



WEBSITE DOCUMENTATION

PREPARED FOR:

LASER MT EDEN SWIM CLUB

CLIENT NUMBER	00003
CLIENT	LASER MT EDEN SWIM CLUB
CLIENT CONTACT	(09) 630 1123
CLIENT PROPOSAL DATE	04 10 2014
PITCH DATE	14 10 2014
PROJECT DEADLINE	13 10 2014
URL	www.LASERSWIMCLUB.co.nz

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CLIENT OVERVIEW

LASER MT EDEN SWIM CLUB are in need of a newly renovated website to showcase it's swimming athletes, meets/events, contact details, latest news with information and contact locations of different pool sites the club train at.

The current website, is not responsive and only displays minimal interaction with the user. The continuity of style in the current website is out of date, and Laser Mt Eden Swim Club wants a bit of punch to display its talented athletes to the public and new registered swimmers.

The target market is based on current and new athletes together with their parents to share latest information and keep up to date with club details, and competitions.

This responsive website will engage the user by keeping them up to date with the latest news on the club, find current swimming records, different squads a new entry swimmer may fit into, updates on entries and events that swimmers or parents need to enter their child in by.

The website will showcase a gallery full of talented swimmers past and present, an enquiry form for parents or athletes to send to the head coach, and admin login rights so the application can be updated on a regular basis.

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TARGET MARKET

THE TARGET MARKET is currently teenaged swimmers who predominately use their iOS Iphones, and parents who are wanting to keep up with the play on a regular basis to find out what is going on within and around the club.

The market is a middle to lower class. They use social media and web applications as a point of reference and guidance of information.

The target market also like a less is more approach. Information needs to be direct and easy to understand. They rely on web applications and social media to refer to for information to stay up to date, compared to using hard copies or printed paper to gather that information.

05 PROJECT DESCRIPTION

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PROJECTED TIMELINE

ACTIVITY	DATE COMPLETED
PITCH CLIENT - UI/UX DESIGNS	22 09 14
COMPLETE CLIENT INTERNAL PROPOSAL	22 09 14
CREATE FRONT END DESIGNS	23 09 14
PITCH FRONT END DESIGNS TO CLIENT	25 10 14
MAKE MOCK CHANGES	26 10 14
START BASIC HTML CODING	30 10 14
MAKE FRONT END CHANGES	01 10 14

ACTIVITY	DATE COMPLETED
TEST ON BROWSERS - MAKE CHANGES	1 - 11 10 14
CHANGES TO FRONT END, ADD GOOGLE API	07 10 14
FINAL CHANGES TO FRONT END	09 10 14
FINAL TESTING ON IE - MAKE CHANGES	10 10 14
FINAL TESTING ON IE - MAKE CHANGES	11 10 14
PRESENT WEBSITE TO TEAM MANAGER	13 10 14
PRESENT WEBSITE TO CLIENT	14 10 14





WEBSITE PAGES



07 DESKTOP VIEW

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DESKTOP VIEW

The image shows a silver iMac monitor displaying a website for 'LASER MT EDEN SWIMMING'. The website features a large banner image of a swimmer performing a butterfly stroke. At the top, there's a navigation bar with links for 'latest news', 'upcoming meets', 'more ▾', and 'sign in'. The main content area includes a 'Latest News' section with a blue header, a 'meets/events' section showing several upcoming swimming meets with details like date, title, location, and entry fees, and a sidebar with social media links for Facebook, Google+, and a red location marker.

INDEX PAGE

1 NAVIGATION

Is present to user when in desktop mode. This also includes a drop down menu for more information.

2 LATEST NEWS

Is presented in a slider form. User can click on this link to read more on the latest news update. Great way for user interaction.

3 MEETS/EVENTS

User may wish to find out what event they need to enter before close entry date. Or find out the location of the meet by clicking on the red marker. They may also like to add this to their google calender by choosing their gmail account, outlook calendar or iCal calendar or even share this event on Facebook to remind their friends that they are going.

2 SEARCH

User may do a quick search to find out more on the club.

