Web & Mobile Design
Group Project 2

Designing a Functional Web Page – Non-responsive Design

Introduction

Imagine being employed by an organization in the current environment. Your organization has a web presence. However, your current website's design is not user-friendly. **Due to issues with the design of your web page, your business does not allow users an integrated experience and fail to transition seamlessly between various platforms**.

You are tasked to come up with a **new web page design** that aligns with the company's business goals and deals with the primary issue your business is facing. You are asked to provide a write up detailing design choices in your web page and present your web page to show off the functionalities and design choices of your web page.

Detailed instructions

Please provide a description on what led you to make certain design choices on your web page and how these choices can address the issue your organization faces. Your write up should contain the following components:

Component	Description
Executive summary	Briefly describe the motivation, objective, design, and the key managerial insights to be obtained. Avoid jargon. The reader should have a clear idea of the proposed web page after reading the executive summary.
Motivation	Motivate the change in web page. Do proper research and analysis of the particular company that you have chosen as well as the particular situation that you are faced with .
Design Choices	Clearly describe the design of the Web Page. What components and functionalities will you be implementing? Are you able to use these new design choices to address the primary and secondary issues that the company is/might be facing?
Managerial implications	Indicate how would the organization benefit? Try to sell your web site but be careful not to oversell, i.e. do not promise functionalities and benefits that the current web site cannot deliver.

Deadline and deliverables

You are asked to hand in your

- Write up (max. 10 pages, excluding title page and appendix, if any)
- A link to the code or the code of your HTML, CSS and JS of the web site included in the write-up itself.

no later than **June 20th** in an online dropbox on Moodle (refer to the time on the assignment folder).

Please note the following:

- Projects that are handed in late will not be graded.
- Hand in one copy of your write up per group, i.e. you submit as a group, not as an individual student.
- Only *group* projects will be graded. It is not possible to do the project individually.
- **Groups will be asked to present their proposal between June 21th to July 5th**. You do not need to have all students presenting. The presentation will be graded as part of your project, not as class participation. The presentation will take a maximum of 15 mins with a maximum of 10 mins set aside for questions.
- If you have any questions, feel free to send an email or ask for an appointment at yhtan@tiu.ac.jp.

- Good luck! -