Formative Assessment Presentation

The Website

ronaldo7.net is a fan site dedicated to the famous footballer, Cristiano Ronaldo. I came across this site when recommended it by a friend as a way to find high quality football live streams. However, as I used the site, I noticed a large number of flaws with it's design and functionality. The goal of re-designing this website will be to increase traffic and keep users on the website for longer in order to increase ad revenue

Website Criticisms

In terms of visibility of system status, whilst this website does underline and change the colour of the clicked link whilst hovering over it, the majority of the text is small and difficult to pinpoint. This means that the user struggles to even understand where to click, let alone knowing when they have been successful.

There is a slight mismatch between the system and the real world. It is extremely difficult to determine which aspects of the page are buttons and which are merely text. This website has been created simply with the majority of buttons and links being in text form, causing issues when navigating its pages.

The strongest example of punishing mistakes is the auto video player. It's positioning on the homepage requires you to scroll down the page a large amount in order to find it and even then, the pause button is difficult to see at first glance.

There are a number of inconsistency throughout this website. Fonts and text sizes vary from page to page and different sections seemingly at random. The Header images and Logo vary constantly and do not follow a similar design. The social media platforms for the website alter depending on the page. The margins and borders alter on different pages to create disparity throughout the website. Finally the navigation menu shifts from page to page, making it difficult to backtrack or visit another page with ease.

Error induction. There are very few examples of this mainly due to the fact that, despite it being a community fansite, there are very few areas which could cause a user to make personal mistakes.

Recall rather than recognition is a large part of this websites flaws. Particularly in the streaming section of the website it is unnatural and difficult to understand how to even find the list of streams, let alone which one to click. When I began using this website I needed a friend who recommended it to show me where these sections were.

Mystery meat navigation. Stream one on all streaming matches takes you to a live feed, not a video stream. There are very few indicators which allow users to discern between these two links.

Inflexibility and inefficiency of use is similar to the recall rather than recognition on this page. The website generally requires experience on the website in order to fully function and be used effectively.

Pointless information. On the homepage there is an image of Ronaldo which allows you to click different limbs in order to take you to different sections of the website. This entire concept is defeated through the menu positioned slightly to the right of this image. Furthermore the animation of this feature is disjointed and has a lack of fluidity.

Lack of help and documentation. Whilst there are sections for about us and contact us, there is little to no assistance on most pages throughout the website. Most of it is text content for the user to read, however, the pages which do include interactive features are poorly labelled and difficult to understand fully. This pushes the user away from the website and find a simpler alternative.

Visual inaccessibility. Text sizes and fonts are a huge issue with this website. All buttons and links throughout the page are not highlighted unless clicking over them and are the same font style and size as the rest of the written content.

Content up-datedness. Aspects of the page, particularly the more popular features, are regularly updated (streaming, videos of press conferences) and the majority of information available on there is correct and up to date.

The websites wording and tone is consistent, constantly complimenting Ronaldo and supporting his team. This is appropriate for the page due to it's main function as a fan website.

MoodBoard

I chose imagery particularly associated with football and Ronaldo as a way to maintain my focus on the websites main function as a fan website. I placed Ronaldo in the centre of the board as he is the most crucial part of the site. In terms of relevant imagery I selected two images for Real madrid, however these were selected in order to highlight the dark colour scheme. This is one of the few elements I aim to keep intact from the original website. In the bottom right however I have placed a slightly coloured image of a renowned idol at my club, in front of a crowd of fans. Despite it's focus on Ronaldo this reminds me of his status amongst his fans and represents the slight colouring I wish to incorporate into my design through slight tones and features. Finally I used the image of a fire started in a crowd of fans, as this will remind me of the passion associated with the game and that same passion must be represented in my website

Wire Frames

https://moqups.com/AidanM07/DSJWj2T9/

How to take this project forward

In order to progress in the improvement and re-design of ronaldo7.net a number of crucial steps need to be made. Refining my wireframes and creating mockup designs of my vision for the website will be one of the first steps. This will give me the building blocks in order to improve and begin to envision the final product. Secondly, I believe evaluating the html and css in used to create the original website will give me insight into the successes and failures of the website in it's current state, all the while developing my skills with html and css. Finally, creating the my initial design for the page, critiquing and improving until I reach the desired final design