08 DESKTOP VIEW

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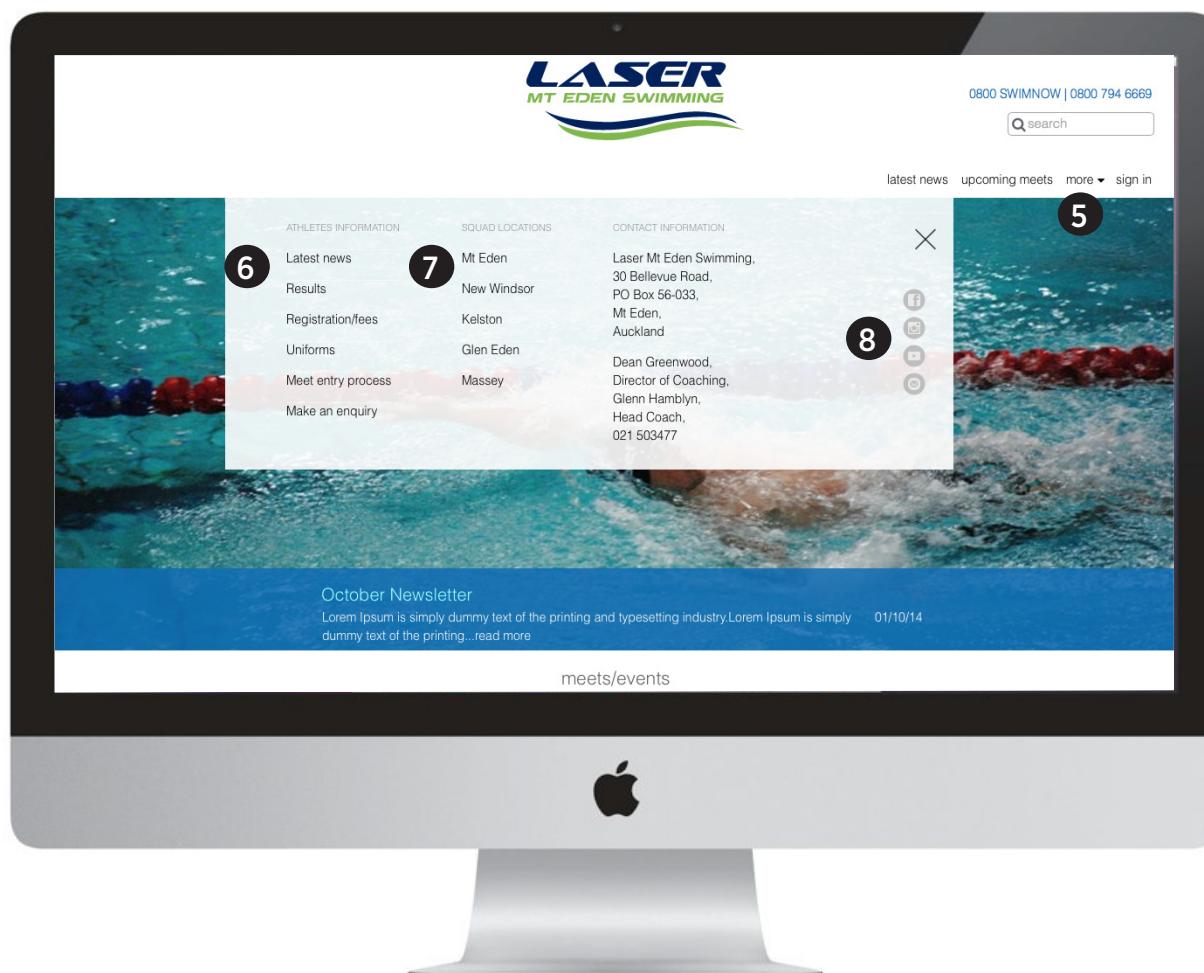
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DESKTOP VIEW



DROP DOWN MENU

5 ‘MORE’

Is presented to the user at Desktop mode with options for the user to pick through.

6 ATHLETE’S INFORMATION

User may choose to either click latest news, results, registration, uniforms, meet entry process and make an enquiry through the website.

7 SQUAD LOCATIONS

There are five different Dean Greenwood Swim school locations that swimmers can choose to train at. The main locations for competition swimming training is based at Mt Eden and Kelston Swim locations.

8 SOCIAL MEDIA

Social media is presented to the user so they may share the website, which will help increase traffic and brand affiliation to others that may or might be members of the club.

09 DESKTOP VIEW

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DESKTOP VIEW

The screenshot displays a desktop view of the website. At the top, there's a grid of three swim meet entries, each with a date (09/14), time (24:09/14), location (Henderson, Auckland, Kelston), cost (\$8.00 or \$5.00), and a small image of swimmers. Below this is a section with three icons representing different squads: 'Senior/Competition Squad' (swimmer in an orange cap), 'Junior/Competition Squad' (swimmer in a white cap), and 'Mini Squads' (two stylized figures). At the bottom, there's a 'Senior Squad Timetable' for the week, showing training times for AM and PM sessions across Monday through Sunday. An Apple logo is visible at the bottom center of the monitor.

INDEX PAGE

9 GALLERY

Is presented to the user at Desktop mode with options for the user to pick through.

