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PERTH TRAVEL WEBSITe  
Documentaton – Year 12 – Applied Information Technology

GITHUB: <https://github.com/haydenwoods/ait-travelwebsite>

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͏͏͏͏͏Purple = Content Green = Client Requirements

# Scenario

In this task, you will be required to design and develop a web page to be included on a local travel agent’s web site. The manager of the travel agent was impressed with your video, and would now like you to create a web page dedicated to this special tour. The web page should include essential information about places to see, activities to be involved in, special events etc. As this web page will contain the video you created for this tour, it should provide more information on the places and activities highlighted in the video. You will need to utilise a range of digital applications to develop your solution such as, graphic and animation production, audio and video editing, web page authoring tools and the many peripheral (hardware) devices available. The web page needs to ‘fit’ the style of the travel agency’s current web site, whilst seizing the attention of the specific audience. The goal of the website is to attract more sales for the tour.

# Part One (16 Marks)

You will need to document the specific requirements of the project that reflect the needs and wants of the set task.

## Statement of Intent

For this project, I intended to create a webpage to advertise and promote the sale of a special offer deal to travel to Perth. To complete this webpage, I will use tools such as HTML and CSS to structure and style my webpage. I may also use JavaScript and various JS libraries to make the page more dynamic and interactive. I will also use project management processes to complete this project on time and with a high quality final product.

## Target Audience

My intended target audience for a travel website to Perth would be:

* Adults who have a family and are aged from 22-45.
* Can be from both genders as the holiday is not specifically designed for one gender or the other.
* Would consist of people who have never seen Perth before, non-local people.
* There interests should consist of adventure and exploring, this is due to the trip being structured as a sigh seeing adventure.
* They should have an average income and should be able to afford flights, accommodation, food and other trip requirements.
* They should have access to the internet and have a device to use to browse and view the website, this is also generally representative of their socio-economic status.

## Target Audience Issues and Requirements

### Accessibility

* For those who have vision problems it should be expected that the webpage will have captions for all images and content to allow for the use of a webpage reader to read it to them or have the inclusion of an inbuilt webpage reader.
* It should also be expected that for those with vision problems there should be a setting to edit the size of the font, this will allow for them to be able to adjust the font size to how they need it due to their vision impairment.
* There should also be an option to change the colour settings for those who are unable to see certain colours. This would allow the user to the change the colour settings based on what type of colour blindness they are.

### Usability

* The webpage should be optimised for the use on mobile devices. This will allow users from all types of devices to use the webpage.
* The webpage should also have a sense of familiarity to the user, this means using common symbols and layouts to make the user feel as if they know how to use the webpage as soon as they get on to it.
* There should also be a clear structure to the webpage, this will help the user find the most relevant information first, at the top of the page.

### Inclusivity

* To make sure to include people from all cultures and countries I will make sure to include an option to change the language.
* The webpage should also include an option to change the units used on the page to suit either the imperial or metric system.

## Project Management Approach

For my project, there is two options for a project management approach, these are structured or prototype.

The structured approach consists of organising the project in a logical way which follows defined steps, it will take the project through several phases which are characterised by a distinct set of tasks in each. These tasks are broken down into manageable steps to allow for the tracking of resources and timeline.

The prototype approach involves the creation of a model of the project and then modifying and developing it while having constant feedback from the client and end users.

I have decided to choose the structured approach, this is due to their only being one member on the team so there will not be much confusion about the tasks needed to be completed and the fact that there is a solid briefing of what needs to be created already set in place.

## Design Criteria

### Have Easy to use Navigation on Mobile and Desktop

The webpage will need to have an easy to use navigation system on both mobile and desktop devices. There are three main options in this case that could work:

* Header with a navigation bar
* Header with a navigation bar and changes to a burger menu when you are on mobile
* Burger menu

The advantages of having a header with a navigation bar is that the options are very clear and do not require any operation to access them. Although this is a bad setup for mobile devices because it can become very small and difficult to click on.

The advantages of having an interchangeable navigation system between a navigation bar and a burger menu is that it can conform to the needs of both the mobile and desktop devices while not being too different. Although this simple change in navigation can change the entire feel of a website and may negatively affect the design in place.

The advantages of having just a burger menu is that it is easy to use on mobile and not terrible on desktop. It is also beneficial to a design that is trying to focus more on the content and less on the navigation up the top. It is also probably optimal for most one-page websites as these will require no navigation to change sections (only scrolling). For these reasons I decided to go with this type of navigation controls.

### Have engaging Moving Elements and Animations

The webpage will need to have elements that are moving and are somewhat animated to keep the user engaged while in use. For this I plan on using a parallax centre piece at the top of the page and other animated elements such as buttons, burger menus and hover animations. This will help maintain the user’s attention and will in the result in more of the information being passed onto the user and can potentially result in more sales of the same product.

