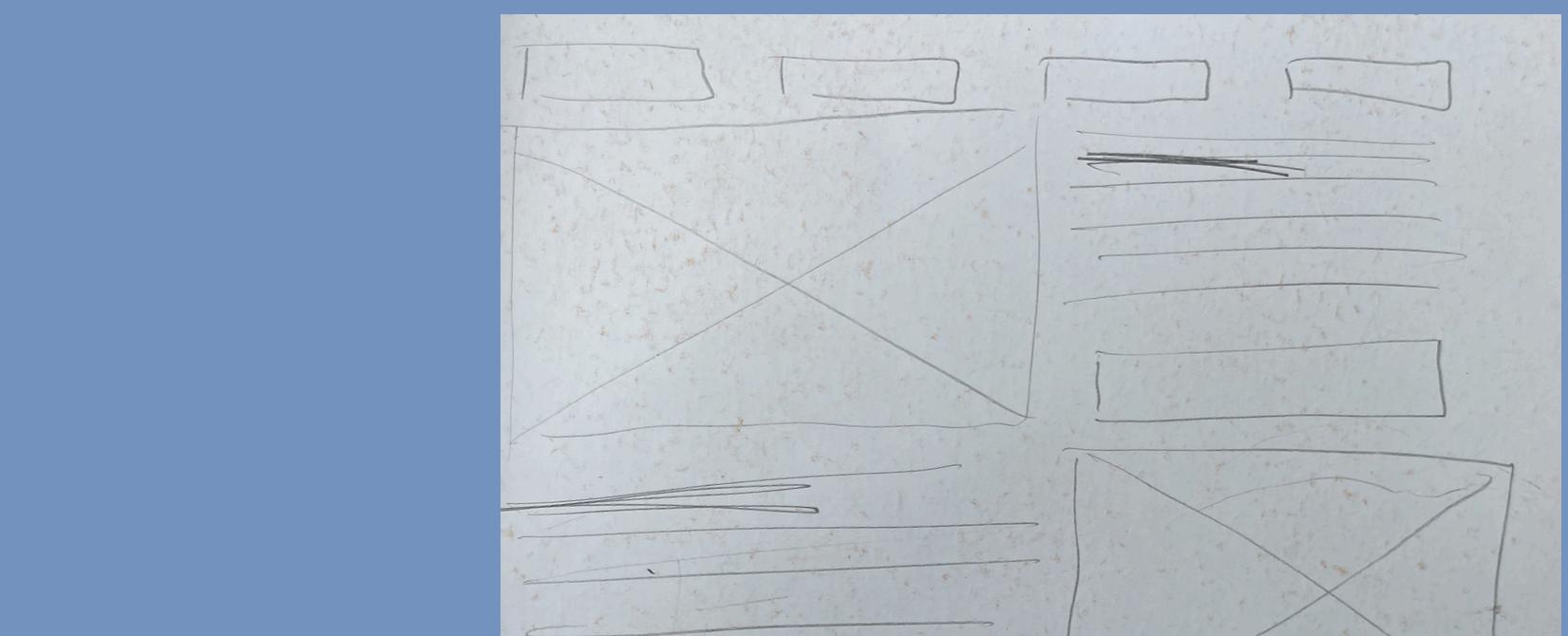
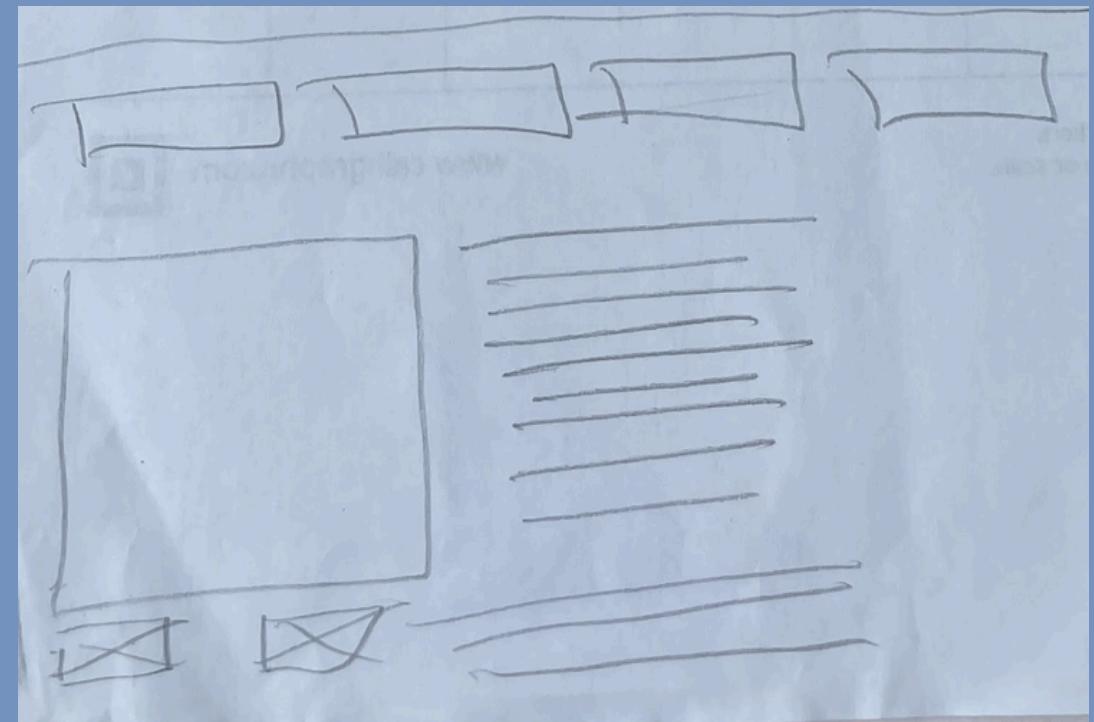