10 SQUAD ICONS

Helps the user or new member identify what squad they may fit into. Senior is more competitive training and racing, where as Junior and Mini train for fitness and for fun.

11 SQUAD INFORMATION

There are three squads, Senior, Junior and Mini squads. They all train at different times. What better way to let the public or users know when training is - helps clarify things for swim members and parents. By clicking on the funky icons squad timetables and information change according to the squad.

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DESKTOP VIEW

The screenshot displays a desktop application window. At the top, there are four links: 'LASER MT EDEN SWIMMING', 'Dean Greenwood SWIM SCHOOL', 'Swimming NEW ZEALAND', and 'Fina WATER IS OUR WORLD'. Below these, a form titled 'send us an enquiry' contains fields for 'Name', 'Your comment (required)', 'Phone Number', and 'Email Address', with a green 'SEND' button. At the bottom, a section titled 'athlete records' shows records for the years 2012, 2011, 2010, 2009, 2008, and 2007, each listing a swimmer's name, event (100IM), time (1.00.00), date (01/11/11), and location (Te Rapa). The application is running on a Mac OS X desktop, as indicated by the Apple logo at the bottom.

INDEX PAGE

12 CLUB INFORMATION

Is presented to the user as links. Laser refers to the current web applications, Dean Greenwood refers to www.dgss.co.nz, Swimming NZ refers to <http://www.swimming.org.nz/>, and Fina refers to a fina_point_calculator.html for swimmers and coaches.

13 ENQUIRY FORM

Send us an enquiry allows users to enquire within rather than going through other applications to get in contact with the club. Making their process quick and easy.

14 ATHLETE RECORDS

Are a great way for new and old swimmers to see each other's records. These records may be NZ records held at the Olympics or other National swimming events. This can be a great way for coaches to quickly compare times, when their swimmer makes a great swim time in the same event.

11 DESKTOP VIEW

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DESKTOP VIEW

The screenshot shows a desktop monitor displaying a website for 'LASER MT EDEN SWIMMING'. The top navigation bar includes links for 'latest news', 'upcoming meets', 'more', and 'sign in'. The main content area features a map of a residential area with a red marker indicating the location of 'Laser Mt Eden Swimming - Kelston Squad'. Below the map, there's a section for 'meets/events' with a date of 'October/November 2014'. At the bottom, there are three numbered boxes: '01 WHL 400's', '02 WAQ 50's', and '08 WHL Level 1', each with a small description and a link to 'Entries by 17/10/14'.

GOOGLE MAP

15 GOOGLE MAP

Is presented to the user at Desktop mode when Actor has selected drop down menu and squad locations. Google map presents a marker indicating the squad location.

16 SQUAD LOCATION

User is presented with location and name of the swim school.