### Have a Consistent Design/Colour Scheme

The webpage will also need to include a consistent design and colour scheme. This will allow the page to feel professional and will aid the user in knowing what the different colours could mean in the future on the website, i.e. darker for heading, lighter for less important text and normal colour and size for paragraph text.

A consistent colour scheme also helps define what the webpage is about. For example, a black webpage could be more serious and could be used for a jewellery website where as a yellow or blue could be more happy and relaxing colours and might be used on a children’s toy website.

It can also help avoid confusion to the user by allowing them to easily recognise you from that point on. This means that if they see a purple background billboard with small text and a big white logo, they would know that it is a certain business since they have become familiar to the use of that format on your website and material.

### Have Detailed Information about the Travel Package

I will also need to include consistent information about the travel package on the page to ensure that the user knows what they will be purchasing, how much it will cost, benefits of the purchase, what the place will look like and how they can pay for and prepare for the trip. This will mostly be useful for increasing sales due to the clarity of the deal.

### Have Accessibility/Inclusivity Options

To accommodate for people with certain disabilities or people who are from other countries, religions or beliefs to us I will be incorporating certain features such as:

* Being able to tab between buttons. This allows for the user to use the website without having to control a mouse.
* Having alt text on images and some elements to provide feedback on images and elements to machine readers.
* Have language convertors.
* Have measurement convertors.

# Part Two (14 Marks)

You will need to develop at least two (2) ideas for your web page design that will satisfy the project requirements identified in your design criteria and the design brief.

## Sketches and Storyboarding

**Go To:** AIT-Travel Website\Documentation\Diagrams\Sketch1.jpg  
**Go To:** AIT-Travel Website\Documentation\Diagrams\Sketch2.jpg  
**Go To:** AIT-Travel Website\Documentation\Diagrams\LogoSketch.jpg  
**Go To:** AIT-Travel Website\Documentation\Diagrams\BurgerMenuSketch.jpg

## Site Map Design

**URL:** <https://go.gliffy.com/go/publish/12580954>

## Sketch Number One Analysis

### Have Easy to use Navigation on Mobile and Desktop

This webpage is easy to use on mobile and desktop due to the inclusion of the burger menu. This allows the users to be able to click on the button in the top left and for a menu to slide out from the left and have multiple options such as navigation to different sections and other setting options such as text size and colour blindness.

### Have engaging Moving Elements and Animations

This design has moving elements such as:

* Parallax moving elements at the top of the page when you move your mouse.
* Hover animations for many elements such as the logo, burger menu button and the information boxes.

Have a Consistent Design/Colour Scheme  
This design has a consistent colour scheme which is the white backgrounds and light greys with orange and dark orange accents on the logo and small lines. I also have a consistent design on this sketch which is using distinct sections of the content by using light grey lines to separate them.

### Have Detailed Information about the Travel Package

This design has plenty of are to have information about the travel package due to the use of two main paragraph sections, quick gallery in the form of a slide show and the video in the slideshow.

### Have Accessibility/Inclusivity Options

This design also has lots of accessibility and inclusivity options such as:

* Language controls
* Unit conversions/system controls
* Font sizing
* Colour blindness
* Mobile optimisation
* Burger menu
* Captioned images to allow for a machine to read the website

## Sketch Number Two Analysis

### Have Easy to use Navigation on Mobile and Desktop

This design is also easy to use on mobile and desktop due to the inclusion of the burger menu. This allows the users to be able to click on the button in the top left and for a menu to slide out from the left and have multiple options such as navigation to different sections and other setting options such as text size and colour blindness.

### Have engaging Moving Elements and Animations

This design will contain a video that will play up the top of the page and will be engaging for the user. Hopefully the video will catch the viewers eye and will be familiar to them because they may have discovered the website due to the video.

### Have a Consistent Design/Colour Scheme

This design also has a consistent design and colour scheme which is the same as the other, orange, light greys and dark oranges. Although in this design they are used in different ways, such as in a gradient on the side of one of the content section. There is also dividing lines between the content sections and on the information boxes with a grey outline.

### Have Detailed Information about the Travel Package

This design also has a large section that could contain lots of information about the travel package. Areas such as the paragraph up the top, the information section on the boxes and the images that span 100% of the page.

### Have Accessibility/Inclusivity Options

This page also has accessibility and inclusivity options such as:

* Language controls
* Font sizing
* Mobile optimisation
* Burger menu
* Captioned images to allow for a machine to read the website

# Part Three (31 Marks)

Start work on producing your web page design.

