

Website Project

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Abstract

The purpose of this website is to educate the end user about the health risks of obesity and provide information on beneficial nutrition through interactive media such as a B.M.I calculator, diet planner blog, quizzes and online games, whilst collecting quantitative data about the end user in order to help with further studies at the Charles Perkins Centre , while qualitative data is collected via surveys to help with the website's functionality.

The targeted end users are split up into easily defined groups so the website can collect data on specific age groups and also provide targeted information in a format relevant to those specifically targeted. The different end users are as following, "Parents and Kids", "Teens" and "Uni students".

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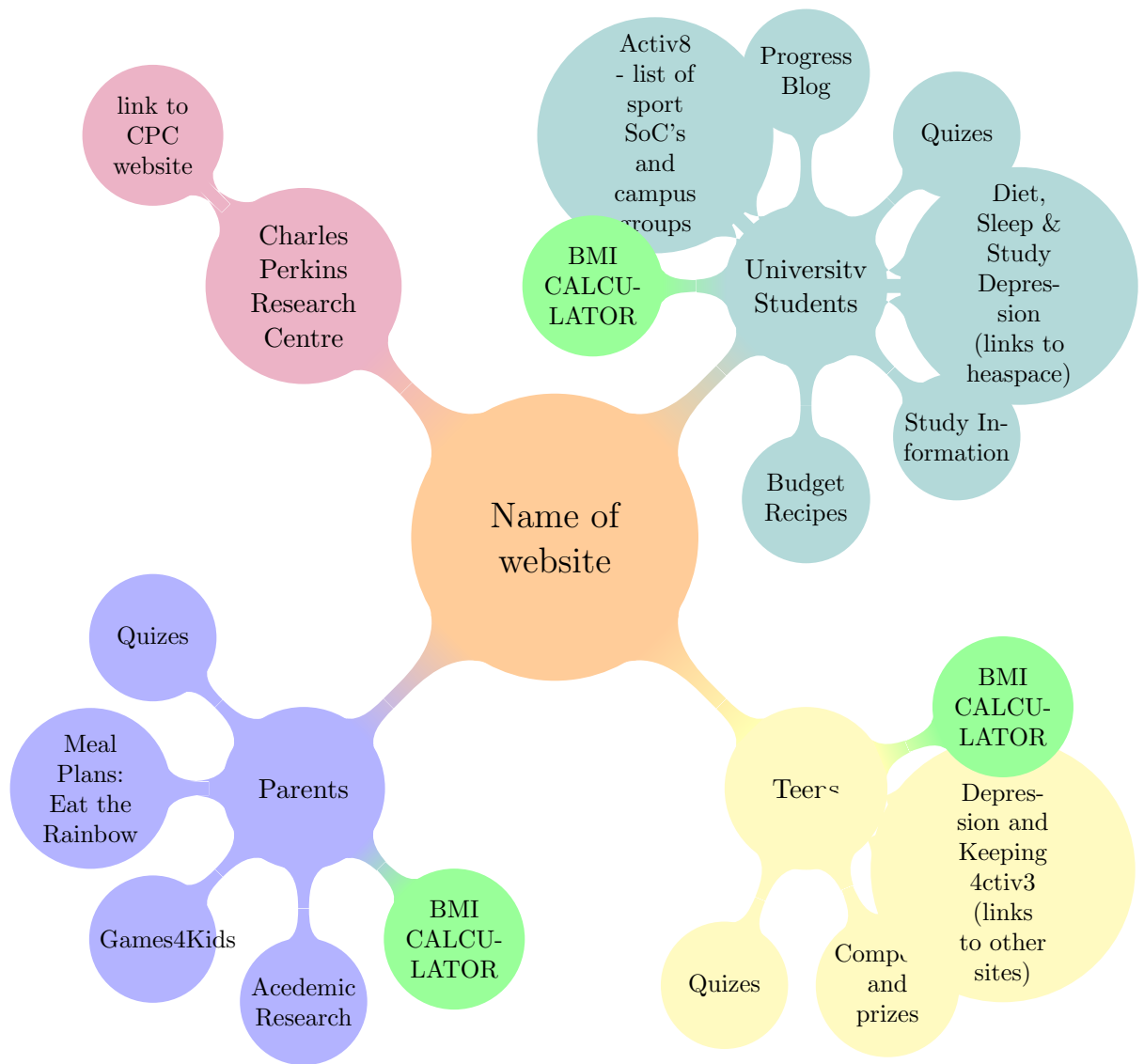
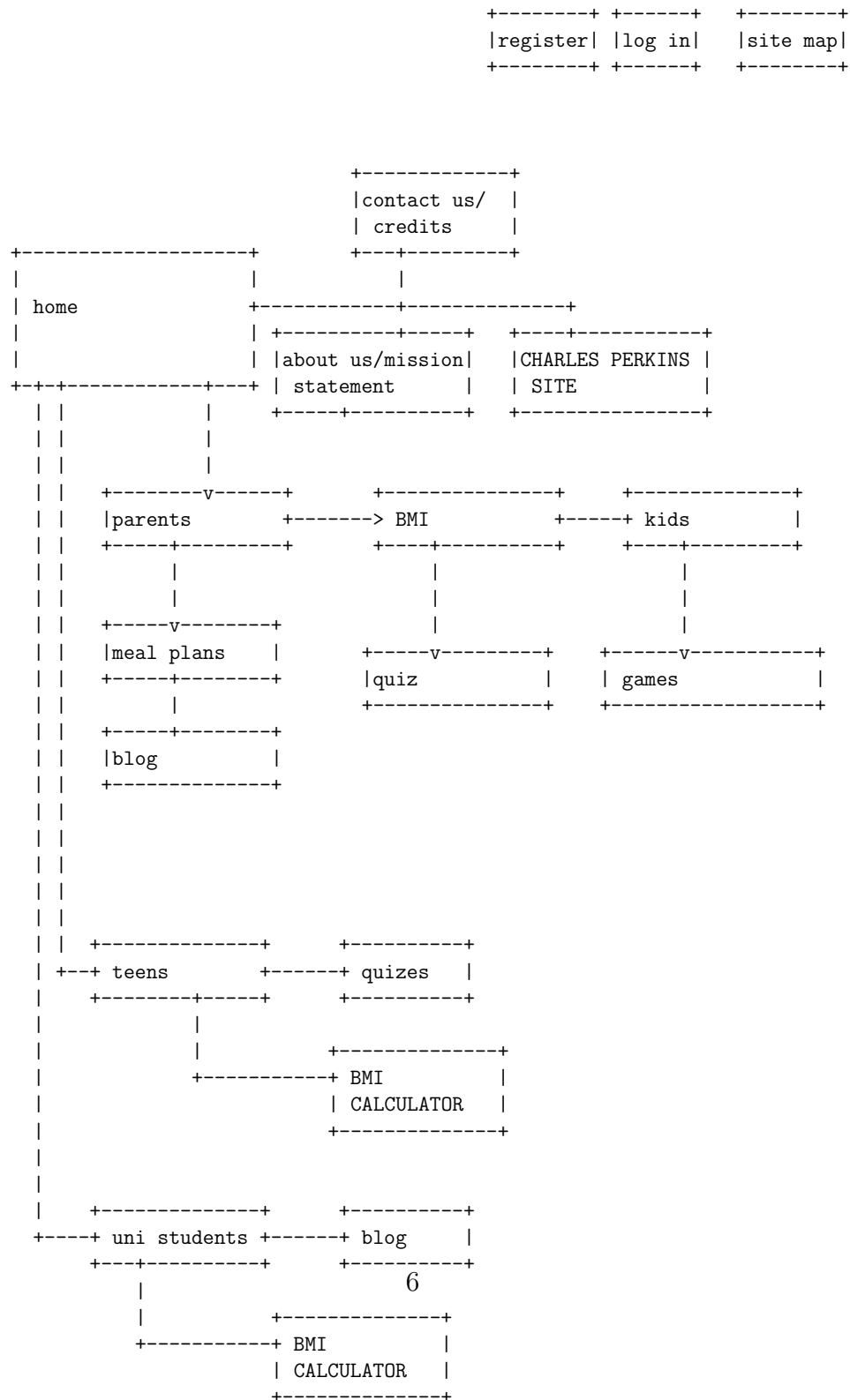


Figure 1: Sub-domain Hierarchy

1 Site Architecture



2 End User Types

2.1 Parents and Kids

This page will consist of information on what childhood obesity is and contain statistics on how many Australian children are affected by this disease and other associated health risks. There will be a link to a BMI calculator, quizzes that parents can do with their child, an interactive game called "Eat the Rainbow" which encourages healthy food choices and pictures of physical activities that can be fun to encourage kids to play outside and develop positive habits to help them in later years. There will also be Information on developing healthy meal plans and recipes that cater to gluten free, dairy free, halal, kosher and vegan diets and a survey to ascertain qualitative data about the website.

2.2 Teens

The Teen page will consist of photos of young people having fun out doors as well as fun indoors. There will also be links to "4ctiv3" a page of information on teen depression, connected to hormones and sleep patterns and not enough physical activity with links to eheadspace if further help is needed. There will be a links to a survey page to help collect data from the end user in order to verify whether this page is helpful and reaching the demographic, a function that could be added as an incentive, every x amount survey the user does they receive a \$10 Coles Myer gift voucher. There will be also a page called "Healthy Bytes" which has recipes for healthy snacks and exercises to do between online gaming sessions as poor eating habits can be developed at this time.

2.3 University Students

The main body of the University Student page will contain photos of young people outside at the beach, gym and studying. There will be information about why ample sleep and a balance diet is important to maintain health while studying. There will be a link called "Activat8" which will be a list of health/fitness SoCs and campus groups. There will be a link to a customisable progress blog where students can record there meals and cheat days and organise their diet and excercise. There will also be a link budget recipes

so poor students won't have to resort to junk food to survive and a link to relevant academic studies on obesity and young adults.

3 Something