12 DESKTOP VIEW

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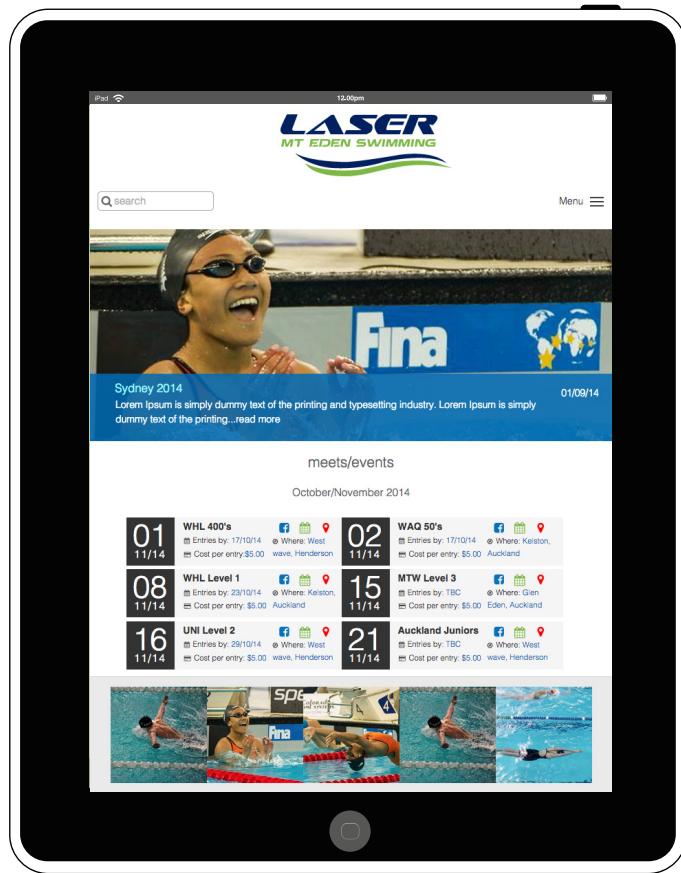
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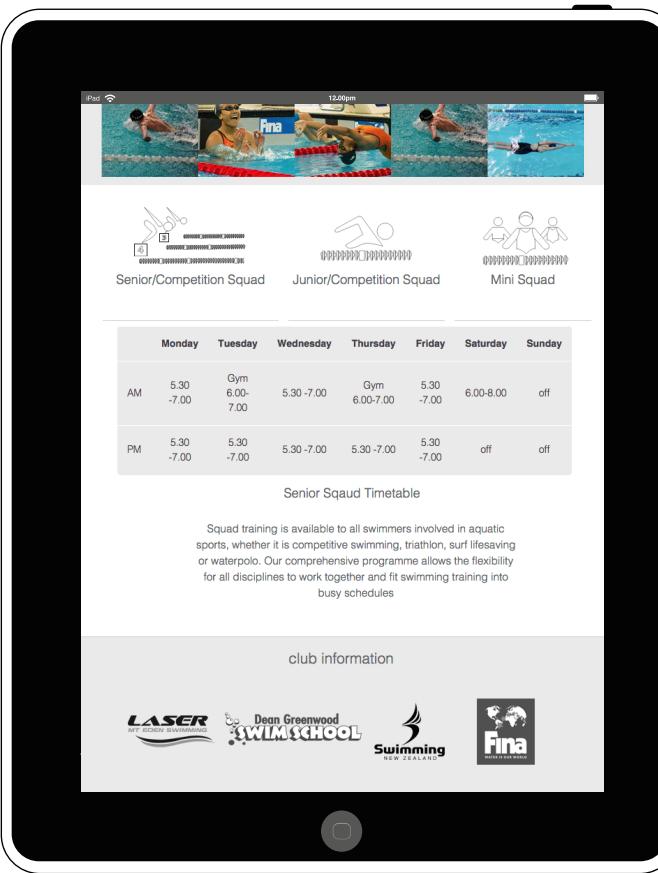
VIC