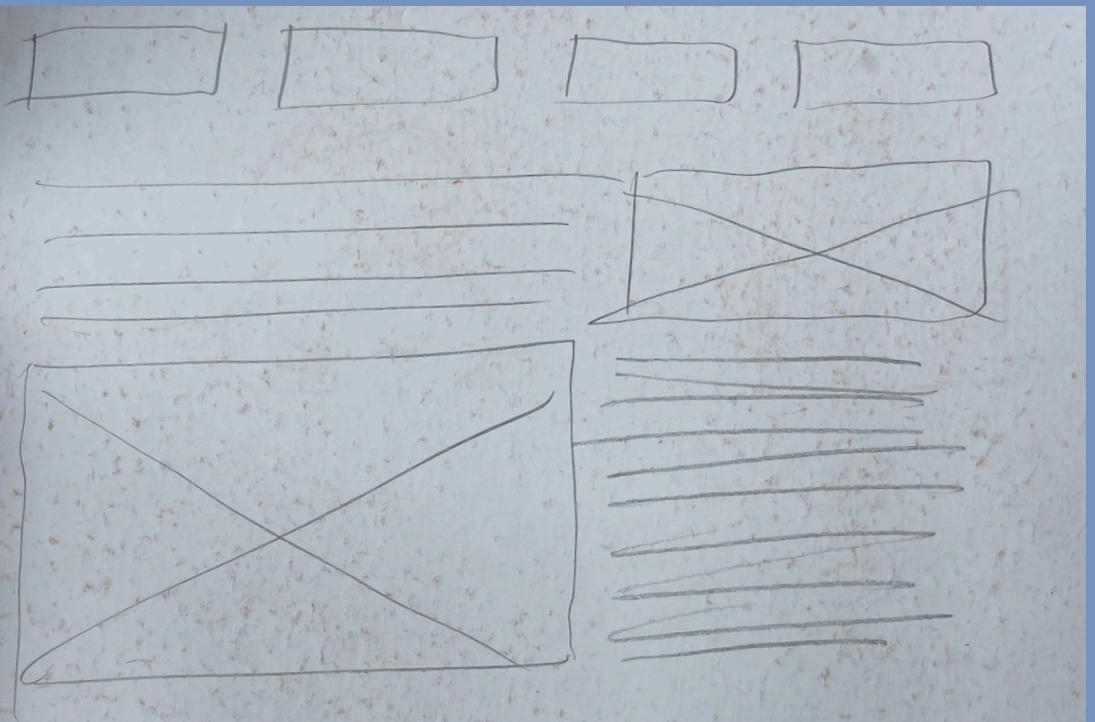
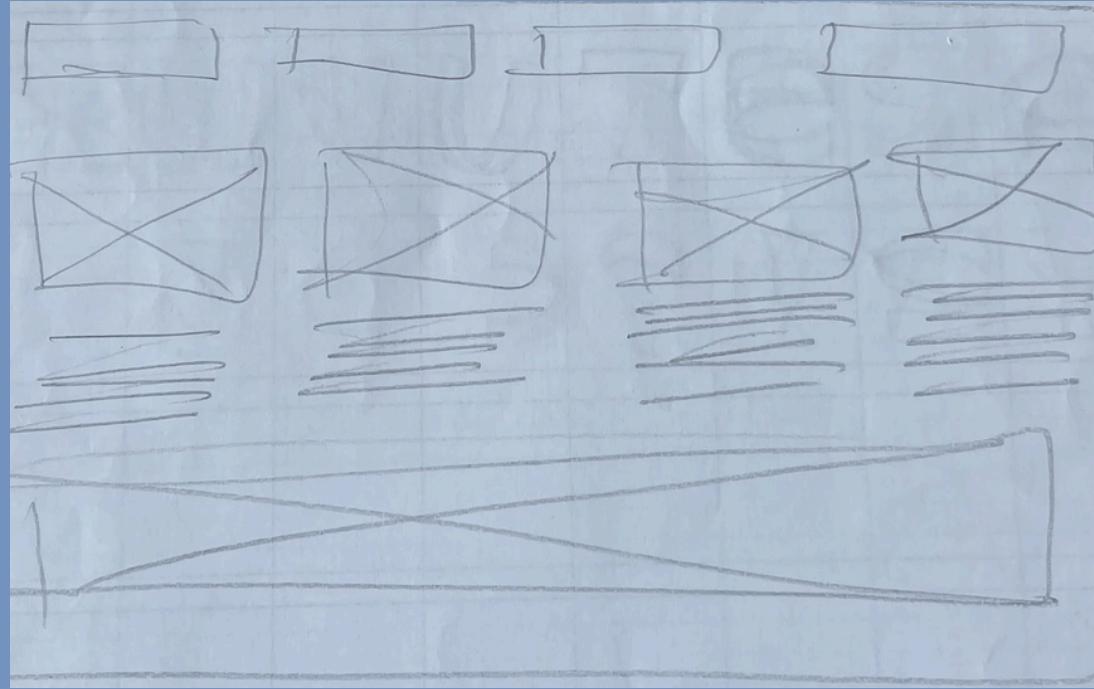