## Gantt Chart

**Go To:** AIT-Travel Website\Documentation\Diagrams\GanttChart.xlsx

## Flow Chart

**Go To:** AIT-Travel Website\Documentation\Diagrams\FlowChart.png

## Website

**Go To (Most Recent):** AIT-TravelWebsite\AITTravelWebsite\index.html + CSS\styles.css + JS\main.js  
**URL:** <haydenwoods.xyz>

# Part Four (18 Marks)

You will be required to analyse your web page design and the production process you used, by answering the following questions.

## Questions

### Did you satisfy the project requirements, design brief and design criteria?

I believe I was able to meet all the project requirements from the design brief and from the design criteria. I followed the design brief/scenario by highlight the important sections that met one of two categories, the content I should have on my page (purple) and the client requirements (green). This process helped me keep track of what I needed to include and what the client should expect from the finished product.

Most of the design requirements where simple ones that revolved around keeping the theme like that of their current website. Since mine was a made up brand I could choose any theme I wanted and decided to go with an orange theme for the company but ended up using a purple theme on the Perth website due to image that I selected. Some of the other design requirements where more difficult such as including more information from places described in your video. Finding a way to include this in the website was difficult because I already had a design in mind but was able to get it to work anyway.

### Did you meet your timelines?

I managed to meet almost all the period numbers to start on my Gantt chart although some of the periods where thrown off because of the last period having a activity that took longer than expected, for example the Design Criteria or the fact that I started my website on the day I was meant to be just doing the flow chart, therefore pushing back the time for the webpage but pushing forward the time for the flow chart. Other than these few examples I believe I managed my time well between work done in class and work done at home if I didn’t do much in class that day.

### What did you do well? What could you have done better and how?

I think that the main things that I did well where the design and creation of the web page and the management of tasks and activities that needed to be completed. The reason I could do the website well is because I have had past knowledge and experience in building websites over many years and the reason why I was able to manage my tasks well was because I constructed most of the Gantt chart at the start and followed the marking key to each point.

I could have improved on the amount of time I spent doing the documentation. Activities such as the statement of intent, flow chart, design criteria and the target audience requirements where ones that I rushed mostly due to me wanting to get to the website component of the task. I believe that if I went back over my work more I could improve on these areas.

### Do you believe that you challenged yourself to learn new skills throughout the task? Explain.

I learnt some new skills while developing this project, they are:

* Using parallax.js to create a mouse movement parallax effect on webpages.
* Using the correct CSS conventions for accessing elements to style.
* Commenting certain parts of my HTML, CSS and JS to enable me to understand what I was doing in this section if I come back to it later.
* HHHHHHow to correctly make flow charts and what symbols to use and where.
* How to correctly annotate drawings to be able to give as much information as possible.

### Explain how and why you incorporated the following concepts into your webpage:

**Usability**

Usability is the ease of use and learnability of a design or program. I have incorporated usability elements in to my webpage by using these elements:

* Burger menu that works on desktop and mobile for easy navigation across the multiple sections on the one page.
* Hierarchical structure of the page that puts the most important content at the top and the least important at the bottom. This makes sense for the user and will make it easier for them to search the page for information.
* Familiar icons and images allow the user to know what the button or the box means before they read the whole section. These are used on the burger menu button by using the normal three vertical lines and on the info box section in which I use icons that represent the content of the paragraph below.

**Inclusivity**

Inclusivity is an intention or policy of including people who might otherwise be excluded or marginalized, such as those who are handicapped or learning-disabled, or racial and sexual minorities. I have incorporated inclusivity in to my webpage by using these elements:

* My website can work on both mobile and desktop devices. This makes it inclusive of all people no matter if they are on a desktop computer or a mobile phone. This could potentially create more sales as the website will be viewable on multiple devices and the user can have a familiar experience on both.

**Accessibility**

Accessibility refers to the design of products, devices, services, or environments for people who experience disabilities. I have incorporated accessibility in to my webpage by using these elements:

* Provided alternate text on all images and containing divs for the webpage readers to read from.
* Provided the ability to tab between different elements on the page. For example, you can tab to the burger button and hit enter to go into it and then hit tab again and select the options from the inside.
* Included a set of buttons that allow you to resize the paragraph text on the page. This helps any users with vision disabilities and that may require larger font sizes to be able to see easily.

**User Experience**

User experience is the overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use. I have incorporated user experience in to my webpage by using these elements:

* The content on my webpage is very useful and can be found easily. This is due to the clear layout and structure of the page. The navigation bar on the right is also useful to skit to certain sections on the page.
* The content is also accessible due to all the accessibility options provided on my webpage (see “Accessibility”).
* My webpage makes good use of white space to be able to clearly identify sections of the page and to also space out the paragraphs from the edges of the page.
* I also use familiar icons and images to allow the user to immediately know what the button or description will be saying.