TABLET VIEW

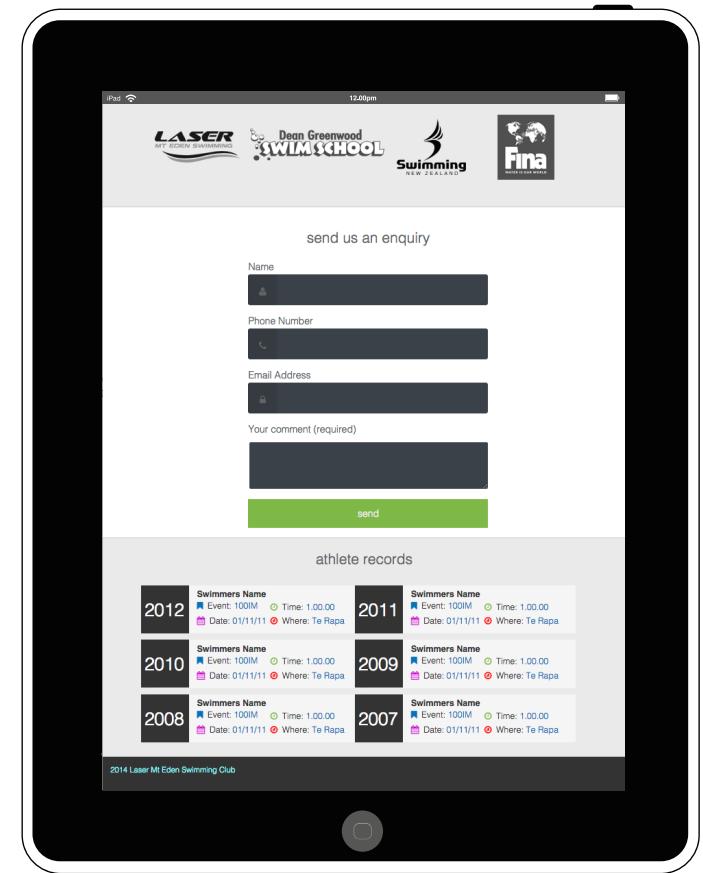
1



2



3



13 DESKTOP VIEW

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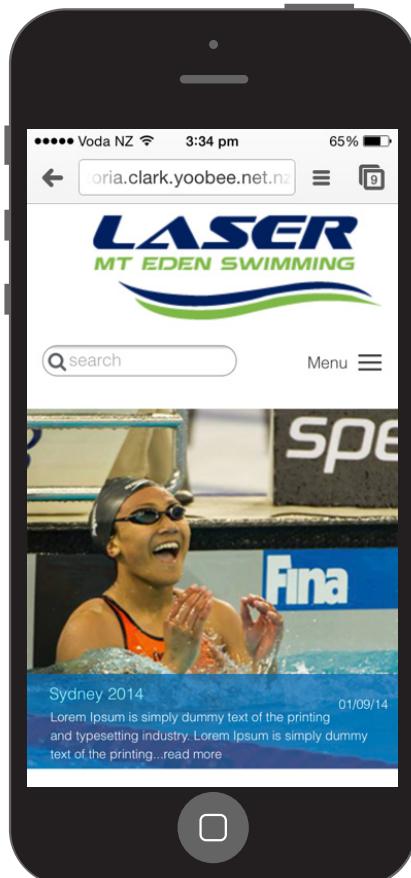
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MOBILE VIEW