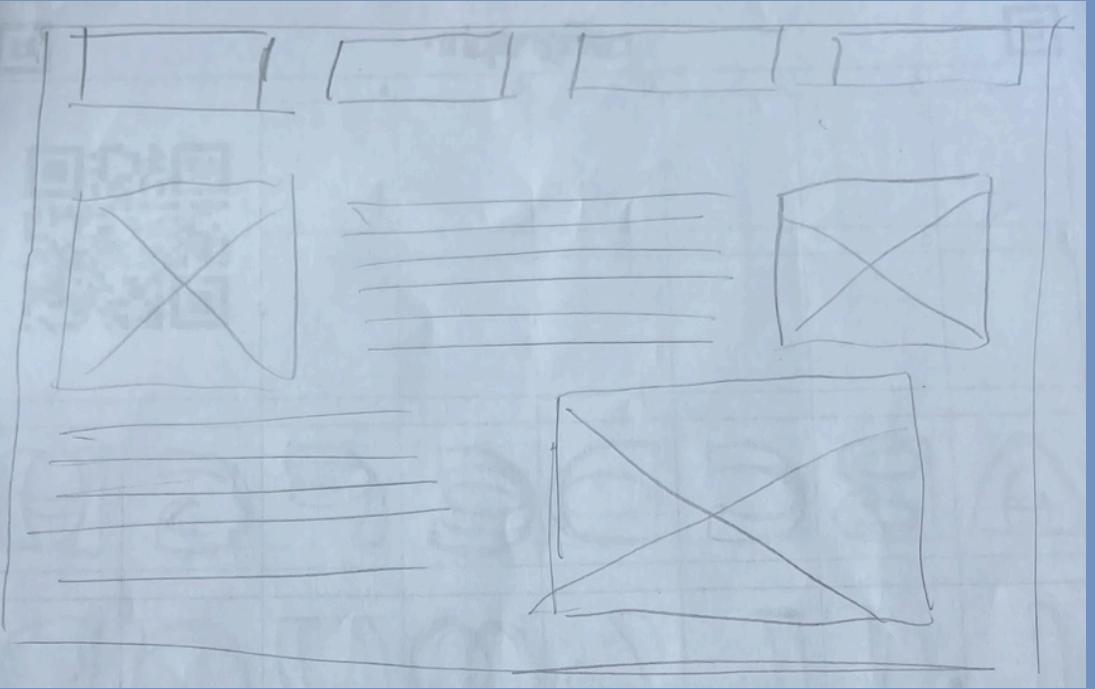
Wire Frames