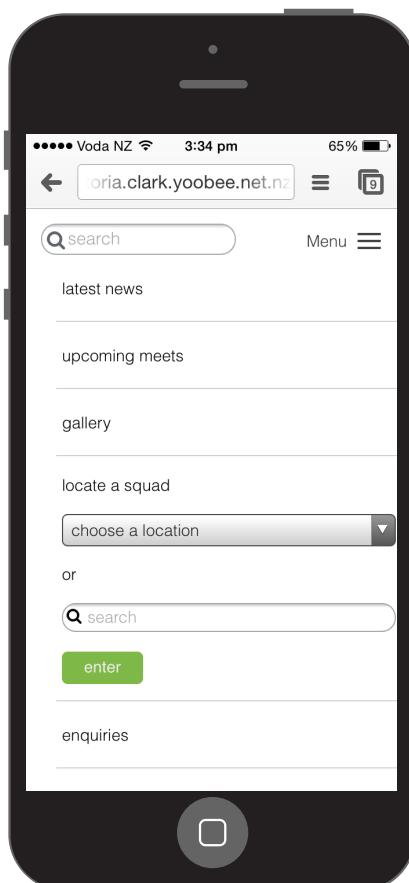
1

LATEST NEWS



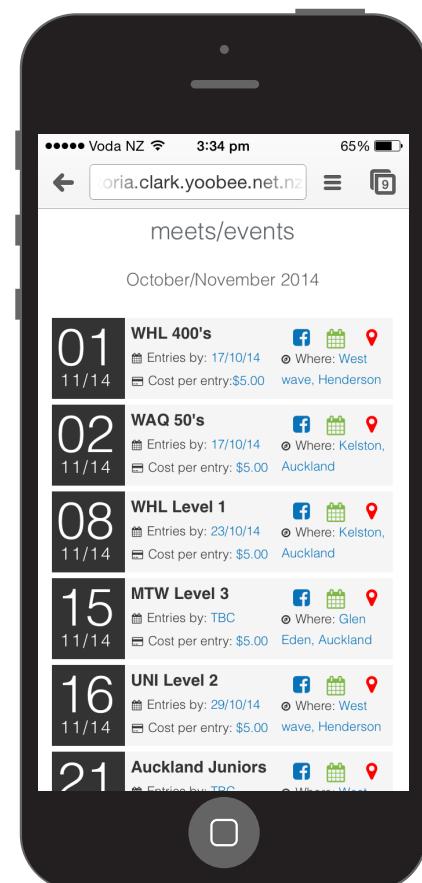
2

DROP DOWN MENU



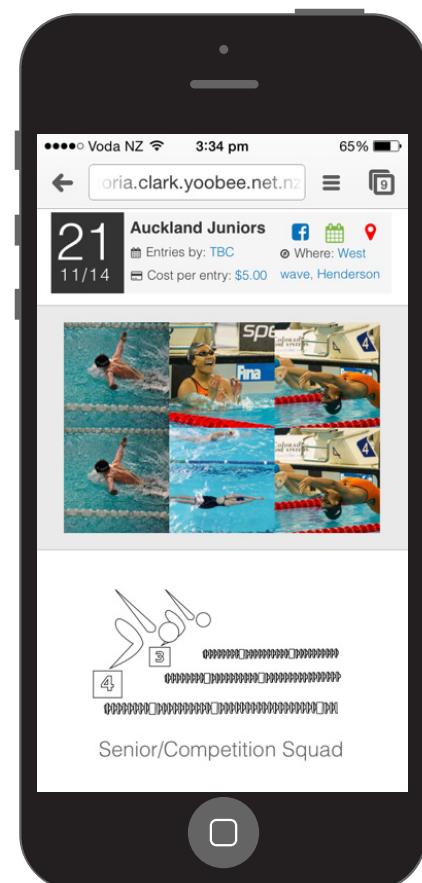
3

MEETS/EVENTS



4

GALLERY



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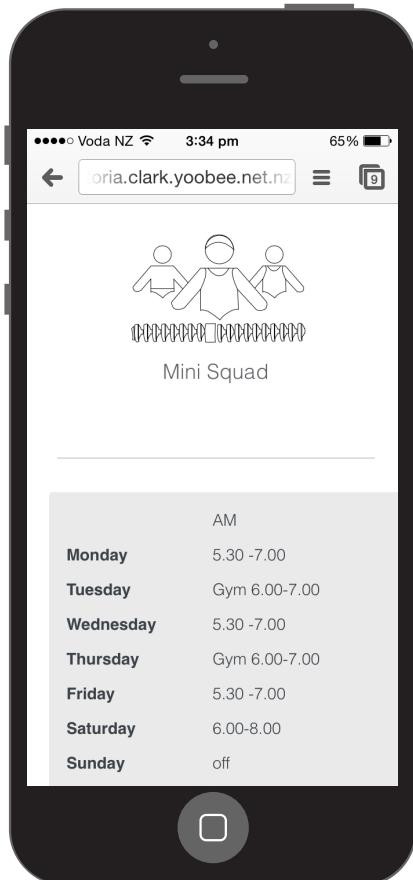
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MOBILE VIEW

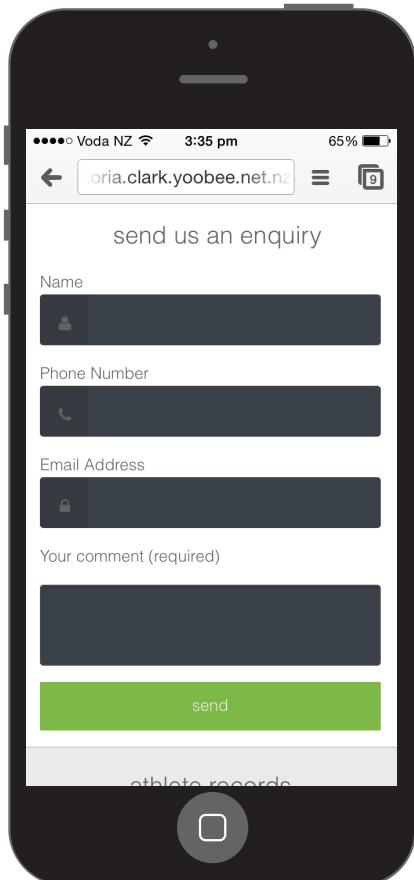
5

SQUADS



6

ENQUIRY FORM



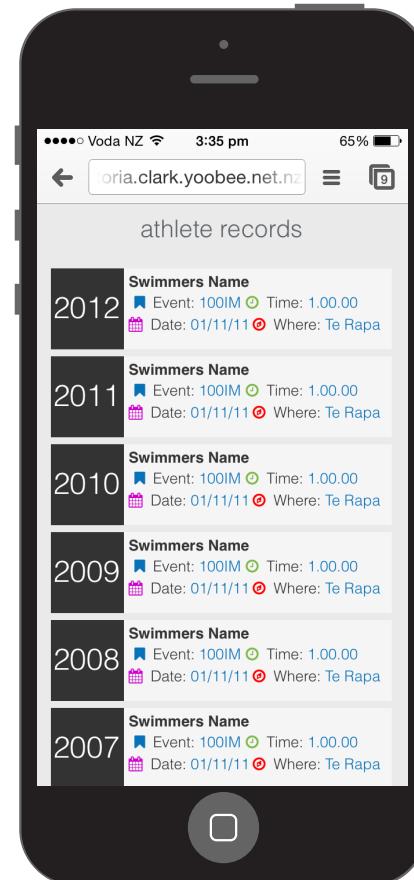
7

CLUB INFORMATION



8

ATHLETE RECORDS





WEBSITE STRUCTURE



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SITE MAP

LATEST NEWS	MEETS/EVENTS	GALLERY	SQUADS	CLUB INFO	ENQUIRY	RECORDS
Latest news with a athlete image that slides at top near navigation - max word count is 75. Latest news is updated by an admin.	Meets/events are displayed and updated by admin each month, allows swimmers to enter their meets on time and know where the meet is being held.	A gallery showcasing the athletes in their prime competition. A personal way to share with their family and take pride in their top efforts.	Squad information includes, Senior, Junior and Mini squads which all vary in terms of information, which a new athlete or parent may want to know before joining.	Club information is displayed linking to the head coach, DGSS, Swimming NZ, and another link to Fina swimming Calculator.	Enquiry form is displayed for new swimmers wanting to find out more information about squads or the club in general.	Records are displayed for users, swimmers past and present to compare and relate to. Also great for the club coach to compare swim times to.

LINKS AVAILABLE FROM EVERY PAGE

LATEST NEWS | UPCOMING MEETS | MORE - ATHLETES INFO, LOCATIONS, SOCIAL MEDIA | SIGN IN

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WEBSITE STRATEGY

WEB STRATEGIES FOR SPEED OPTIMIZATION

1. LATEST NEWS

This is an important section to our users, by informing the visitor on the most current information will give more reasons for them to return again. The administrator will have rights to update this weekly on swimmers and event news.

2. HTML5 AND CSS3

This new website building technology is light weight, meaning it loads fast on mobile devices and is very powerful. This web application displays some font awesome features - allows the user to engage in visual content.

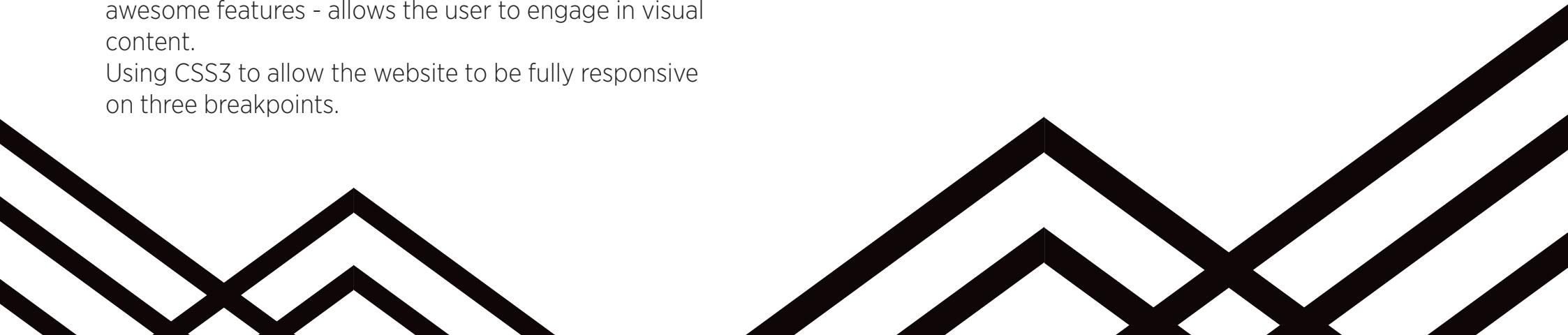
Using CSS3 to allow the website to be fully responsive on three breakpoints.

3. LINK TO FACEBOOK & INSTAGRAM

This application will allow a gateway into social media spreading the word of this new web application for the swim club and new swimmers to join the club.

4. GOOGLE MAP API

By using Google maps to refer to the different swimming club locations. When the user is using their mobile phone it will locate where their current location is, in comparison to where the Laser Mt Eden swim club is. This will create trustworthy application for the user to use again.



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WEBSITE STRATEGY

WEB STRATEGIES FOR INCREASING WEB TRAFFIC

1. LINKS

The web application will be linked to the successful Dean Greenwood Swim school. The traffic through this web application has increased since it's release, and being linked to this site will help Laser Mt Eden Swim Club traffic.

The website also has links to other high use web applications such as: Swimming NZ and FINA calculator - which the coach or swimmers can refer to at swimming competitions.

2. BRAND CONSISTENCY

The web application will display a good use of colour consistency, excellent brand placement that will help athletes have a sense of belonging to their club, and may increase new athlete registrations.

3. GALLERY

The gallery will allow more viewing, so swimmers can see their own photos and their friends photos online.

4. MEETS & EVENTS

This application will allow swimmers to find out what competitions are going on, rather than referring to hard copy notices from the club or texting/emailing the coach to find out what is going on. Swimmers then become more responsible and independent. They may also add this to their calendars on google gmail, iCal calendar or even share this event on Facebook.

5. ATHLETE RECORDS

By displaying past athlete records, club members can now compare times at competitions rather than referring to hard copy records and papers.



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WEBSITE RESEARCH

LINKS TO WEBSITES WHICH INSPIRED THE DESIGN

1. SURF LIFESAVING NZ

<http://www.surflifesaving.org.nz/>

This website is not responsive, but I thought their latest news and updates section was a great way for users to interact with and get information very quickly.

2. VEND HQ

<http://www.vendhq.com/>

I thought their drop down menu was a great inspiration along with their layout and brand consistency. I love the use of the icons and click options available.