Low Fidelity



Wire Frames

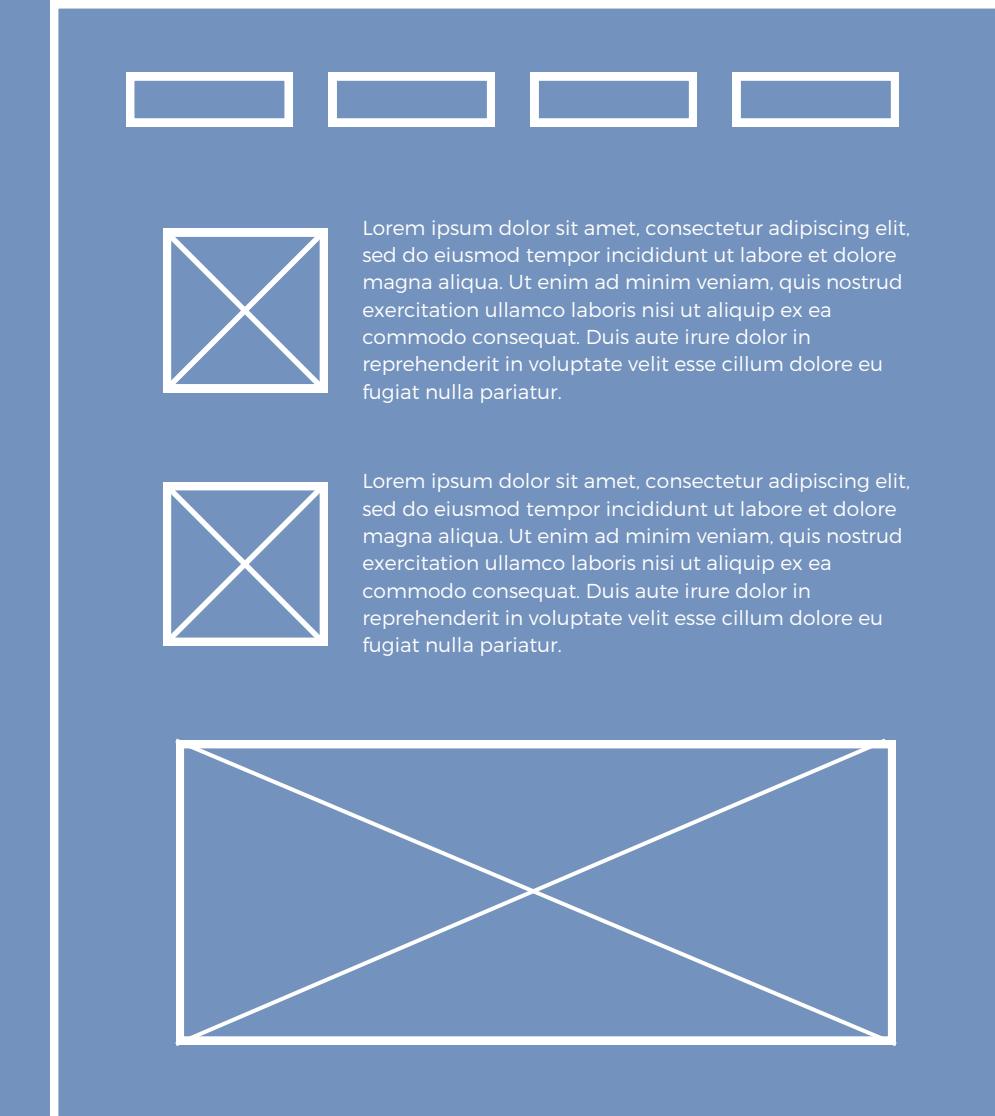
Low Fidelity



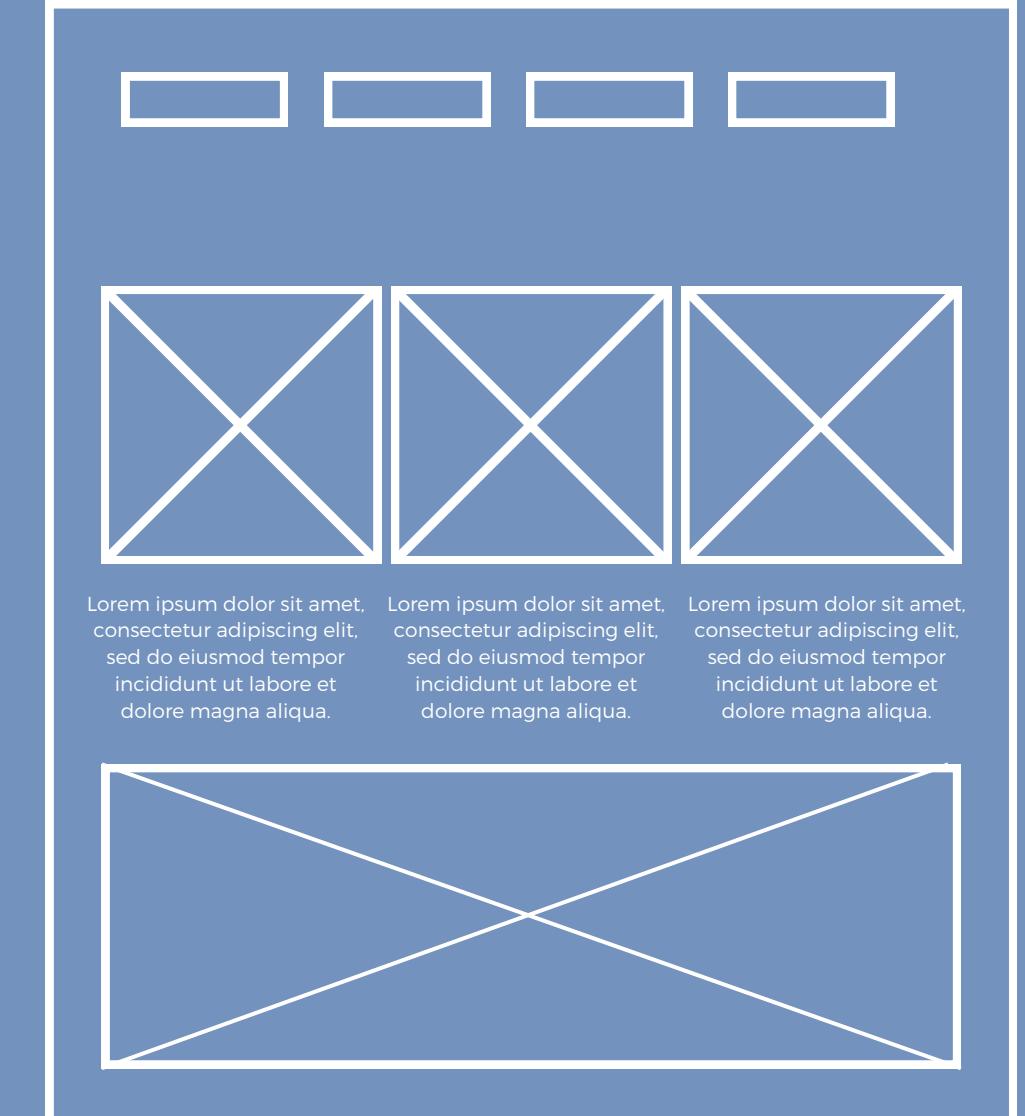
Wire Frames

Medium Fidelity

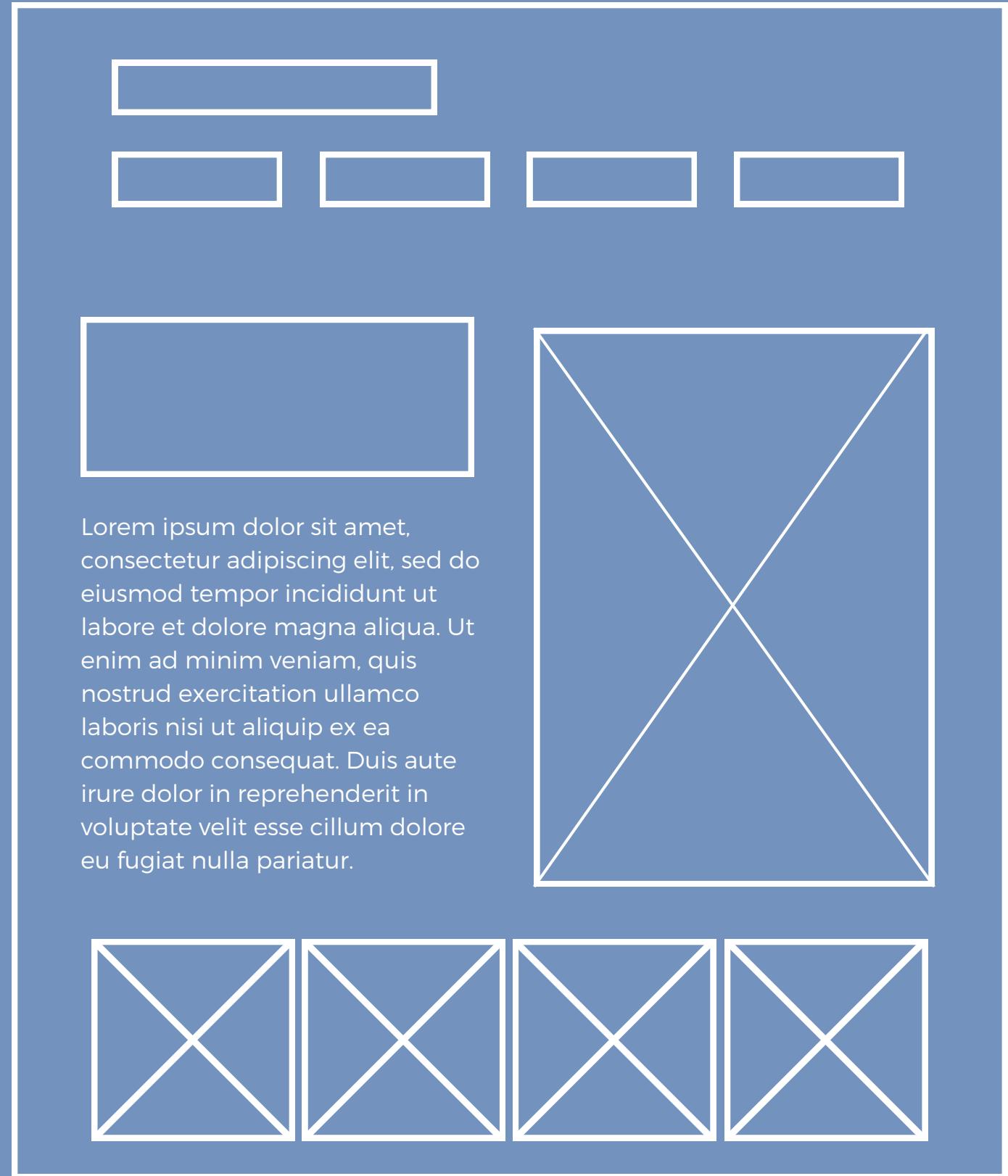
information page



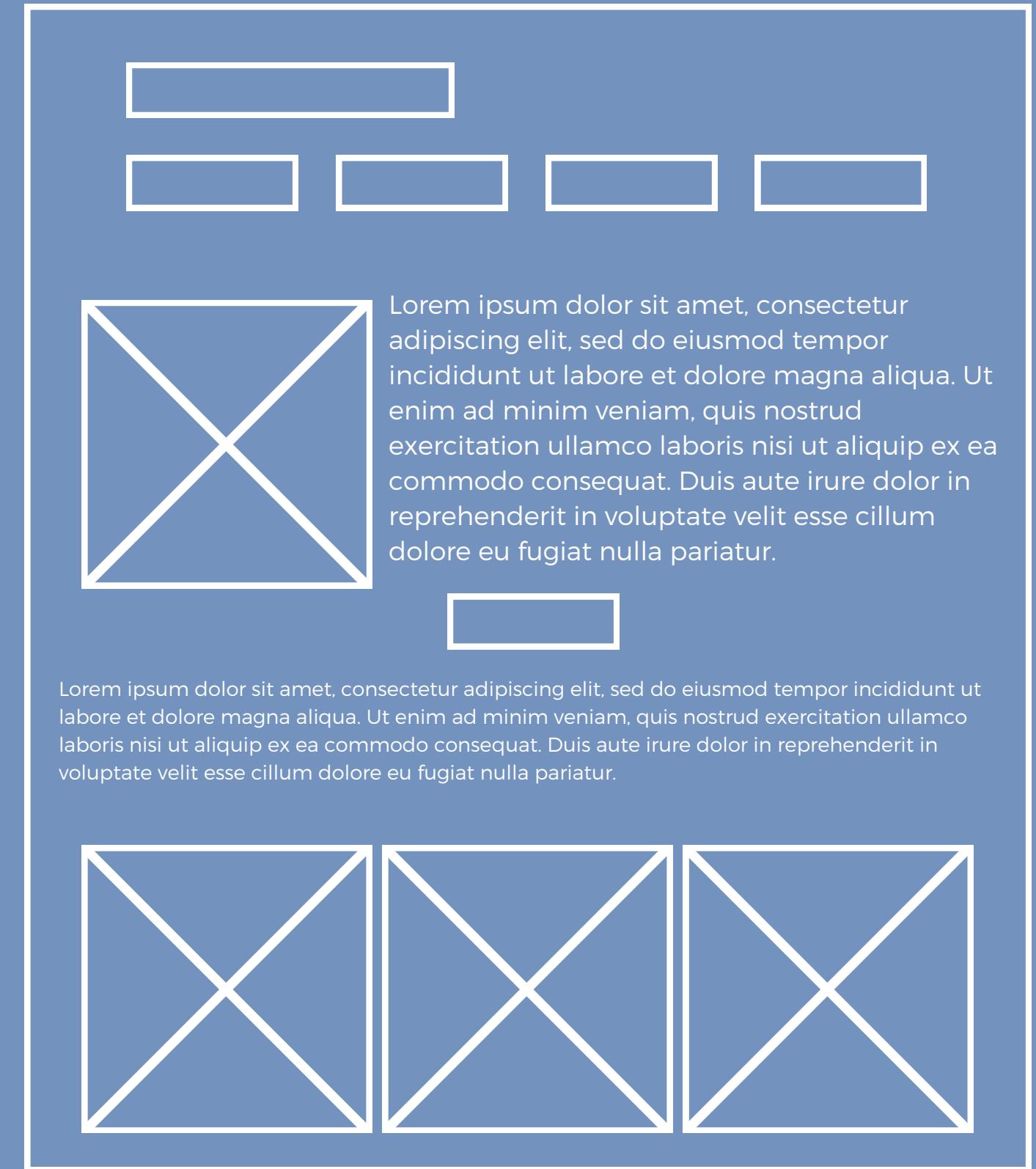
home page



contact page



about page



IPO chart

IPO chart

An IPO chart is a framework that is used in computer programming and system analysis to draw out the structure and flow of a process. IPO stands for Input, Process, and Output, which are the three elements that make up the chart.

PAGE	FUNCTIONALITY	INPUT (WHAT THE USER DOES)	PROCESS (WHAT THE WEBSITE DOES)	OUTPUT (EXPECTED RESULT)
HOME	View main content and navigate site	User visits homepage	Homepage loads and displays content and navigation menu	User sees a clear homepage with working navigation links
	Click pre-order button	User clicks pre-order CTA	Website redirects or scrolls to pre-order section/page	User is taken to pre-order section (if implemented)
INFORMATION	Read thesis information	User clicks "Information" in navigation	Information page loads and displays detailed thesis content	User can view the content clearly and scroll through it
	Access visuals (e.g., infographics)	User interacts with images/infographics	Visual elements load and display correctly	Visuals open properly and are easy to understand
ABOUT	Learn about the author and their process	User navigates to About page	Loads biography and background content of the researcher	Information about your friend and their research is displayed clearly
	View embedded media (if any)	User clicks play or expands media	Embedded media loads and plays correctly	User can view images/videos without errors
CONTACT	Send a message via contact form	User fills in name, email, and message; submits form	Website checks inputs and sends message	Confirmation message appears; form resets
	Use email or social links	User clicks on contact email or social icon	Opens user's email client or social platform in new tab	Correct platform or email opens as expected