3. NZ BLOOD

<http://www.nzblood.co.nz/>

I like the different response modes this application offers. I particularly like the drop down menu that appears before all other information does in mobile view.





TEST CASES



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TEST CASE 1

Test Case Title.	Opening site in mobile device	Steps.		
Purpose.	To view meets and events	Test Input.	Expected Outcome.	Actual Outcome.
Preconditions.	User must have a iOS mobile device			
Test data.	1. Name: Laurence Hull 2. Phone: 021 222 333 3. Email: laurence.hull@gmail.com 4. Laurence would like to view the next swim meet add to his calendar so that it will remind him to compete that day.	1. Access index page on mobile device. 2. User opens drop down menu and selects upcoming meets. 3. Device displays meets/events section. 4. User selects calendar drop down and selects google calender. 5. User enters gmail account. 6. User saves event to gmail calendar.	1. - 2. Drop down menu appears 3. As expected. 4. Drop down appears to display calendar options. 5. New page opens to gmail account login. 6. User selects 'save'	1. - 2. As expected. 3. As expected. 4. As expected. 5. As expected. 6. Event to Gmail Calendar submits on 'save'.
Notes.	Test has succeeded.			

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TEST CASE 2

Test Case Title.	Opening site in Internet Explore 10	Steps.		
Purpose.	To view squad location	Test Input.	Expected Outcome.	Actual Outcome.
Preconditions.	IE 10 system on a desktop			
Test data.	1. Name: Laurence Hull 2. Phone: 021 222 333 3. Email: laurence.hull@gmail.com 4. Laurence would like to view a squad location.	1. Access index page in IE10. 2. User open drop down menu and selects 'more'. 3. IE displays Transparent box with three lists. 4. User selects a squad location. 5. System takes user to map location. 6. System displays a google map.	1. - 2. Drop down menu appears with options, Social media and exit button. 3. As expected. 4. As expected. 5. As expected. 6. As expected.	1. - 2. As expected. 3. As expected. 4. As expected. 5. As expected. 6. As expected.
Notes.	Test has succeeded.			

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TEST CASE 3

Test Case Title.	Latest News	Steps.		
Purpose.	To view current latest news slides.	Test Input.	Expected Outcome.	Actual Outcome.
Preconditions.	iOS Mobile with Safari	1. Access index page in Safari.	1. Quick load of website.	1. Slider appears after 20seconds.
Test data.	1. Name: Laurence Hull 2. Phone: 021 222 333 3. Email: laurence.hull@gmail.com 4. Laurence would like to read the latest news.	2. User views slides as they automatically play. 3. Safari displays three slides with header, text content and date.	2. As expected. 3. Slider should automatically revolve around to start again.	2. As expected. 3. slider pauses with a blank space before beginning again.
Notes.				More testing needed and a different plugin.



USED CASES



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USED CASES

Brief description: Use case mobile in Safari

Basic flow.

1. Use case begins when user wishes to view site via their mobile device.
2. The system displays brand, introduction and swiping down method.
3. Actor chooses menu of options and selects section.

Alternative flow.

Invalid link for selected option.

- 3a. Actor swipes down the options menu, selects option, user is presented with selections on menu and no change. Actor may wish to proceed back to main page and start basic flow again.

Pre-Conditions: Safari, 3G, Wifi.

Post-Conditions: Null

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USED CASES

Brief description: Visits site via Mobile device in Chrome.

Basic flow.

1. Use case begins when user wishes to view site via their mobile device.
2. The system displays brand, introduction and swiping down method.
3. Actor waits for information to appear when first viewing the site.
4. Actor swipes down and misses introduction information.

Alternative flow.

Loading slider time is slow.

3a: Actor waits for information to appear on their mobile device when first visiting the site. Actor leaves section on site and scrolls down.

4a. Actor expects an automatic transition to top, swipes up, finds information is running clear. In which case Actor returns back to the basic flow.

Pre-Conditions: iOS Mobile device, Chrome

Post-Conditions: Actor may wish to swipe up to see if information has appeared. Actor continues to around the site.

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USED CASES

Brief description: Visits site via Desktop on IE10

Basic flow.

1. Use case begins when user wishes to view site via their desktop on Internet Explorer 10.
2. The system displays brand, introduction , menu options and sections.
3. Actor scrolls down sections.

Alternative flow.

Placement of information is off center.

- 3a: Actor scrolls down to a section to find information is off center. They then return back to basic flow, and start using the site in a different browser.

Pre-Conditions: Internet Explorer 10, Chrome, Safari.

Post-Conditions: