

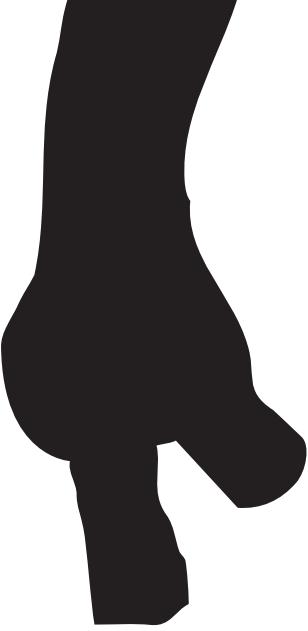


# CLICK

THE INTERACTIVE WEB STORY  
IMD 2014 FINAL REPORT

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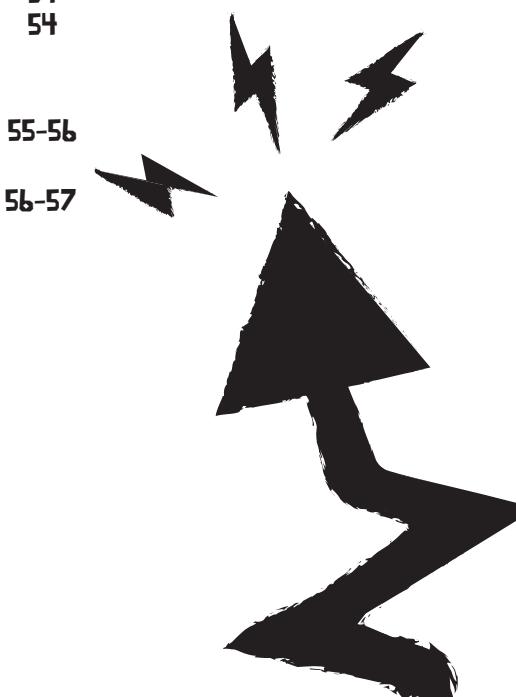
# **ACKNOWLEDGEMENTS**

I would like to express thanks to all those who provided me with help and guidance to complete this project. A special mention for my final year project mentor Dr George Moore whose given great guidance, encouragement and suggestions which has helped me navigate my way through to completion successful project.

Furthermore I would also like to acknowledge the crucial input of the university lecturers Dr Peter Nicholl and Dr Raymond who gave me the knowledge to explore different Technologies necessary to complete my project . A special thanks to my team mates Ethan Fiddes and Paul Smith from my COM601 assignments who continued to give suggestions, idea's but also the help with user testing for my project. Last but not least many thanks goes to my family and friends who have given the support throughout the entire process.

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# 1. INTRODUCTION

What is CLICK is the first thing you may ask. CLICK is an interactive web story about a small robot that has its natural curiosity peaked when he discovers the outside world. The story itself is just a small part of this project it involves the use of cutting edge web technologies blended in with a good design methodology to create a truly unique experience on the web but where did this idea come up from?

Most website's these days throw at lot of information at the user hoping to sell you something or take your information Facebook!! Cough cough. What I'm getting at here is that there is a lot of commercially driven web out there just to make some money. There isn't many website's out there just created for the love of art and design or technical swagger.

That's where my project comes in this project aimed to create an engaging website experience in which the user interacts with objects on screen but also tell a story. Think along the lines of an interactive story book and you'll understand what's being created. It's for anybody for a looking to have a fun and different experience on the web instead of the normal website. My project pushed the boundaries on current web technologies such HTML 5, CSS3, JavaScript, and PHP to develop a unique user experience only found in my project.

The idea of the project originally came from  
Doing some work over the summer just  
Brushing up on my skills in preparation for  
Final year. I was on the Google and seen  
That the days Google doodle was celebrating  
Claude Debussy 151st birthday. The doodle  
is a CSS3 Animation that play's out a scene  
and uses JavaScript to toggle the Sound off  
and on and to start the Animation.  
I thought I could take it a step further by added  
interactive features and turn an animation into a interactive story telling experience.



FIG 1-1. CLAUDE DEBUSSY GOOGLE DOODLE

By the end of this paper you will understand how the project was created and how it sprung to life from the early design process of simple drawings and sketches to the final fully functional end product which you can see live by visiting here <https://scm.ulster.ac.uk/~B00533639/workspace/click/index.php>. But I hope you see my own personal journey of the new skill sets I've learnt and how I developed an understanding of the process needed in order to develop and manage such a large project.

## 2. CONCEPT DEFINITION

### 2.1 IDEA GENERATION

From my initial idea spark from the google doodle the next step of the project was to start doing some research into trying to find similar products or websites that use a story to drive user's through their website. From this research it would help to generate a few ideas on how my project would be structured and perform as well as gauging the feasibility of the project.

One of the sites researched was advertising a security app for apple products. As you scroll through the site it plays a short scene giving situations on how your information could be stolen. The site's animation is interestingly controlled through the scroll on a single page and as you scroll it progresses the story by including animation at key points along the scroll it's a pretty nice idea. Another reason I quite like this site is that its navigation blends in the site's navigation and story quite naturally but unusually at the same time. Rarely would you see a website's navigation be so playful but it makes it fun and interesting which grasps a user's attention and immediately makes whatever the product likeable.



FIG 2-1 BEN THE BODY GUARD

The next site is based on the kids film Paranorman unlike the last site I researched as it doesn't contain any animation. It uses high quality graphical images blending together to tell the story of Paranorman's day to day life with nice sound effects to help bring it to life. But it also uses some nice stacked images to give depth to the scene and again the scroll is used to navigate through the story to keep the story on the site running smoothly.

From looking at these website's and a few more story driven web pages and they all seem to have a similar feature running through them all. The entire story based website's researched seem to be built into a single page website. This allows the free flow of the story not to be interrupted by links to different pages which makes a lot of sense as you don't want the user to be taken out of the experience for every click. But each navigation is also blended in relating to its for example the Ben the body guard use a scroll down to give the effect of walking down a street, Paranorman used a horizontal parallax to give the story where knitted together to give seamless experience. Bundle this fun user experience with interactions, animation, attention grabbing graphical style and some robust features and you can see the direction the project is heading towards.

## 2. CONCEPT DEFINITION

### 2.2 REQUIREMENTS SPEC

**REQUIREMENT : 1#**

**PRIORITY : 4 (1 HIGHEST)**

**DESCRIPTION : TELL A STORY FOR ALL AGES.**

**RATIONALE :** THIS IS A UNIQUE FEATURE THAT HELPS MY PROJECT AND IS NEEDED TO HELP SELL MY PRODUCT TO THE USERS BUT EVEN IF THE STORY ISN'T CONSIDERED TO BE GOOD THE PROJECT COULD STILL BE SUCCESSFUL AS THE PROJECT IS NOT MARKED ON STORY TELLING.

**REQUIREMENT : 3#**

**PRIORITY: 3**

**DESCRIPTION : ANIMATION**

**RATIONALE :** THIS IS ANOTHER TECHNICAL POINT BUT ALSO AESTHETIC APPEAL TO THE USER AND A WAY TO ALSO ADD MORE STORY ELEMENT. THE ANIMATIONS CONTINUES TO ADD UNIQUE APPEAL TO MY PROJECT WHICH WILL MAKE IT MORE ATTRACTIVE TO THE USERS.

**REQUIREMENT : 2#**

**PRIORITY : 2**

**DESCRIPTION : INTERACTIVE ELEMENTS**

**RATIONALE :** THIS ADDS THE TECHNICAL ASPECT TO MY PROJECT BY ALLOWING USERS TO INTERACT WITH ELEMENTS ON SCREEN SUCH AS DRAG AND DROP , HTML 5 CANVAS ETC. THIS IS A VERY IMPORTANT FEATURE TO MY PROJECT AS OFFERS A MORE ENGAGING EXPERIENCE TO THE USER.

**REQUIREMENT : 4#**

**PRIORITY: 1**

**DESCRIPTION: BOOKMARK**

**RATIONALE:** THE USER WILL BE ABLE TO SAVE THEIR PROGRESS IN THE STORY SO THEY CAN PICK IT UP ANY TIME AND ON ANY DEVICE. THIS A MORE TECHNICAL FEATURE TO THE PROJECT AND FITS IN WITH THE UNIQUE STORY BOOK FEEL TO MY PROJECT.

## 2. CONCEPT DEFINITION

### 2.2 REQUIREMENTS SPEC

#### LOOK AND FEEL REQUIREMENTS

The overall look has a good contrast in colour to stand out and grab's the user's attention. There will be suitable use of colour also to help highlight the interactive elements on the page. The style will have a dramatic tone through the use of colour, images, and sound this will change from scene to scene or page to page to tie the story together. The style of the project is a very important part as the graphical style helps to tell the story element of my project and without it would my project will be less appealing to the user.

#### USABILITY REQUIREMENTS

The project will be very easy to control it will have a set of pages with interactions and a story element just as if you were turning a page in a book. The way the user will navigate these pages is on a click of a button or if you're on a touch device a swipe. It will also have a bookmark feature so the user can continue from where they left off. These means it will be straight forward so the user can't miss any pages/story elements.

Because of the story element of my project each page will be scripted to allow for a more engaging story. This dis-allows for personalization or changing for personal preferences. The only personal element that the page will allow is the bookmark feature of the project. There is no learning curve for my project.

#### PERFORMANCE REQUIREMENTS

With the user being able to interact with elements in my project. The response time needs to be fast enough to avoid interrupting the users experience its need to be around 1-2seconds for a response. The availability will be on 24/7 along as the university web server is available. If the pages are pre-loaded the project should still run if the user loses connection to the internet with html 5 it saves page data so it doesn't have to re-load everything a page is visited.

#### SCOPE

The scope and quality go hand in hand because of the quality of the technical and graphic parts of the project will hinder the effectiveness of the story element and if there too much to the story it will hinder the technical and graphical aspects as it could leave me with too much to accomplish. So the best solution is to restrict the story to have a linear path instead of going off in different paths depending on the user. This way it can have an effective storyline plus the final product will function technically and graphically to a good quality.

## 2. CONCEPT DEFINITION

### 2.2 REQUIREMENTS SPEC

#### SOLUTION CONSTRAINTS

There are a few constraints for the project I'm attempting to develop. Most of the constraints for the product will come from the technical and graphical point of few. Because this is my first attempt of making a project of this nature the constraints will occur throughout the project and there will be research and developments made along the way to help solve any issue's.

#### TECHNICAL CONSTRAINTS

The project will use a blend of different web technologies such as HTML 5, CSS3 JQUERY.

Rationale: These are needed to add the interactivity and to provide the platform for which the product will be used. The product will let the user perform a number of different interactions depending on the page/place in the story.

#### GRAPHICAL CONSTRAINTS

A good level of graphical design which will be drawn by hand and then vectorized in a drawing package such as Photoshop CS6 and Illustrator CS6. This is vital as it's needed to help sell an effective story and also to make it more appealing to the user. The end product will hopefully grab the user's attention and will help tell the story and create a more engaging product.

#### ANTICIPATED WORKPLACE ENVIRONMENT

The system is Web based interface and therefore it may be used in a number environment. That have access to internet. The interface must be flexible so to accommodate different levels of experience with computers so words used in the story and interactive controls need to be made obvious and easy to read.

#### SCHEDULE CONSTRAINTS

Because this project is apart of educational module there will be a number of deadlines that work has to be finished this way I can keep on top of the project and meet the final submission date failure to do so will mean the failure to meet the requirements of the project. There is a number of dates not counted on the work calendar such as any holidays like Christmas and Easter this gives me extra time to work on my project.

#### LEGAL REQUIREMENTS

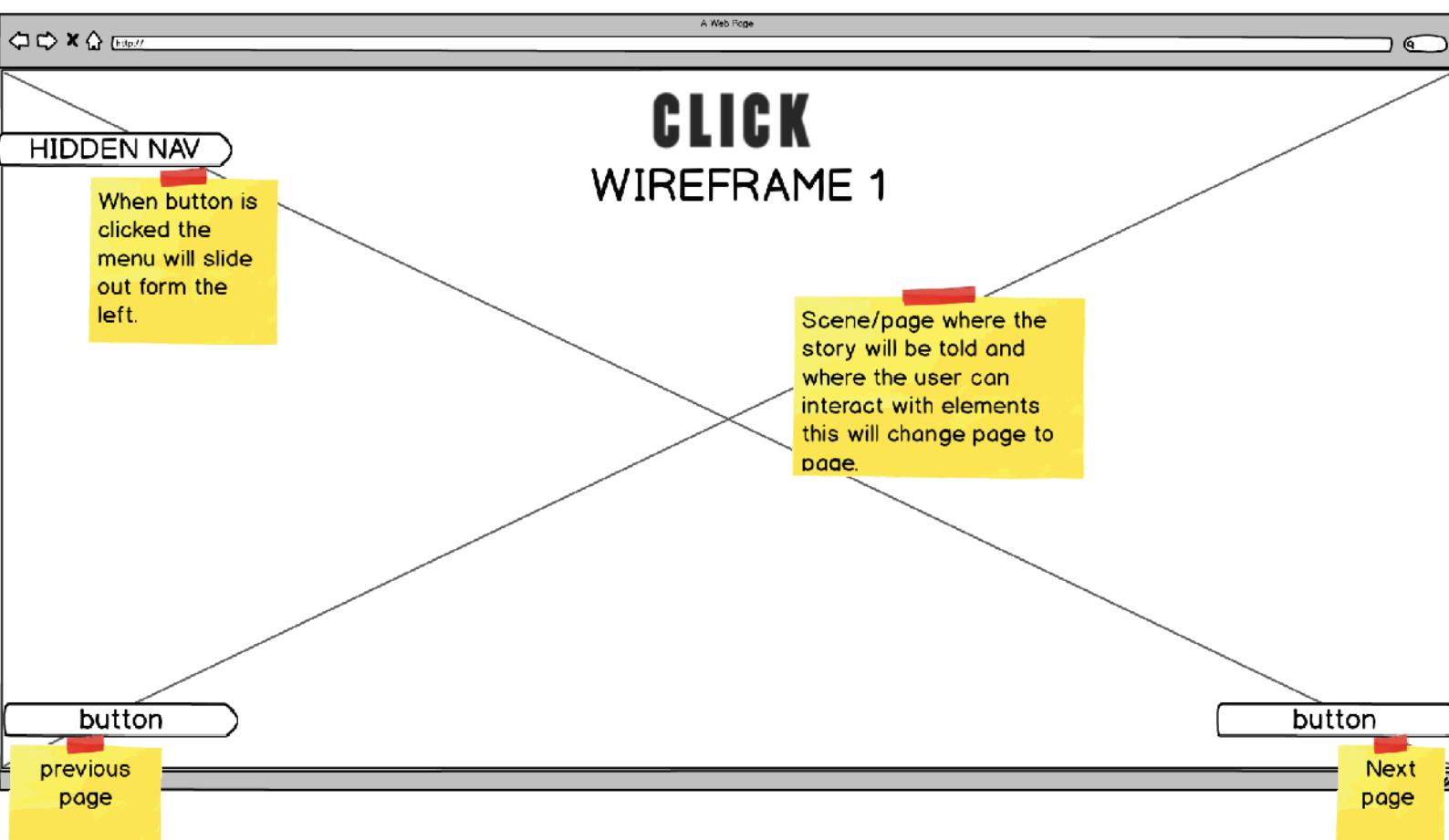
The Copyright, Designs and Patents Act 1988 to avoid any plagiarism.

#### FULL REQUIREMENTS SPEC

If you wish to see further requirements of my project go to the appendix 2-1.

## 2. CONCEPT DEFINITION

### 2.3 PAPER PROTOTYPING



#### EARLY WIREFRAME #1 OF PROJECT ISSUE'S

Before any parts of the major project where design or built. A wireframe gives me a basic outline of the content that my project need. The creation of some wireframes where needed to work out some issue's with how the project user's interface would look and perform.

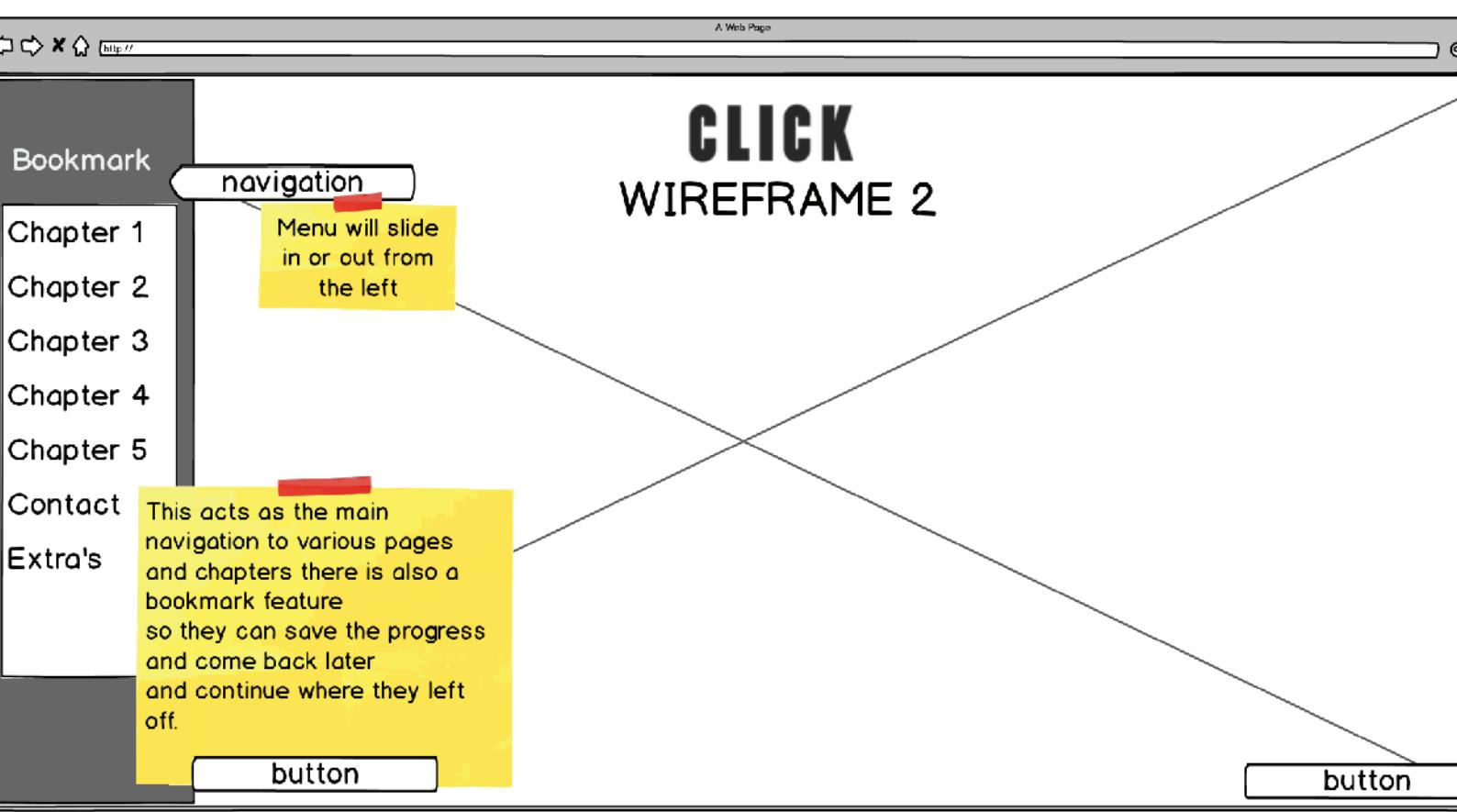
#Issue 1 -The original idea for the navigation was to just let the user go through page by page just like you would in a book but on reflection it gives me a problem what if they need to get to other pages such as contact and extra's the user would have to skip through every page to get to that and that creates more clicks than necessary and creates a bad flow through the site.

#Issue 2 - Any features not related to the story elements of my project such as menu's etc. need to be accessible from anywhere on the page.

#Issue 3 - A major issue is with is the basic layout of my story pages. The story needs an effective and consistent layout so the user can effectively read each story element having your normal page structure such as menu's , strings of texts will take away from the story and may be too much for the user to take in.

## 2. CONCEPT DEFINITION

### 2.3 PAPER PROTOTYPING



#### EARLY WIREFRAME #2 OF PROJECT SOLUTIONS

After considering how my project would take form in some early wireframes identified some issue's that would surface in the design and development of my project and below is some potential solutions.

#Solution 1 - By adding in a navigation bar it gives the user a main navigation to each instead of clicking through each page. This solves my navigation issue it doesn't solve the problem of presenting the story and doesn't present any unnecessary elements distracting the user from the main story experince.

#Solution 2 - Researching menu's similar to that of YouTube where its nav is hidden to give more space to the pages video content. And when the menu button is clicked it reveals the content I thought this would be a nice solution to my nav and help present my story a lot better.

#Solution 3 - Instead of having a page of static elements another idea is to dynamically introduce elements on the scene when relevant to the story which would free up more space to solve one problem but it also helps make the story more engaging and interactive experience.

## 2. CONCEPT DEFINITION

### 2.3 PAPER PROTOTYPING

CLICK

≡ <>

CHAPTER ONE

CHAPTER TWO

MABYE WE SHOULD MOVE ON BEFORE THEY CATCH UP....

CHAPTER THREE

CHAPTER FOUR

SAVE YOUR STORY FOR LATER

GET IN TOUCH

EXTRAS



#### EARLY PROJECT MOCK-UP

This mock-up was created on the structure of the wireframes it outlines some bare-bone features to gauge the how the project could be structured. One of this f is the story element of my project the content of my pages will change depending on the point the users have read into the story.

The content that will change is the animations, interactions and graphic element. The content that doesn't change is the consistent information like the navigation bar and menu items. This gives all my pages will have a similar layout to keep the consistent feel and flow for the story but also to makes the project very easy to use.

The small arrows will act as my secondary navigation it will let the user to move on to the next page when they are ready or move back a page if they think they have missed something. Again this adds good usability if this second navigation didn't exist the user would be navigating to the primary nav for every page turn and would again distract the user from the story and would be poor user accessibility. The main navigation contains individual chapter start points will be a contained in a slide-in navigation.

## 2. CONCEPT DEFINITION

### 2.4 PROJECT FEASIBILITY

In the early weeks of the project I had been researching the newest web technologies such as HTML, CSS3, JQuery, PHP and MYSQL. These technologies are needed to make my project possible and the research showed promising signs. Good enough that I was confident I'd able to build my project to the original concept.

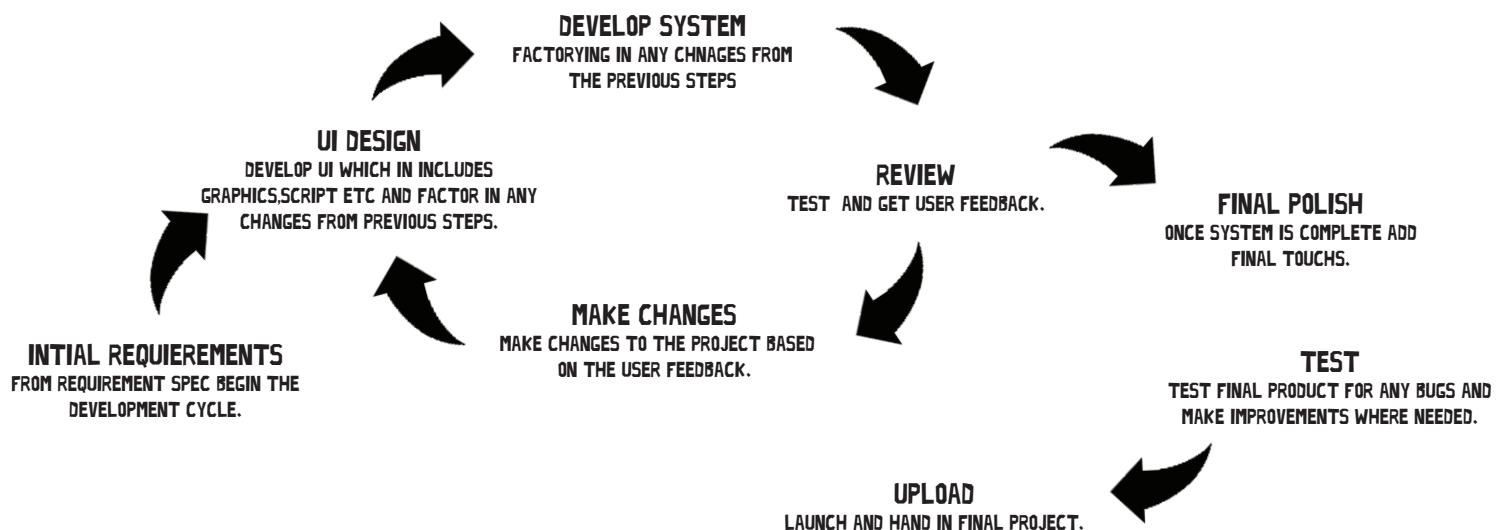
The only concern at the time is with the sever side of my project. I plan on letting the user save their progress in the story with cloud storage. This is only a concern with this is that I've never attempted a feature like this before but I know it's possible. It will just take a bit of research and getting my hands dirty with some coding but will be good for the project and my overall development. You can see my research into the project in the appendix 2-2.

### 2.5 PROJECT METHODOLOGY

#### PROTOTYPE METHODOLOGY

The Prototyping Model is built, tested, and then reworked as necessary until an acceptable end product is finally created. This model works best in scenarios where not all of the project requirements are known in detail ahead of time. It is an iterative, trial-and-error process that can happen between the developers and the users. Taking this methodology and others such as waterfall and agile in consideration the prototype fitted my project the best. This is because all of my projects requirements are not known to be possible at this early stage and a lot of research had to be done. With using the prototypes iterative process this will allow me to me improve the overall quality of my project.

#### PROTOTYPE PLAN



### **3. DESIGN**

#### **3.1.1 THE 15 DESIGN COMMANDMENTS**

- 01. ALWAYS THINK SIMPLE**
- 02. BE PICKY**
- 03. ATTENTION TO DETAIL**
- 04. STANDS OUT**
- 05. BE CONSISTENT**
- 06. ENGAGE THE USER**
- 07. MEMORABLE**
- 08. SET A TONE**
- 09. IT'S VISUAL**
- 10. A QUIRKY STORY + DARK TWIST**
- 11. INTERACTIVE**
- 12. CREATIVE**
- 13. AVOID COMPLEXITY**
- 14. DELIGHT TO THE EYE**
- 15. GOOD IS NOT GOOD ENOUGH!**

### 3. DESIGN

#### 3.1.2 PERSONA'S

My project aims to give a story driven interactive experience on the web and by identifying the typical user of my project it helps develop set up a tone for the rest of the project. Below I've identified what I think my typical user would be. Each persona has the type of user and information on their personality traits.



**TYPE : THE NERD**

**DISLIKES : LARGE CROWDS OF PEOPLE**

**DESCRIPTION : SOCIALLY INEPT, PC'S, FANTASY, CHESS, INTROVERTED, SCI-FI, EDUCATED, SAVVY, SELF SERVING, COMPUTER PROGRAMMER, IMPRACTICAL SKILLS, MOBILE, FASHION-LESS, BATTLESTAR GALACTICA**



**TYPE : THE EMPLOYER**

**SEEKS : ENTHUSIASTIC YOUNG TALENT**

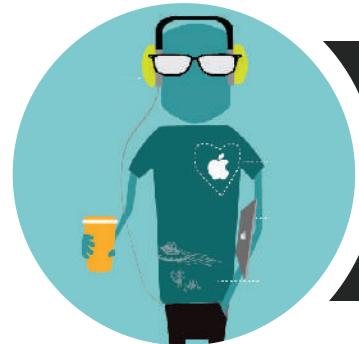
**DESCRIPTION : OFFICE, SMART, ASPIRES, BUSY, EXPERT, PROBLEM SOLVER, SAVVY, EDUCATED, PROFESSIONAL, PROFITEER, RESPECTFUL, MARKETING, CREATIVE, WATER COOLER, ADVANCED, SOCIAL**



**TYPE : THE GAMER**

**LEVEL : ITS OVER 9000!!!**

**DESCRIPTION : BRIGHT, COMPETITIVE, LIVE IN THEIR PARENTS BASEMENT, CAVE DWELLERS, SWEAT PANTS, APPRECIATE GOOD DESIGN, CREATIVE MINDS, FANBOYS, POWER-UP, PROBLEM SOLVER**



**TYPE : WEB DEVELOPERS / DESIGNERS**

**WEAPON OF CHOICE : 15" RETINA MACBOOK**

**DESCRIPTION : LOVE HELVETICA, LARGE HEADPHONES, APPLE, WILL SQUEEZE THE BROWSER COFFEE, ARTIST'S SKINNY JEANS, GRAPHIC TEES, SNEAKERS, CREATIVE, PERFECTIONIST, CRITICAL, CONFIDENT**

### 3. DESIGN

#### 3.1.3 THE VISUAL DESIGN

##### VISUAL INSPIRATION

In this chapter of my report some research is conducted into other forms of media which help inspire my look and tone project needed to fit in with my design principles and user persona's. Each piece of research has a unique quality to them and something I can take away and apply to my project.

##### LIMBO

Limbo is a 2D sidescroller video game.

The player guides an unnamed boy through dangerous environments and traps as he searches for his sister. The developer built the game's puzzles expecting the player to fail before finding the correct solution. What strikes me first about Limbo is its attractive strong visuals.



FIG 3-1 LIMBO ARTWORK

Its use of a simple black silhouette and a dark tone gives it a unique look and something that grips the user's attention straight away. Most video games these days have a strong story narrative that help push the user along with game-play mechanics to add the interactivity. But that's not the case with Limbo it has little to no story. What was outlined in the opening paragraph sums the story up but its visual's almost adds to the story by intriguing the user with a dark and creepy tone.

What was taken away from looking at Limbo its use of a very strong visual style can not only be a powerful way to attract users but also by having a visual style that fit in with my story can add more depth to that story. The use of black silhouettes it makes for a very interesting visual look and sets a very powerful tone that will help my project stand out and make it more engaging for the user.

Another aspect of the Limbo is some of the animations and mechanics used in its game-play. It offers some nice inspiration on how interactions and animations can be added. These can work in the browser with various different web technologies. But the animations and interactions I intend to create will be unique to my project and will be based around the story and script and will allow user a cross-platform experience.

### 3. DESIGN

#### 3.1.3 THE VISUAL DESIGN

##### SOUTH PARK

South Park is an American adult animated sitcom intended for mature audiences, the show is famous for its crude language and dark, surreal humour that satirizes a wide range of topics. The ongoing narrative revolves around four boys and their bizarre adventures in and around the Colorado town. South Park has been a very popular adult TV programmes and may seem to be an odd one to include as inspiration compared to the others.

But its because of this it probably why I have noticed how it makes use of simple vector graphics and animation. Its use vector graphics to show a large variety of different scenes is pretty impressive and its simplicity which make it a something worth looking at. Another thing a noticed about south park is its animations . Usually a animated show would have dozens of frames to help show realistic Character movements but south park is a bit rough and ready but that's why is appealing because it doesn't take itself too seriously.

What interest me about South Park in relation to my project is it uses of simple Vector Graphics to Represent a variety of different scene's as its content from episode to episode changes dramatically as its based around real world event, other TV programmes, and celebrities. Its a good reminder that all my graphics don't have to be amazing pieces of art to get my story across by making use of simple vectors in blend with my own visual style to make it something unique



FIG 3-2 SOUTH PARK TV CLIP

##### THE NIGHTMARE BEFORE CHRISTMAS

Tim Burton's The Nightmare Before Christmas, is a 1993 American stop motion musical fantasy/ It tells the story of Jack Skellington, a being from "Halloween Town" who opens a portal to "Christmas Town" and decides to celebrate the holiday, with some dastardly and comical consequences. What I like about the nightmare before Christmas is its twisted story telling and how its visual style is very noticeable . It manages to tell a charming story for all ages thou its graphical style not needlessly representing that. Its visual style very disincentive, creepy and is appealing at the ....

### 3. DESIGN

#### 3.1.3 THE VISUAL DESIGN

same time which helps the story telling as its giving the user something they don't expect from the dark tone but turns out to be a fun twist on Christmas.

What I can take away from looking into the Nightmare Before Christmas is giving my project a unique graphical style doesn't have to represent the tone for my story. It can still be fun and charming for all ages even though my dark silhouette at first may not represent that. Its something for me to keep in mind when I started developing my script and as I want to create a story for all ages. Also I want give my project a very distinctive look and feel so people can recognise it just as everyone knows Tim Burton's work because of his very unique style.

##### RAIN TOWN

Rain Town is a short animated film by a student from Kyoto Seika University. It's about a young girl who finds a lonely robot and how they become friends. It was one of the very first films I researched and I was blown away by how it sets a tone through its graphics and dramatically tells its story. I highly recommend giving it a watch and you will agree.



FIG 3-3 RAIN TOWN CLIP

Rain Town's visual design is not there just to look pretty; it helps set the tone which then feeds into the story, which is a sad but dramatic story. Its pastel, washed-out colors give the impression of rain-soaked art, which relates to the rain in the name of the project. By setting a tone with the visuals, it again helps to sell the story to the user before even engaging in any other part of the story.

What interests me about RAIN TOWN in relation to this project is that by creating a tone with the graphics, we can help tell and convey my story to the user before they even engage in any content. But the graphical approach needs to be consistent and relate to the story to be successful. Another nice thing from looking into Rain Town is its use of animation and camera angles; they are simple but fluent and bring the story to life. I think I can replicate the camera angles by moving the viewing angle to get the desired effect. The animations I can replicate using CSS animation to achieve the desired effect, but again, they need to be consistent and fit the story and need to feel forced as this will feel unnatural to the project and break the user experience this project sets out to create.

### 3. DESIGN

#### 3.1.3 THE VISUAL DESIGN

##### MY VISUAL DESIGN SLATE

#### A EXAMPLE OF MY FONT STYLE

LIMBO #FFFFFF

##### HINTS



#### INFORMATION DATA AVAILABLE

: LEVEL 100% FULLY CHARGED  
OBJECT : MAMMAL., BIRD., BLACK., ., MALE.  
DANGER : NO THREAT WATCH OUT FOR THEM  
ANGRY BIRDS.  
DATA : BIRDS ONLY INTERACT WITH THERE  
OWN KIND IF APPROACHED IT MAY FLEE???

THIS IS A EXAMPLE ON HOW INFORMATION ON INTERACTIVE & STORY ELEMENTS COULD BE DISPLAYED.

LIMBO, PROGTY #FFFFFF

##### BITS AND BUTTONS



MENU

NEXT

PREVIOUS

INPUT AREA

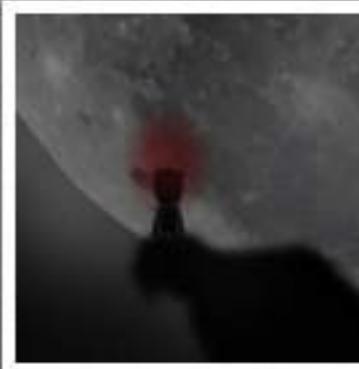
SUMBIT BUTTON



POSSIBLE COLORS / BRIGHTER COLORS USED SPARINGLY.



##### GRAPHIC STYLE



##### ADJECTIVES

INTERACTIVE DRAMATIC ENGAGING CREATIV<sup>E</sup> EXPERIENCE ANIMATION

TONE UNIQUE ROBOTICS

INDUSTRY  
GRAPHICS  
TECHNOLOGY



### **3. DESIGN**

#### **3.1.3 THE VISUAL DESIGN**

##### **MY VISUAL SLATE**

The previous pages you can see the visual look this project aims to create for the rest my project. The project aims to create a dark silhouette design inspired from the limbo game. This not only looks visually striking which immediately grabs the user attention but also helps to sell my story without even beginning the actual story content and gives my the distinct look that that I was aiming for a feature inspired from the Nightmare Before Christmas .

The important part of my visual design is the use of a dark silhouette tone makes it easier for me to draw scenes with a nice effect quite quickly without worrying about too much detail on the colours or shadings. By adding my own vector drawings to set scenes inspired by south park the project can create high detailed scenes quite easily.

Also the used bright colours quite sparingly these colours like red in the picture above will be used to create emotional response depending on the story. For example scene you can see in my appendix 3- 1 you can notice the colour red that could be flash to indicate a warning simple prompting the user to more alert. Again this subtle uses of colour will depend on what's happening in the story;

To create my graphics I draw a simple scene on paper just to let me work any design problems quickly. The drawings aren't amazing bits of art it just lets me get work through my creative ideas. The next step is to take that drawing and create an outline on the computer with a drawing package such as illustrator. The process starts out by drawing out all elements that need to appear on the scene these will change rapidly on every page depending on what happens in the story.

The final touches and the black silhouette effect is created in Photoshop by using filters, concussion blur, noise, gradients and lighting effects. The process is set-up in a Photoshop document so every time there is a new landscape or character all that is needed is to place these drawings in this file and the effect is created which really speeds up my development process.

Throughout my project a large range of scenes will be created along with , graphics and character designs which will take a considerable amount of time but at the end of it the project will be have something truly unique to my project . If you wish to see some more of my visual work you can go to appendix 3-1. In there you can see some character sketches, and experiments with my visual tone and how they influenced my end product.

### 3. DESIGN



#### DETAILS:

Created in: Adobe Illustrator CS6.  
Font: No font used made using shapes.  
Created by: Gary Miskimmons

#### 3.1.4 BRANDING

##### RATIONALE:

The rationale behind my Logo is it comes from looking at a lot of similar source material. From that I noticed that all kept something in common simplicity by keeping it simple it lets the brand to be used across various different forms of media. The actual design is from the break down of my character design and what parts of his body could be symbolized effectively so the user can pinpoint the origin of the brand and I thought the antenna done this perfectly. The added wee details such as the thunder bolts because is also symbolizes electricity which can be associated with electronics and that is associated with robotics which is a key aspect of my projects story element.

The name click is the name of my character it came from Experimentation the thought process was how does the user interact with elements by "clicking" them it also references the antenna of the character 'click' which you can clearly see working in my brand. But more importantly its a fun name that references the main character a similar brand that does this is Disney movie wall-e. Also that makes the user think why that name?? And hopefully they should think of computers i.e. technology which is another key element in my story elements.

## 3. DESIGN

### 3.1.4 BRANDING

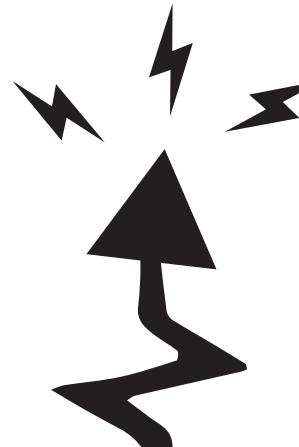
#### BRAND VARIATIONS



Full brand - This is the main focus and should be used before any of the other variations if possible. The colours can change depending on how and where its being used to make sure its efficiently prominent on its given media.



Brand Version 2 - This version is to be used as a back-up to the full brand. It adds the coloured circle in-case to give the option to add more colours. The colours can change make sure its efficiently prominent.



Brand Version 3 - Can be used as a iconic reference to the full brand i.e. if there is space restrictions etc.. The colours can also change make sure its efficiently prominent.



Brand Version 4 - To be used if there is not enough space to represent the full logo , or can be used to show of a heading etc. The colours can also change make sure its efficiently prominent. If you wish to see more on my branding visit appendix 3-2.

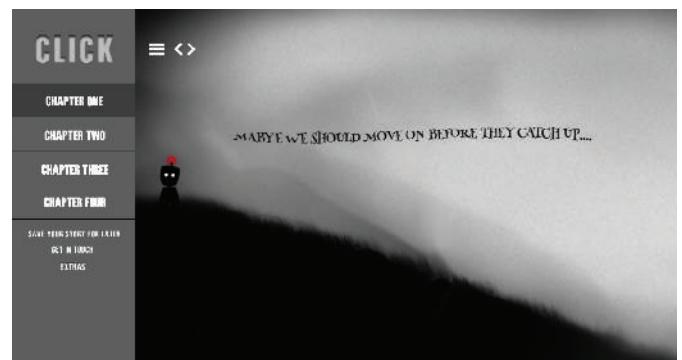
### 3. DESIGN

#### 3.1.5 UI DESIGN

##### PREVIOUSLY...

In my paper prototyping stage of my project a early version of an user interface was described along with some issue's that I would face in the development process. In that chapter a few features where outlined for project one of these methods was how to convey the story to the user. Each story page will represent 100% width and height of the view-port with interactive elements placed on that scene. The scene will resize according to the device. With the story changing on every page it's more like the content of the site more than the interface which will be covered in the journey planner chapter of this report.

What is important to ui design is how that information is presented and how the user can navigate their way around the site to access that content. In the paper prototyping stage It was identified that A slide in navigation menu as way for the User to access different story chapters and use the functionality such as the bookmark , logout, and access the contact page. You can see this in the image to the right.



EARLY UI MOCK-UP

The reason for choosing this is because the menu is hidden and frees for the story giving it a deeper experience. Standard menu navigation would clutter my pages and would only distract pulling them out of the story. The issue that wasn't addressed with the Original navigation proposal in my paper prototyping is the navigation to individual pages of the story.

At this point of the design you can only navigate to chapters the reason for this is because if the total number of pages becomes too high they may not be able to fit them all onto a navigation panel. But if the functionality to let the user navigate to these pages wasn't included the user could become lost or frustrated with the lack of accessibility.

In the next few pages of this chapter research into other websites was needed which involved sites with similar slide in navigation and learn what they do well and how they handle lots of information on the single panel. From this research it should give me a reasonable solution to my UI design problems and be able to design a good result that will benefit my end user experience.

### 3. DESIGN

#### 3.1.5 UI DESIGN

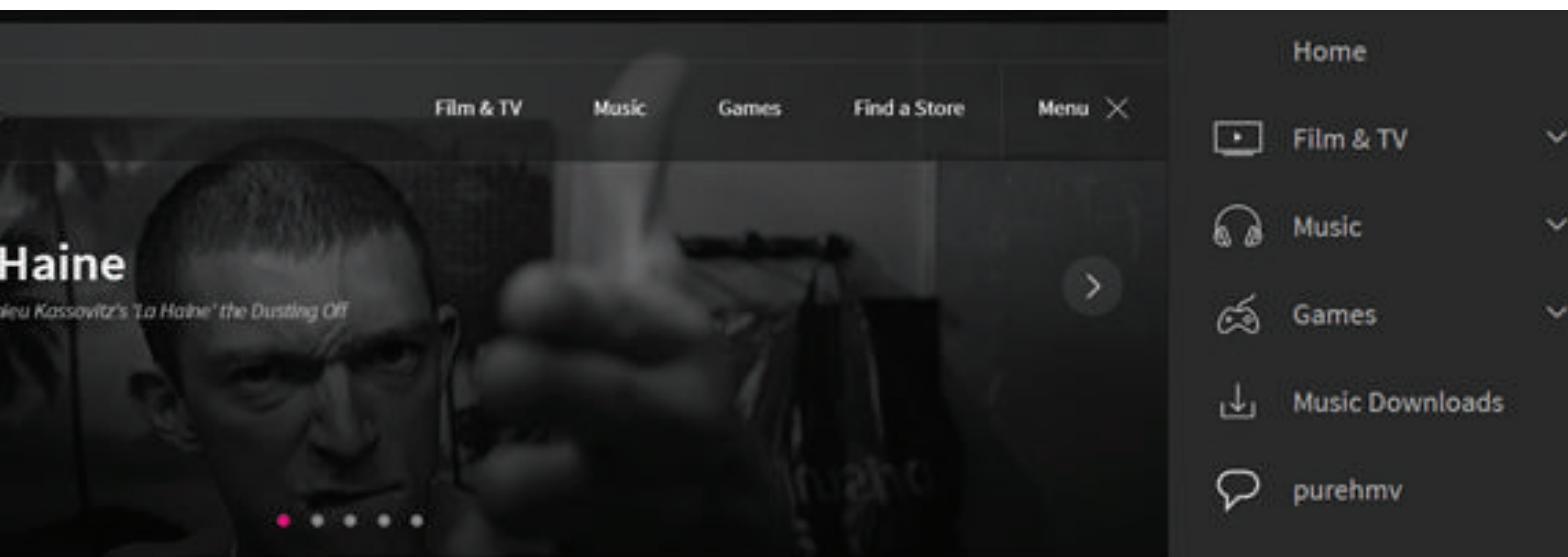


FIG 3-4 HMV.CO.UK

#### HMV.CO.UK

HMV is a well-known retail store selling things DVDs, music, games and other merchandise. And as you can imagine this creates lots of directories for the user to go off and investigate and a lot of information to show so the user can easily find what they want. How it manages to organise all this information by storing them in a drop down menu.

As you can see in my screen shot above each menu item with more than one link it gets a drop-down effect indicated by the small arrow icon. This allows the site to displays a lot of information in a nice elegant way that doesn't feel forced or out of place it's also very effective and feels natural so the user can find what they want quite easily which is the main objective of a successful navigation.

The way I can relate this to my project is the nice example from the hmv site is using a drop down menu to display a lot of information. In applying this to my project the main items of the menu will be my chapters and within that will my pages of that chapter. This will solve my issue of having to displaying too much information displayed at the one time cluttering the page and menu but most importantly it will improve the overall user experience which is vital to my project.

Another nice feature of the hmv site is uses less important links at the bottom of its navigation. They are still clearly visible for the user but there in arranged by hierarchy or in order of importance to help the user navigate to what they want a lot easier and something that should be consider in my ui design.

### 3. DESIGN

#### 3.1.5 UI DESIGN

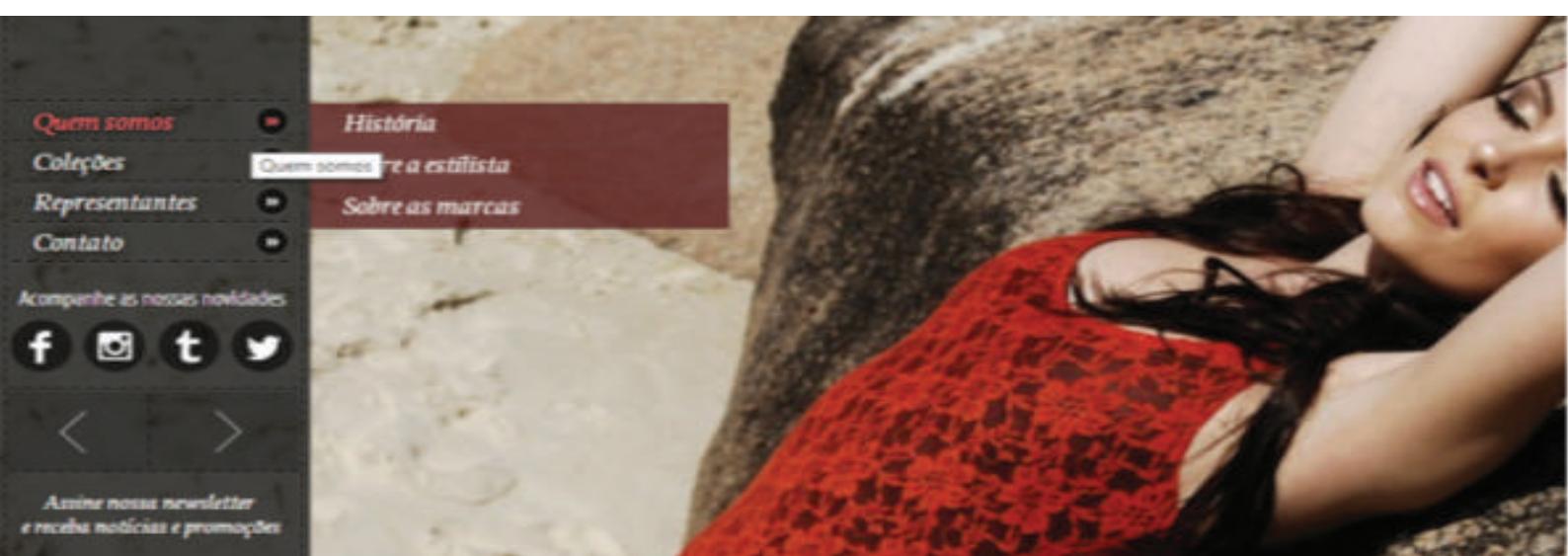


FIG 3-5 VERBELLA

##### VERBELLA.CO.UK

Many people may not have heard of Verbella because it is a Portuguese female clothing Retailer. In conduction of some research into exemplary navigation's this site popped up on numerous occasions. It has a similar style of navigation that was proposed at the start of this chapter it was interesting to see how it compares to previous navigations.

What is different to the hmv site is that its menu is always fixed to the left no button needs clicked in order to open it. This is to make it easier for the user to find the links they need and not add unnecessary clicks. Again it differs from hmv in the way it handles its drop down menu. With Verbella it is the relating links move off to the right instead of dropping below.

Another interesting design decision made by the sites creators they have decided to put all the sites navigation into one panel. You would expect your social links to appear separate from the main navigation. They would usually appear in footer as most sites do but this works nicely here because it frees up space the image sideshow showing off the products to be more prominent on the page which it achieves.

Verbella does some nice and interesting things that other sites don't. Its particularly nice how its primary, secondary and tertiary navigations all appear on the one panel but keep the same hierarchy of information this is something to consider in my design approach as it lets me give more space to my story elements on the page much like Verbella gives space to its product images.

### 3. DESIGN

#### 3.1.5 UI DESIGN

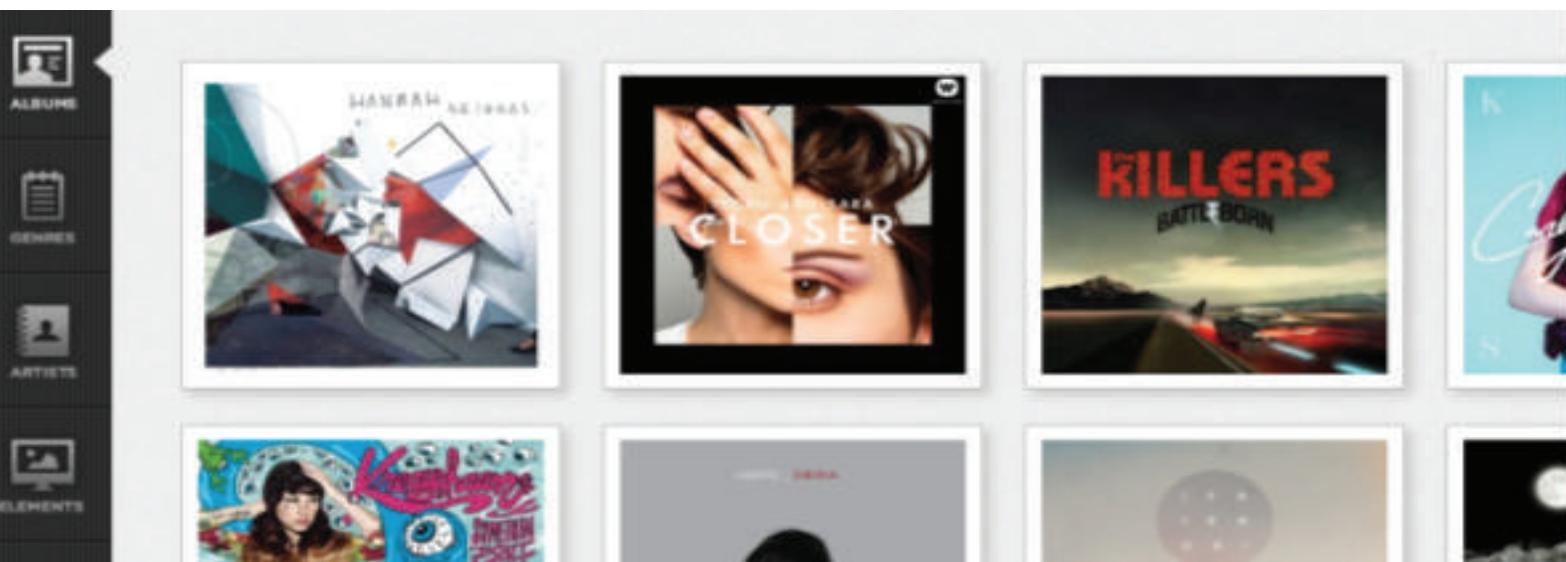


FIG 3-6 ALBUM ART COLLECTION

##### ALBUM ART COLLECTION.CO.UK

The Album Art Collection is what it says on the tin. It's an online library of music albums front cover art. It's for the attention to detail user who must have the proper art work to every soundtrack on their overpriced I-pod. Its navigation is very plain and simple which makes the whole site look more appealing. It again follows Verbella example of always having its navigation side panel open to the left to avoid added unnecessary clicks for the user. But also its extra important to this site because of the sheer amount of information or data it has display album work for there has to be thousands upon thousands of music album artwork out there.

So having the navigation not only benefits the user but also the designer as it gives him a clear way to present that information to the user. Another nice aspect of the navigation is its simplicity. It not only makes it more appealing because it looks simple to use but it actually is rather simple in terms of functionality. Going back to my previous point again because of the shear amount of information/data it has to go through having it a simple to use and create a nice flow to the site and this benefits everyone user and designer.

There isn't much if to compare if you were to look at this website to my design. But to a trained eye you'll be able to see there is a valuable lesson to be learnt from this page. It compares in the amount of data it has to display and how it creates an easy simple flow for the user to get that content. If these same principals of keeping my navigation simple be as well thought as possible can be applied to my project the user will be able to use my site comfortably and more importantly create the vital good user experience.



### **CLICK UI INTERFACE**

This is final user interface designed based on the Knowledge gained from my research you can see the adjustments since the prototype. The first change you will notice is the visuals they now fit in with the overall visual design of the project compared with the earlier designs. Another change is that's been added is the individual page links so the user can get to whatever page easily. This is done by using a drop down feature so when a chapter is clicked it will display that chapters pages. It's elegant and adds more accessibility to the site. Another feature that has changed since the prototype is how the menu opens and closes.

Originally planned was when the menu button is clicked to open it would push the sites content. But in this update this has change because of instead of pushing the content I just want the menu to move on top of the content. And opacity was added to the menu panel to create a nice effect with the back-ground image. You can also see the links to bookmark, toggle's sound, contact form and a logout function. These are in order of hierarchy to display the most relevant content to the user quicker.

By putting all these navigation elements together it frees up space so the user can focus on the story. Another small type of navigation which is not in the menu panel is the next and previous keys in each corner. This is to let the user flick forwards and backwards through individual pages without jumping into the menu each time to go to a new page and feels a lot comfortable to use on a touch screen device when testing of the prototype version. You can see more on my UI design in my Appendix 3-3.

### 3. DESIGN

#### 3.1.6 JOURNEY PLANNER

##### STORY-TELLING RESEARCH

The journey planner of a project would usually describe the pathway the user would take to reach their goal. Because of the unique story telling element of my project included my script in this section seems appropriate as it describes the story, interactions, animations and the graphics all features the user will engage in to complete the story and in turn reach the goal of my project. But before developing my script I wanted to look at some examples of storytelling which will affect how my story is told but, also my animations and interactions because they will be driven by the story. In the next few sections of this chapter research will be conducted to get some inspiration from already successful story By learning from the best example this will influence my thinking an approach in writing my script

##### WALL-E

WALL-E is a CGI science-fiction romantic comedy film produced by Pixar Animation Studios. The story follows a robot named WALL-E, who is designed to clean up a waste-covered Earth far in the future. He falls in love with another robot named EVE, who also has a programmed task, and follows her into outer space on an adventure that changes the destiny of both his kind and humanity. Both robots exhibit an appearance of free will and emotions similar to humans, which develop further as the film progresses.

WALL-E captures the type of storytelling that everyone can enjoy if your it's the young audience the will get gripped by the nice visuals and cute characters but if you're the more mature audience you can get the deeper message about global warming, how people are become over relevant on technology to survive loneliness and love. Disney and Pixar are famous from this type of story telling and is a something which would be nice in my script



FIG 3-7 WALL-E CLIP

Looking at how WALL-E'S story is presented is quite interesting also you don't get characters talking to each other just the robotic sound effect and animation gestures on the screen and its up the audience to guess what the characters feeling A nice approach to engage the audience further. The use of sound effects is quite strong here also to tell give the user more information to what's happen on screen something else I should consider. Appendix 3-3.

### 3. DESIGN

#### 3.1.6 JOURNEY PLANNER

##### WOLF CHILDREN

Wolf Children also known as The Wolf Children Ame and Yuki is A 2012 Japanese animated film. In it Ame and Yuki, Hana falls in love with a Wolf Man. After the Wolf Man's death, Hana decides to move to a rural town to continue raising her two wolf children Ame and Yuki. This film was stumbled upon by accident when having some free time on my hands. A lot of people may be put off by its animation look and may mistake this film just as a mere cartoon but it's defiantly not aimed at young audience.

It has very strong story threads running throughout its runtime and address difficult things story theme's such as bullying, death, love etc. But that is what makes this film's story telling so great is because it addresses strong story theme's that most people have experienced themselves at some stage in their lives and evokes a strong emotion to the story and grips them to the characters because they can relate and this is another effective way of engaging a user into a story or a film.



FIG 3-8 WOLF CHILDREN CLIP

What was taken away from Wolf Children is that a story needs an overall theme so when the user can relate to what's happening on screen instead of just looking through the pages because it looks pretty. Learning from this film is that applying good level of storytelling it instantly makes my project re-usable as they will want to back and re-live the same experience or even recommend it to someone else similar to if you're saying to a friend you should go watch that movie or read that book.

##### CHANGING BATTERIES

Changing batteries is a short film from group of MMU university students from Malaysia and It tells the story of an old lady who lives alone, and she receives a robot one day. The story tells of their relationship development. Its looks are quite deceiving it looks quite fun and innocent but it again address quite strong story theme's such as age, time and death to evoke a strong emotional response from the user. Its another way of having a strong story...

### 3. DESIGN

#### 3.1.b JOURNEY PLANNER

theme running through the animation similar to that of wolf children to grab the user attention and get that strong emotional response that makes it stand out and makes it memorable. Another recurrence in this story is that there are no voices or text to tell the story its again using its visual and sound to tell the story like in previous pages I researched.

Another nice feature of this story is how it plays on the effect have batteries relating to the life of the small robot. It a nice take on giving life to a character and something that seems possible and natural by giving the characters this small attributes helps to make them more believable and brings makes the story all that more appealing and easier to relate to.



FIG 3-8 CHANGING BATTERIES CLIP

#### RAIN TOWN

You may remember rain town from earlier in my project and how its visuals inspired my project This time rain town is being research to look at its story telling this next string of text is a short intro giving some background to the story and gives a nice indication to what to expect from the rest of the video. In this town, since who knows when, rain has never stopped. Residents moved out to suburbs and high ground around "rain town." People's memories are now deeply submerged. But into this forgotten rainy town sometimes, someone wanders.

Rain Town is a sad but beautiful story it captures something truly difficult to do in storytelling. It manages to tell a story in which the younger audience who will find it very Disney. But if you're the older audience you see a deeper message of sadness and friendship. This level of storytelling makes it stand out from any others forms and it's this kind of story that stays with people and come back again and again to relive the story something similar to what WALL-E does so well.

The another nice touch of rain town again it doesn't use text to tell the story but it uses visuals and it's the music and sound effects to help set a scene which can give the tone of the video and grips the users attention straight away just Because it so dramatic. It's a recurring feature is the use of sound which is something must introduce to my project.

### 3. DESIGN

#### 3.1.b JOURNEY PLANNER

##### SETTING MY SCENE

After research quite a few different methods of storytelling and what makes them stand out and be memorable there are few attributes my story needs to be a success part of my project. Just like a film, book or even music they all carry an overall theme to distinguishable from similar products. The theme could be like love, action, and thriller anything that can help evoke an emotional response from the user.

When creating story setting a voice and tone of a project is very important because its sets up how your story is communicated to the user. In relation to mine it's vital that this communicated successfully to the user. I wanted my story convey a fun quirky story but with a dark twist and tone to do this I've gone a dark silhouette design which you can see in the coming chapters and throughout this report. This not only looks visually striking which immediately grasp the user attention but also helps to sell the tone of my story without even beginning the actual story content.

What really had to be considered for the project is how to present that story information to the user. In a normal book you would get present with a picture and a string of text relating to that picture to help spark imagination. But instead made an interesting choice in the story telling of my project by not including lots of strings of text. This is because for my story letting I have let the graphics, animation and interactions to tell the story. I didn't want to have a set enclosed box on each page explaining what's happening I found this be very restricting and boring way of storytelling. Instead I want to leave it up to the user's creativity to understand the story that why the voice and tone of my graphics, animation and interactions have to be top notch so the user's thinking can be pointed in the right direction.

From the initial research I've come up a nice solution by to introduce small texts elements depending on user's interactions. For example if a character falls and hits the floor I can introduce the text dynamically like smash and bang similar to what you would see in comic books.

This also frees up space so the graphics can be fully displayed creating a more engaging experience. In the next chapter you will see the scene by scene script showing all, the story and graphics but will also will describe the animations and interactions that will happen on each page. If you wish to see more on my journey planner visit appendix 3-4.

### 3. DESIGN

#### 3.1.6 JOURNEY PLANNER

##### SECTION ONE



##### INTERACTION / STORY

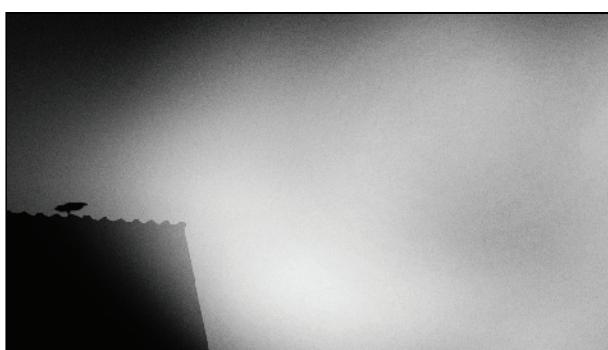
###### FEATURES OF PAGE 1

Story- A short introduction to the project.

Graphics - Some text that will introduce the project.

Interactions - The next and previous buttons to navigate along the story.

Animation - The text will fade in with a ease transition + Page turn effect when the user Navigates the pages.



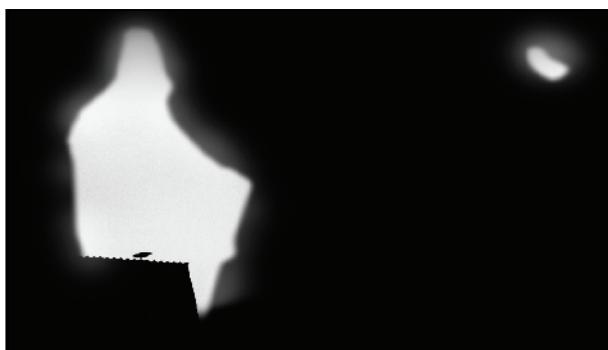
###### FEATURES OF PAGE 2

Story- It begins with normal scene a small bird perched on top of a roof.

Graphics - A roof top with a bird sitting on top with lighting coming in from the right.

Interactions - When the user try to interact with the bird it will cause a animation.  
+ When the user Hits the hint button it will cause a animation.

Animation - The bird will start to fly across the screen , the hint dashboard will display giving a hint-to the user.



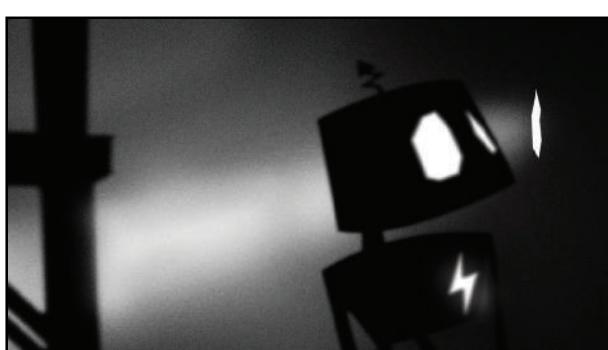
###### FEATURES OF PAGE 3

Story - It appears that someone its actually watching the bird through a hole ???

Graphics - A solid coloured wall with a abstract shape letting and image of the roof top come Trough and also a light effect coming trough.

Interactions- The user will be able to move the view-port to give the effect of looking through a key hole.

Animation- Page turn effect when the user navigates the pages. + The hint dashboard Will display giving a hint to the user to the interaction.



###### FEATURES OF PAGE 4

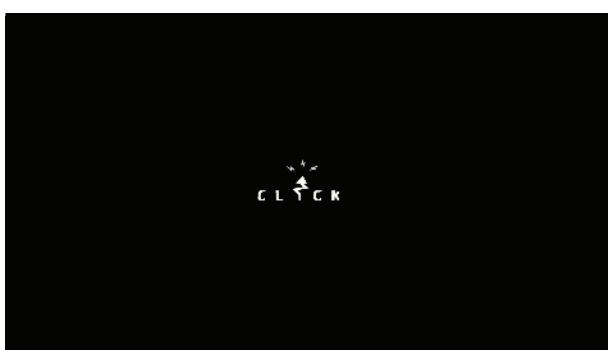
Story - Click is standing looking at the bird until it fly s away and click turns away unhappy.

Graphics- Fading wall with holes of light coming through, a metal beam giving the impression a Metal/factory, click standing looking through hole.

Interactions- The next and previous buttons to navigate along the story.

Animation - Click will turn and walk away from the hole after a giving time duration + eyes will change Giving a sad face complexion.

Sound - Abstract soundtrack + Factory noise added.



###### FEATURES OF PAGE 5

Story - The project title then appears to give a film like introduction.

Graphics- Black background with text displaying the name of the project.

Interactions- The next and previous buttons to navigate along the story.

Animation- The text will fade in but also the text will be animated with clicks antenna drawing its self On the page

Sound- no sound.

### 3. DESIGN

#### 3.1.6 JOURNEY PLANNER

##### SECTION TWO



##### INTERACTION / STORY

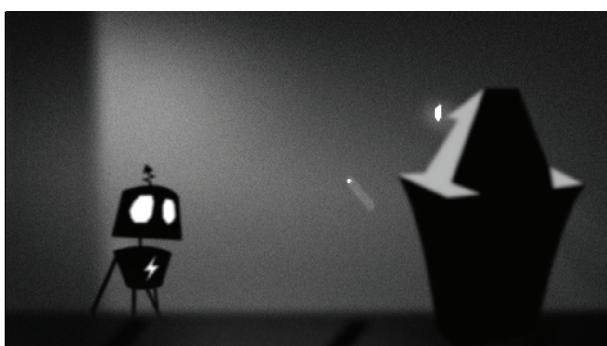
###### FEATURES OF PAGE 6

Story - Clicks looking depressed while at his work station disposing of junk throwing junk down His rubbish shoot.

Graphics - Click standing over conveyor belt of junk with a background wall of light shining through.

Interactions - The user will help CLICK at his job by dragging and drop individual pieces of junk and Dropping them down the shoot.

Animation - Clicks will have head and eye animation while the user interacts with the page



###### FEATURES OF PAGE 7

Story - While sorting out the junk he comes across a bird which reminds him of the bird he stares at each day.

Graphics - Click standing surprised over a conveyor belt with toy bird on it also a light effect.

Interactions- The next and previous buttons to navigate along the story.

Animation- The conveyor belt moves in from left with toy bird and clicks surprised and his eye's open Wider



###### FEATURES OF PAGE 8

Story - With click excited it investigates further by going to pick up the bird.

Graphics- Fading wall with holes of light coming through a metal beam giving the impression a Metal/factor , click picking up the bird .

Interactions- The next and previous buttons to navigate along the story.

Animation- Clicks arm moving upwards to represent him picking up the bird.



###### FEATURES OF PAGE 9

Story- Click holds up the toy and pulls the string reminding him of the real bird flying away each-day.

Graphics - Clicks hand holding up the toy bird.

Interactions - When the user pulls down on the string it will cause an animation . + Hint button will be Active.

Animation - The toys bird wings will flap up and down when user pulls string + Information panel will Slide in giving hint on to interact on this page.



###### FEATURES OF PAGE 10

Story- Click looks sad about the bird not being real sitting down against a wall but then has an idea In how it can see the bird for real.

Graphics - Click sitting down against the factory wall looking sad + a background wall of light Shining through.

Interactions - The next and previous buttons to navigate along the story.

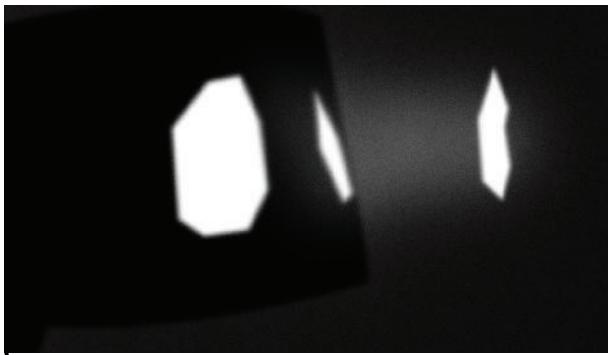
Animation - Clicks attena will flash white and eyes will open wider after a timed duration.

Sound - Abstract soundtrack + Factory noise added.

### 3. DESIGN

#### 3.1.6 JOURNEY PLANNER

##### SECTION THREE



##### INTERACTION / STORY

###### FEATURES OF PAGE 11

Story- Click gets up and goes back to holes in the wall so he can get a good look outside.

Graphics - Click looking through a hole and, solid coloured shape with abstract shaped holes letting light pass through.

Interactions- The next and previous buttons to navigate along the story.

Animation - Clicks body slowly moving towards the hole.



###### FEATURES OF PAGE 12

Story - Click sees junk shooting out from his disposal shoot to comes up with the idea to escape.

Graphics - A empty junk yard with a disposal pipe.

Interactions- When user completes a input request it will cause a animation to happen.

Animation- Junk will shoot out of the disposal shoot when the user interacts with the page. + HintButton will be available.



###### FEATURES OF PAGE 13

Story - Click jumps onto the conveyor belt and getting ready to escape.

Graphics- Click lying down on the conveyor belt + light shining through holes in the wall.

Interactions- The next and previous buttons to navigate along the story.

Animation - Click will move along the conveyor belt towards the rubbish shoot



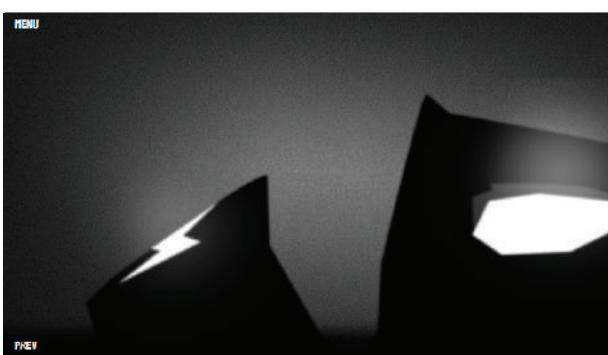
###### FEATURES OF PAGE 14

Story- Click gets shot out of the rubbish shot and into the open at a high vorticity.

Graphics - The outside junk yard with click flying though the air.

Interactions - The next and previous buttons to navigate along the story.

Animation - Click will move across the screen and hit the ground.



###### FEATURES OF PAGE 15

Story- Click is lying on the ground with is power flicker on and off because of the damage taken Trying to escape.

Graphics - Click lying down on the ground powered down.

Interactions - The next and previous buttons to navigate along the story.

Animation - Clicks power will flicker on and off and some sparks to show some damage

### 3. DESIGN

#### 3.1.6 JOURNEY PLANNER

##### SECTION FOUR



##### INTERACTION / STORY

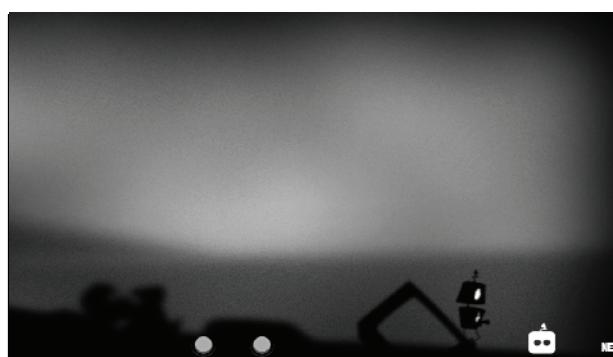
###### FEATURES OF PAGE 16

Story- Click suddenly powers on and gets up from the ground.

Graphics -- Click rises up with arm out reached trying to stand up.

Interactions- The next and previous buttons to navigate along the story.

Animation - Click power light flickers on and his body moves up of the ground.



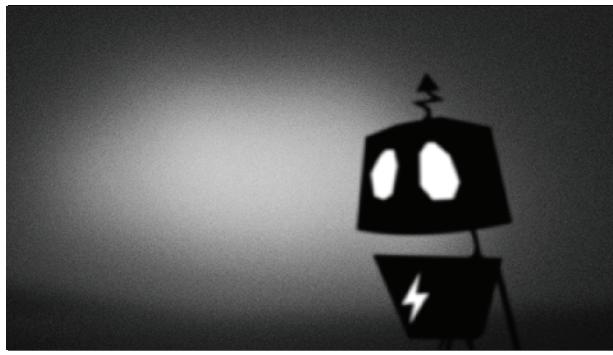
###### FEATURES OF PAGE 17

Story - Click stands up looking at the factory looking happy he made it.

Graphics- Zoomed out looking a the junk yard with click standing up.

Interactions- The user can move click using the arrow keys or touching the screen if on a device.

Animation- Click will animate when walking + hint button will flash to give user information on how To interact. + Once user touches the border of the canvas with the character movement it will cause The page turn.



###### FEATURES OF PAGE 18

Story - Click turns and looks back to the factory knowing this is going to last time seeing it.

Graphics- Click standing at looking a never ending background.

Interactions- The next and previous buttons to navigate along the story.

Animation - Click will turn around to look towards the screen after a time duration



###### FEATURES OF PAGE 19

Story- Click walks away from the factory where eh soon sees his bird.

Graphics - Bird flying followed by click across a empty terrain.

Interactions - The user can move click using the arrow keys or touching the screen if on a device Once user touches the border of the canvas with the character movement it will cause the page turn.

Animation - Click will animate when walking + bird will fly across the screen + hint button will flash Giving hints on how to interact with this scene.



###### FEATURES OF PAGE 20

Story - Click continues to walk along and all of a sudden a power failure warning appears. Click falls To the ground helpless.

Graphics - Click lying helpless on a empty terrain.

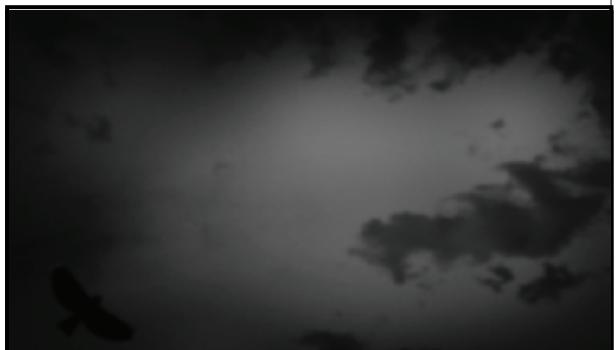
Interactions - The next and previous buttons to navigate along the story.

Animation - Warning signs will flash like a robot GUI and click will wobble and fall over after a giving Duration..

### 3. DESIGN

#### 3.1.b JOURNEY PLANNER

##### SECTION FIVE



##### INTERACTION / STORY

###### FEATURES OF PAGE 21

Story- Scene goes to a first person view of clicks sight where he see's the bird flying over. Its system begin to shut down its GUI becomes blurred and fuzzy and eventually shuts down and actives Stand by mode is it over??.

Graphics - Bright sky with a bird flying over from a first person perspective.

Interactions- The next and previous buttons to navigate along the story.

Animation- Bird will fly over head + screen will blur and turn black with fade in text will appear-after a time duration.



###### FEATURES OF PAGE 22

Story - The story ends the bird click followed to its end sitting on a branch then flies off into the Distance was click tricked.??

Graphics- Bird sitting on a branch with the end text appearing.

Interactions- The previous buttons to navigate along the story.

Animation- Camera will pan in from the left with the text will fade in but also the bird will fly away after a giving duration.

##### STORY OVERVIEW

The story of this project is about a robot named CLICK working in an old junk factory. Working in the factory all its life CLICK is curious about the Outside world watching the same bird through the factory wall each day. Then one day CLICK mistakes a toy on the production line. The bird sets the robots escape in motion.

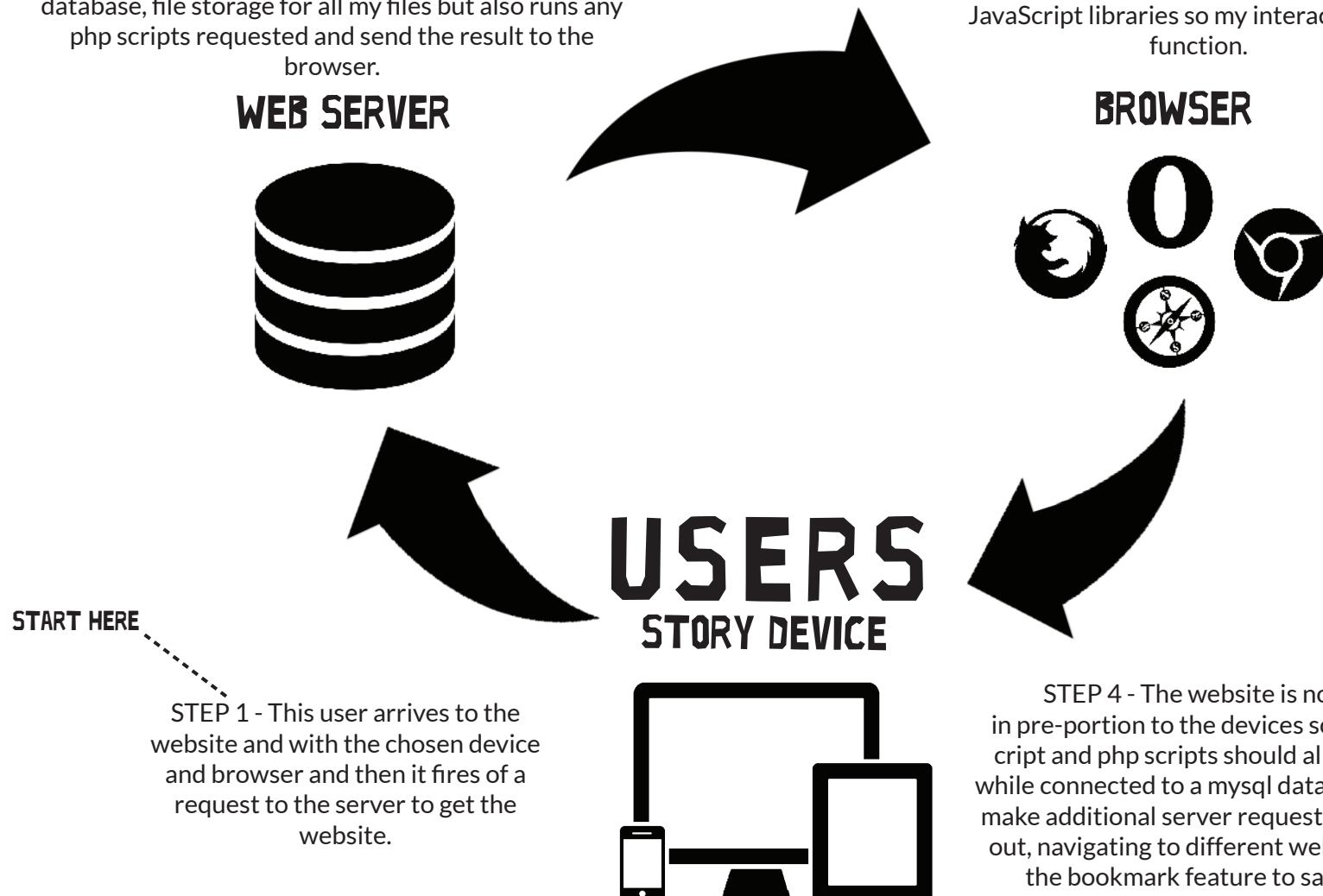
##### CREATING THE DARK NOIRE EFFECT

In my script you can see a very strong distinct visual look which sets a tone for my project and is rather easy to create. The first step is to open Photoshop and fill the background with #7a7a7a. Next is to load in the background and foreground elements drawn in illustrator based around my sketches which you can see in my appendix 3-5. The background elements are filled with a #5c5c5c colour and the foreground elements a solid black. Next I take a white light brush tool set to 20% and apply it to a layer where I need to show lighting effects on the page. The next step is to add a new layer and fill it with a colour of #7a7a7a then add noise 7% with Gaussian with a soft light blend mode this add the gritty effect all my pages. The last step is to darken the edges of the scene to enhance the lighting effect. This is done by using the gradient tool with a transparent black and dragging it left right, up and down and again set to blend mode I duplicate at times if the scene needs darkened.

### 3. DESIGN

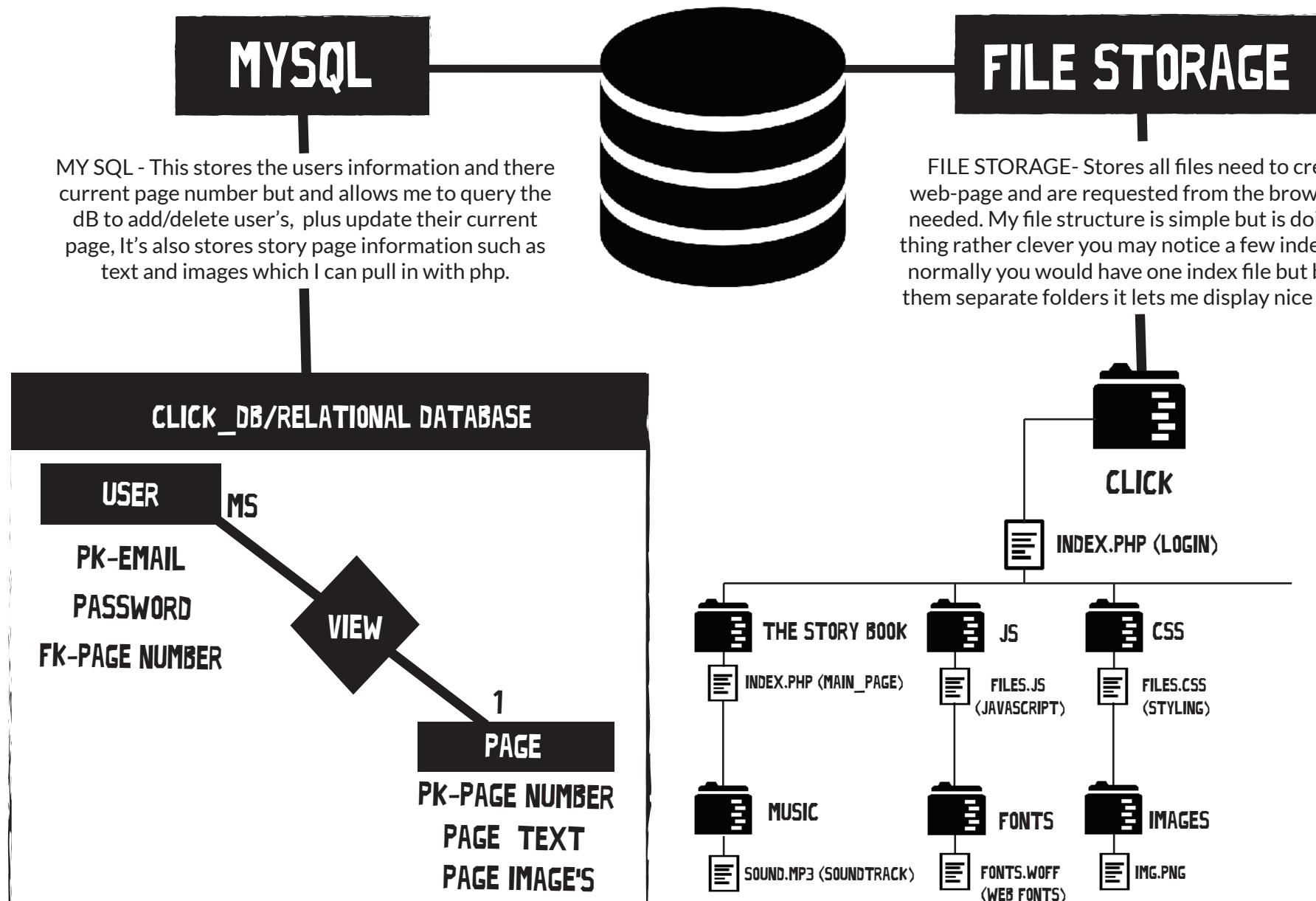
#### 3.2 SYSTEM DESIGN

STEP 2 - The server gets the users request and finds the relevant information and then sends it back to the device. It handles user information with a MySQL database, file storage for all my files but also runs any php scripts requested and send the result to the browser.



### 3. DESIGN

#### 3.3 DATA DESIGN



## 4. IMPLEMENTATION

### 4.1 TECHNOLOGY SELECTION & USE

#### HTML 5

HTML 5 boost's a whole new range of cool features that will make creating my project At lot easier. With HTML 5 Development for mobile devices has never been stronger and with the death of flash it's become the most supported tool. Here is where you can see HTML 5 being used throughout my project.

1. STRUCTURE - through each page you can see semantic html and with new tags all and formatting.

2. SOUND - Before HTML 5 using required JavaScript to work but now it's as simple as adding a New audio tag and linking your files. In my project sound it used to an atmosphere to my story. You can of course toggle it off and on

.3. CANVAS -Provides a great way to develop fun and interactivity on the web in my project it's Used to move the character at various points in my story.

4. HTML 5/Boilerplate.com- Is a framework that is tried and tested and will help me build my project Faster and easier to make in compliant with HTML make use of its features such as client side storage etc.

#### CSS3

Makes a designer's work easier because they're able to spend less time hacking CSS and HTML code to work in IE and It allows you to add styles properties such as box shadows, rounded corners, rgba and the most impressive animations which is hardware accelerated this means graphics are powered by the machine GPU.

1. RESPONSIVE - With the use of media queries I can modify my project to be scalable and to work on many different devices, Due to the unique position of my story elements it can't be used with a typical grid to make it fully flexible as you would with a normal website but I've targeted the most popular devices Desktops, IPads, Samsung Tab, nexus, iPhone 3-5, Sony xepria, and Samsung galaxy. This provides a good variety and shows the project can function no matter the platform.

## 4. IMPLEMENTATION

### 4.1 TECHNOLOGY SELECTION & USE

2. ANIMATION - Animation is used in my project to add help add life into pages. It happens though Out my project from start to finish there is very simple but also more complex combining three - four Animations at one time. Most notable in my book page turn effect.

3. SPRITE-SHEETS - Another feature of css3 this allows me to create cool character animations similar To what you would see in 2D video games and animated TV shows. In my projected I've combined this With the normal css animation property, and controlled by JavaScript on a HTML 5 canvas and you An interactive animation used to move the character on screen.

#### JAVASCRIPT

JavaScript is a vital component of my project it allows to move away from just Having a static web page by add interactivity to enhance by projects user experience. It's-used throughout my project including a vast variety of libraries to build from here is some main ways I've applied this technology to my project.

1. MODERNIZER is a JavaScript library that detects HTML 5 and CSS3 features in the user's browsers, With this you can take advantage of what browsers support these features and decide to create a JavaScript fall back or degrade the page in browsers that don't support them this makes my page turn Effect change to just a simple transition if the flip effect isn't supported.

2. SCROLLPANE - jScrollPane is a cross-browser jQuery plug-in which converts a browser's default scrollbars into an HTML structure which can be easily skinned with CSS. In my project I've removed the default scroll so my story pages can be stacked on top of each other so each time I call The js initialize jScrollPane it can show or hide the relevant story page.

3. BOOKBLOCK - A jQuery plug-in that will create a book like component that lets you navigate through its items by flipping the pages. This is a cool plug-in that I've added to add the story book feel To my project I've able to tweak it so it can work with my project perfectly.

5. .HAMMER- it is a lightweight and efficient JavaScript library. It adds touch screen events such as Tap, Double Tap, Swipe, Pinch, and Rotate gestures. Each gesture triggers useful events which with my projected I've integrated to make the overall experience more accessible no matter your device for example to turn a page in my book you can swipe left or right to go backwards and forwards this integrated with my on jQuery to initialize the new page load.

# 4. IMPLEMENTATION

## 4.1 TECHNOLOGY SELECTION & USE

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## 4. IMPLEMENTATION

### 4.1 TECHNOLOGY SELECTION & USE

jQuery JavaScript Library. Originally I was using the jQuery ui to create my drag and drop feature of my project. But it didn't work on all touch screen devices and required a hack called jQuery punch to work. I got it working functionally eventually on all devices but it created another issue.

When testing with other elements on my page it didn't play nice and stopped some functionality of my navigation. That's why I opted for peg was easier to implement and worked excellently across all platforms compared to the JQuery UI and which is just--- horrible.

#### PHP/MYSQL

PHP/MySQL is sever side scripting language and plays a vital part to my project. It allows me to collect form data, CRUD INFORMATION FROM THE DATABASE, can restrict users access to some pages on your website AND TO generate dynamic page content HERE IS HOW THESE FEATURES APPEAR IN MY PROJECT.

1. INCLUDES - A feature that php provides is a way to include files into another documents and with my project I've made full use of this by including files such as header and footer it saves on time and more importantly repeat code.

2. MySQL DATABASE - MySQL and php go hand in hand with each other. PHP allows for MySQL command to be run to in php script in able to create a dynamic web-page getting data stored in a database. My project makes use of relational database to store information on the user and website content.

3. CRUD THE DATABASE - This is most powerful feature of php and is used in almost all web applications. In relation to my project the database stores user information which I can create a new user CREATE, check if a user's login is correct READ and delete a user's info DELETE. It also stores the users last current page view which when logging back in they are prompted to continue where they left off. This is done with Ajax which pulls the page number with JavaScript and puts into a format which I can query update and read the database.

4. CONFIG - This file does something very special in my project it uses the php define to locate the server root directory to my project folders and attach that var to all my href's. This means no matter what server directory I load my files to it automatically adjusts all the links without me adjusting any code which is a great time saver.

## 4. IMPLEMENTATION

### 4.1 TECHNOLOGY SELECTION & USE

5. DYNAMIC PAGE CONTENT - This combination of different techniques. Setting up my database correctly, ability to CRUD and process the resulting information into a valid format so I can display it on my web-page. With my project the database stores my page content such as page number, page text and images.

When the database is queried it returns the results in the form of a two dimensional array with one element for each page and within that a second array of elements containing information on the page i.e. page number, text and images, with this I can display dynamic content from the database and change it on the fly without going back into my code.

7. USER RESTRICTIONS - Each person who uses my project can create a small and quick account in-order to save their progress and continue later on any device if they don't they can still get access by logging in but they lose the bookmark feature and will log in to the first content page. This is done using PHP sessions. With sessions I can check the current state of the login process and depending if the user has a profile or not I can change content on the page which just means removing my bookmark button so they can access that feature.

8. PHP MAILER & SECURITY - PHP mailer is a third party library which is a simple way to send emails on an SMTP web server which I implemented for my contact form. It's usually best to run a separate mail server to handle this but this costs money and in terms of this project it will only be hosted for now on the university web server and will not deal with large volumes of traffic so it will suit my project for now. It's also very simple to use comes with validation and security functionality which I've used as included so I can manipulate its robust checks to all my forms to prevent and code injection in my project is applied to all forms to and input areas this prevent SQL injection to my database.

#### OTHER SERVER SIDE TECHNOLOGIES

Ruby-on-Rails- is a framework using the Ruby programming language. It allows creating web-pages and applications that gather information from the web server to query the database. It's another possible technology for my server side part of my project. I've never used Ruby before and at this stage it may be difficult to learn the framework to the level needed for me to make my project feasible.

## 4. IMPLEMENTATION

### 4.3 NOTABLE CHALLENGES

#### RESPONSIVE DESIGN

With a large range of different screen sizes out there making a website responsive one of the key parts to any modern design. I was set out as an original aim of the project so it could easily continue your story on the go but unfortunately it isn't fully possible for my project. Here is the snippet of code to explain.

```
page4 {  
    background: #F0FCFF url('../img/pg4/pg4.png') no-repeat;  
    background-size: cover;  
    overflow: hidden;  
    height: 100% }
```

What this code shows is that a page of my story book. The background size automatically adjusts my page backgrounds image to whatever screen size while keeping the correct aspect ratio so it adjusts properly. It's because the background images respond to every screen size my site cannot be fully responsive. This is because the interactive story elements are uniquely positioned on the page matching up with the background image. And if the background image adjusts every time it's hard to position each element differently for every screen size. I could have a fixed area where no elements would re-size to make sure it would work across all platforms but that would take away from the full screen immersive experience of the story which is a very key factor to the project.

The solution I have for this is to target specific screen sizes. This allows me to adjust the story elements to fit a specific background size. Again there lies another problem there is way too many variations of screen sizes to target it would take a considerable amount of time to adjust every single one. So to demonstrate the functionality across all platforms I've targeted some specific devices to show my project can function across multiple platforms. Here is a list of screen sizes the project responds to.

- 1920 x 1080 IMAC
- 1366 X 768 LAPTOP
- 1024 X 786 IPAD
- 880 X 601 GOOGLE NEXUS 7
- 962 X 601 SAMSUNG TAB 3 DEMONSTRATION DEVICE
- 640 X 360 SAMSUNG GALAXY PHONE
- 598 X 360 SONY XPERIA Z
- 568 X 320 IPHONE 5

## 4. IMPLEMENTATION

### 4.3 NOTABLE CHALLENGES

#### PORTRAIT MODE ON TOUCH SCREEN DEVICES

When designing my story pages I created them in a 1920 x 1080 aspect ratio so that could scale down without losing any quality. But this created an issues when the height was greater than width as it could not resize within the screen creating overflow on the page and miss aligning the story elements. The obvious solution would be to redraw a second set of images for that aspect ratio that could fit the screen size but would involve a lot more work in a restricted time period . But instead I picked up a nice wee work around. Which can be quickly applied in a few lines of code.

```
var mql = window.matchMedia("(orientation: portrait)")
mediaqueryresponse(mql) // call listener function explicitly at run time
mql.addListener(mediaqueryresponse) // attach listener function to listen in on state changes

function mediaqueryresponse(mql){
if (mql.matches){ // if media query matches
    $(".message").removeClass("hide");
    $(".book").addClass("hide");
    $("#click_head").animate({bottom: "-15%"},1000).delay(2000);
}
else {
    $(".message").addClass("hide");
    $("#click_head").animate({bottom: "-60%"});
    $(".book").removeClass("hide");
}
```

The above code is doing something very cool clever. It's JavaScript that waits until a media query in my css to become active. That media query then applies styling when the screens height is greater than is width. Once the query is active jquery is used to hide all story content and reveal a message telling the user to rotate there device back to landscape. When rotated back to landscape the message is then remove and page style re-initialised. This solution doesn't take away from the user experience of my site and also saves me a lot of time on different ratio sized images. But If I had more time I would include the full responsiveness to the portrait mode on screens to allow use no matter the rotation of the screen.

## 4. IMPLEMENTATION

### 4.3 NOTABLE CHALLENGES

#### SEVER IMPLEMENTATION

##### SEVER IMPLEMENTATION

One of the features unique to my site after doing some research into php. Is the display of clean url's in the browser. This just means I can just display the folder name e and drop the file name and type for example this is how my url look in the browser [https://scm.ulster.ac.uk/~B00533639/workspace/click/The\\_Interactive\\_Story/](https://scm.ulster.ac.uk/~B00533639/workspace/click/The_Interactive_Story/). The issue's I had with this is when moving my project onto the live server the I had restricted access to my sever root which allows me to display the clean url the snippet of code below shows the coded what was restricted.

```
define("ROOT_PATH",$_SERVER["DOCUMENT_ROOT"]."/CLICK/");
```

The restricted access occurs when this php script attempts to access the document root of the server which as a student we aren't given permissions to access. This created an issue because the server root is attached to all my url links and allows me to display the clean url to any normal server it uploaded to. Unfortunately is wasn't possible to get the access to the document so I had to do a work around which initially I changed all my links to be hard coded which destroys the clean url. But on spending time thinking about how the url is constructed. By building a url based around my server name and with the .. escape on folders I was able to keep the my links and display the full clean url.

#### MULTIPLE DROPODOWN MENUS

One issue I had with my navigation was the use of multiple drop-downs in my design stage I outlined why I had to use drop-downs to display links to individual pages. The error came from how to select the pages links from multiple ul's. Previously when my initialized function ran it found all ul menu items with the class of toggle you can see the snippet of code below.

```
$menuItems = $container.find( 'ul.menu-toggle > li' ),
```

The problem with this is that it only found the pages within the first instance of that menu. So if there was a another menu with this class instead of added on to the previous page number it would start again at page 1 quite annoying. The problem is with this it being too specific with the selector. By simplifying the selector just to find all elements with the same class not within any other element. You can see the solution snippet below.

## 4. IMPLEMENTATION

### 4.4 NOTABLE ACHIEVEMENTS

#### THE NAVIGATION

A key part of the project is how the user navigates around the website. The structure of the page is very important how the navigation works. The website itself is a single page website that which is split into multiple section tags. Each of these section tag are pages of my story book you can see an example of the structure below,

```
<section class="new-page" id="page1">
    <div class="content page1 ">
        <h1 class='intro fadeIn'><?php echo
$pages[0]/*page1*/['text1'];?></h1>
    </div>
</section>
```

Each page is set to 100% width and height and has and overflow hidden so each page can be displayed effectively to give a more engaging experience. With the help of a JavaScript library called modernizer you can stacks the pages in order of they are structured in the html. To enable the navigation to each page a initialize function called “PAGE” to be created to load the content of each with . The snippet of code below is a small part of that function but is the vital component.

```
$book = $('#book'),
$page = $book.children(),
pageCount = $page.length,
current = 0,
```

The above code runs when the page first loads and calls a function called “PAGE” . The code above finds the wrapper element of my book with the id of book and then finds all the children of that tag so all of the story pages and counts how many there are. So the total numbers of pages are stored in a pageCount var. This then sets the “current” value to zero so my story can start of from the page one. Thus is because when pages are counted they are stored in a indexed array which always starts at zero. A function called set page is used to find that current value which will always be 0 on page load and loads that section page as page 1 of my story book. But to navigate through each page a page events function is needed.

## 4. IMPLEMENTATION

### 4.4 NOTABLE ACHIEVEMENTS

The page events contents functions are to set the content but also add the functionality to allow the user to flick through each page the code below shows an example of the next page navigation function.

```
function pageEvents() {  
    // goes to next page and closes all hint boxes  
    $Next.on('click', function() {  
        page_turn.next();  
        return false;  
    });
```

The pageEvents function is called when the page loads so navigation will load with the content. The code above is used to go to the next page so on click of the \$Next which holds the id of my next button add the page.turn which created the page turn effect from the bookblock js library. Another nice feature of this js library is that it includes a next and previous function so by calling that function next(); it will go find the next page of my story which are indexed in my page init function. This function is repeated for the previous page and a slight variation for the touch devices. For devices I added swipe left and right to continue the book like feel. This is done with a js library called hammer.js. Hammer.js is a great library that is supported across all platforms and found it to be more reliable than jQuery touch. The code snippet below shows how the swipe functionality works.

```
var swipe = Hammer(document.getElementById("body"));  
swipe.on("swipeleft", function() {  
    page_turn.next();  
    return false;  
});
```

The code before works nearly the same as the normal next and previous navigation but with a small difference. Instead of a click function it gets the id of the entire body which the area the user can swipe on , then it calls the swipeleft function that's built into hammer.js which in turn runs my normal page\_turn.next(), function. This method is repeated for the swipe right for the next page also.

# 4. IMPLEMENTATION

## 4.4 NOTABLE ACHIEVEMENTS

### BOOKMARK

A key part to any successful project is to have functionality that feels like a natural part of the application. In the terms of my project the overall feel of the project feels that of an interactive story book and introducing a bookmark feature that lets the user continue on anywhere and on any device. There are few steps need to get the functionality to work. The first step is in the database when a user signs up there id, email , password and page number are stored each users page number automatically is stored as one. When the user flicked through each page the system needs a way to check the current page the function below shows how that works

```
function getpage(page_num) {  
    var page_num = current + 1;  
    document.getElementById("myValue").value= page_num;  
}
```

This page function is called every time the page\_turn is used so it updates the page number on every content load event. The function then grips the current page number and sets the value to a hidden input that's placed a in the link or my bookmark button. When the bookmark button is clicked it post that value to a php function that updates the current user's page number. The next step has to do something very clever. When every user logs in I use php to grab their current page number from the database but I only want the bookmark message to appear if the user has a current page greater than 1 so I know they have started the story. So when the user logs in I check that value you can see how I do this in the code snippet below.

```
if (user_current > 1){  
    $(".md-modal").addClass("slideInDown");  
    $('.md-modal').removeClass('hide');  
} else {  
    $('#modal-1').addClass('hide');  
}
```

I return the page number value from the bookmark processor php function and store in it a value called user\_current. If that current value is greater than 1 show the bookmark message. The next step is if the user wants to continue from there bookmark if they click no the menu button simply just closes and the story resumes from page 1 put if they click yes another function is called in order to jump to that page the code snippet shows how that works.

## 4. IMPLEMENTATION

### 4.4 NOTABLE ACHIEVEMENTS

```
$gotobookmark.on( 'click', function() {
    jump = function() {
        page_turn.jump(users_bookmark) ;
    };
    current !== users_bookmark? closeTOC(jump) : closeTOC();
    return false;
});
```

The function above runs when the user yes button is clicked in the bookmark dialog box. That in turn then runs the function Above. The code creates a function called jump which initiates the page\_turn with and adds the user\_bookmark value as a parameter to load the page corresponding to that value. Its similar to the next navigation function but by passing in an extra parameter of the user from the database. The block of code at the bottom of this function just closes the menu if open as it prevents the jump function initiating if open.

#### MENU PAGE JUMP

With ability to jump to whatever page the user has saved to the database that same logic can now be applied to the menu items to jump to whatever page the user has clicked on. The code below works nearly the same as my bookmark but with a few teams to access the right page data.

```
$menuitems.on( 'click', function() {
    var $el = $(this).each(function( index ) {
        $(this) == index;
    }),
    page_num = $el.text().substring(5),
    jump = function() {
        page_turn.jump(page_num) ;
    current !== users_bookmark? closeTOC(jump) : closeTOC();
});
```

On click of any menu item which are all stored in a var menuitems . This .each function picks out the element that was clicked and grabs its string value for example “page\_6” that is then split to just give me the value of 6. The jump function is then created like in my bookmark feature but instead passing in the page\_num value. The page\_turn then initiates passing and jumps to the corresponding page number.

## 5. TESTING

### 5.1 TESTING APPROACHES

#### BLACK BOX TESTING

Also known as functional testing. Black box testing is software testing technique where the internal functions of the application being tested are not known by the tester. For example, in a black box test the tester only knows the inputs and what the outcomes should be and not how the application come up with that outputs. The tester doesn't ever look the code and does not need any further knowledge if how it function just its specifications. The advantages of this type of testing include:

The test is unbiased because the developer and the tester are independent from each other. The tester does not need to know of any specific coding languages. The test is done from the point of view of the user. The User test can be designed as soon as the specifications are complete. The disadvantages of this type of testing include: the test can be unless if the developer has already run a test case. Testing every possible input is unrealistic because it would take a large amount of time so many program paths will go untested.[11]

#### WHITE BOX TESTING

Also known as glass box, structural, clear box and open box testing. A software testing technique where by knowledge of the internal workings of the system being tested are used to select the test data. Unlike black box testing, white box testing uses specific knowledge of code to examine outputs. The test is accurate only if the tester knows what the program is supposed to do. The user can then see if the program diverges from its intended goal. White box testing does not account for errors caused by omission, and all visible code must also be readable.[22]

#### GREY BOX TESTING

Grey box is the testing of software application using A combination of both White box testing & Black box testing . In the Grey box testing tester is usually has knowledge of limited access of code and based on this knowledge the tests are designed and the tester test the application from outside. But don't mix up White box & Grey box, as in the Grey box testing is tester doesn't have the knowledge in detailed. Also the Grey box testing is not a black box testing method because the tester knows some part of the internal structure of code. So Grey Box Testing approach is the testing approach used when some knowledge of internal structure but not in detail.[13]

## 5.2 MY TESTING PROCESS

### MY TEST APPROACH

After conducting some research into some software testing techniques the approach used in the testing of this project is black box. The reasoning behind chosen this method is because it fits the profile of the test design and user testers. The black box method doesn't need my tester to understand how the code functions or how it's structured. The test is done from the point of view of the user which allows it to be unbiased from a design and technical point of view which allows for a much more useful feedback.

### HOW WILL MY TESTING BE CONDUCTED

Before the website is tested the user tester is given a set of tasks to complete in which should see the system fully tested in its functions, how easy it's easy to use and did the interactions work. There will also be a comments section which allows the tester to leave me feedback on any bugs or errors they found with system that I may have missed or any I overlooked because I'm biased as the developer.

After the user actual testing of the website I present the tester with a user survey this will gauge the user response to the project. The survey will be used to get the actually feedback from the user it will attain a score for each vital part of the system. The questions asked of the user are related to the performance of the website but also to the original requirements of the project outlined in the early part of this project in order to see I was successful in meeting the requirements.

### READING THE RESULTS

After the surveys are complete I will gather the results and present them as Quantitative data. Quantitative data is a more data-led research which provides a measure of what people think from a statistical point of view. For example, if you wanted to know how many of your customers liked a function in an application and how strongly they liked it. Quantitative research can gather a large amount of data that can be easily organised and manipulated into reports for analysis[4].

From this data research you can formulate to the average user response and gauge the performance of my application. The information will provided in form of a info graph and then evaluated in the next chapter. You can see the user's task sheet and the user survey in the next two page but if you want to see the full user surveys taken by the tester visit appendix 5



**TASK 1** - SIGN UP TO CLICK USING THE CONTACT FORM.

**TASK 2** - LOGIN WITH THE EMAIL AND PASSWORD YOU USED IN THE PREVIOUS STEP.

**TASK 3** - PLAY WITH THE NAVIGATION BY CLICKING NEXT OR PREVIOUS AND SWIPE LEFT AND ON IF ON TOUCH DEVICE.

**TASK 4** - OPEN THE MENU AND TURN THE SOUND OFF.

**TASK 5** - EXPLORE THE STORY BY PLAYING WITH INTERACTIONS THERE IS A HINT ICON ON THE RIGHT IF YOU GET STUCK.

**TASK 6** - STOP VIEWING THE STORY AND BOOKMARK YOUR PAGE BY OPENING THE MENU AND CLICKING THE BOOKMARK ICON.

**TASK 7** - LOG-OUT USING THE LOG-BUTTON AND THEN LOG BACK IN AND CONTINUE THE STORY.

**TASK 8** - OPEN THE MENU GO TO ANY CHAPTER AND SELECT THE PAGE YOU WANT TO VIEW.

**TASK 9** - OPEN THE MENU NAVIGATE TO MY CONTACT FORM AND LEAVE ME SOME FEEDBACK.

**TASK 10** - TAKE MY TABLET AND TEST DECIDE WHICH ONE YOU WOULD PREFER TO EXPERIENCE THE SITE ON.

# TESTING



**Question 1.** What FOUR words would you use to describe this website?

1. \_\_\_\_\_ 2. \_\_\_\_\_  
3. \_\_\_\_\_ 4. \_\_\_\_\_

**Question 2.** The menu items were well organized and functions were easy to find?

Strongly disagree 1 ... 2 ... 3 ... 4 ... 5 ... 6 Strongly agree

**Question 3.** I found navigating around the website to be:

Very difficult 1 ... 2 ... 3 ... 4 ... 5 ... 6 Very easy

**Question 4.** How did you find the Story of the website?

Lame 1 ... 2 ... 3 ... 4 ... 5 ... 6 Awesome

**Question 5.** Did the graphical style blend in with tone of the Story?

Strongly disagree 1 ... 2 ... 3 ... 4 ... 5 ... 6 Strongly agree

**Question 6.** Where the interactions easy to use and understand?

Strongly disagree 1 ... 2 ... 3 ... 4 ... 5 ... 6 Strongly agree

**Question 7.** Did the interactions respond in a good time?

Strongly disagree 1 ... 2 ... 3 ... 4 ... 5 ... 6 Strongly agree

**Question 8.** My overall impression of the website is:

Very negative 1 ... 2 ... 3 ... 4 ... 5 ... 6 Very positive

**Please Leave Comments** on what you liked or any issues you had when using the website

## 5.3 TESTING RESULTS

USER  
DESCRIPTIONS

**UNIQUE** QUIRKY STORY  
**INTERACTIVE BOOK**  
**DARK MEMORABLE** FUN

AVERAGE SCORE  
ON USER SURVEY

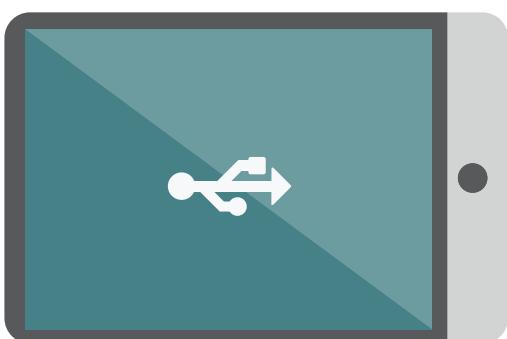
55%  
OF PEOPLE GIVE A  
AVERAGE RATING  
OF 5 ON THE USER  
SURVEY.

5%

OF PEOPLE GIVE A  
AVERAGE RATING  
OF 4 ON THE USER  
SURVEY.

40%

OF PEOPLE GIVE A  
AVERAGE RATING  
OF 6 ON THE USER  
SURVEY.



THE MOST COMMON FEEDBACK LEFT IS THAT THE EXPERIENCE  
WAS A LOT BETTER ON MOBILE DEVICES THAN ON A DESKTOP

## 5.4 USER SURVEYS RESPONSES

01

WHEN ON THE TABLET VERSION THE CONTENT FAILED TO LOAD IN PORTRAIT MODE,  
LIKED THE TOUCH SCREEN VERSION A LOT BETTER IT FELT MORE INTERACTIVE..

02

LOVED THE TABLET VERSION AND THE GRAPHICS IN THE STORY MY ONLY ISSUE  
WAS WHEN ON THE CONTACT FORM THERE WAS BUTTON TO GET BACK TO THE  
MAIN PAGE.

03

REALLY UNIQUE WEBSITE AND NICE IDEA, WAS ABIT CONFUSED ABOUT THE  
STORY, AND THUMBS UP TO THE TABLET VERSION.

04

MENU BUTTON DIDN'T WORK AFTER MY BOOK MARK OPENED OTHER THAN  
THAT A VERY NICE PROJECT.

05

ON ONE OF THE PAGES THE CONTENT FAILED TO LOAD & ERROR BUTTON ON LOG  
IN LOOKED OUT OF POSITION ON SMALLER SCREENS, FEELS A LOT BETTER  
ON TOUCH SCREENS.

# **6.EVALUATION**

## **6.1 TESTING EVALUATION**

Looking back over the testing process with the results and user responses that where gathered from testing process it was very successful. I learnt a lot more about the project as it was the first time the website itself has been put in the hands of a user and was a essential part of the development process. As the developer I would always perform the normal testing that you would aspect such as cross browser and platform testing. But from looking at the project for so long I formed a biased view of the project could overlook any issues with system so this stage is a vital component to my project

The first stage of the user testing involved the user going hands on with the website. At this stage they had been given very simple tasks to complete in order to test the component in the project. It also gives me the chance to gauge the user reactions to the story element of my project as it hard to judge in a facts sheet.

The second stage of the user testing involved the user survey. This was a series of scored question rating the most important factors of the site. The user could also report on any issue's the had with the system and comment on anything they felt would be appropriate to help me improve the final product. This feedback was the most useful section on the survey as it help pin point small issues of the site and more importantly it give information on which version the prefer the desktop or mobile.

With this gathered data user I was able to make the experience more complete something that may not been possible if the testing stage was not conducted. The small bugs are fixed and new elements have been added which where all outlined by the users in the user response chapter. The overall feedback from the user's is that they seemed to grasp the tone of the story and the tone of the graphical elements, found it interactive more so on the touch screen devices as naturally it would, and found the project to be exciting and holds something very unique compared to anything else they had seen or tested .

This was great user feedback but in order to tick my project off as being successful they needed the feedback needs to match the original requirements of the project. If you where go back to my project requirements which had been outlined in the early chapters of this report you can see how they were successfully achieved.

# **6.EVALUATION**

## **6.2 PROJECT OUTCOMES**

The final challenge of this report to judge the end outcomes of the tasks just completed in the development of that project. The outcomes are quite different from the requirements outlined in the report. The outcome is what impact could the project had on the developer , users, education, or subject area. In relation to this project the biggest impact was on me the developer. This was getting to learn new web technologies and improving my skills as a developer. With this improve set of skills I will enable me to work better, faster and more efficiently than ever before and able them to any future work.

The other benefits of this you also gain the experience of handling a project of this size. It takes a create deal of work and research in order to create a project of this scope and with Experimenting with various different web technologies lies, meeting deadline, weighing up pro's and Conn's, time vs effort is all a part of how to manage a project is again something to take forward into future projects. The original aim and reasoning for creating this project was to create a distinctive project to use a showcase piece to help me attract work and help land an all important job. That's the potential outcome of this project. Going on the feedback from the user's that show case piece has been successfully created.

## **6.3 METHODOLOGY EVALUATION**

Back at the start of this report the prototype methodology was the software development cycle outlined in order to develop this project. The prototype modal fitting my project perfectly and right up to the end there had been no difficulties in implementing it at each stage. Throughout the project it involved a trial and error process and by following this irritative process it allowed me to build a robust end product. An example of this process can be taking from my implementation chapter. In development of my menu I had an issues of navigating to individual pages of chapter. This was due to the indexing of the array on each drop down menu. By using the prototype process It allowed to continue to go back and modify and trying numerous potential solutions to the problem until a suitable solution. This method was applied to all my development issues and allowed me to successful build an application that met all it requirements. If I was conducting this project again I would continue to use the method but if the project was completely different a review of the appropriate methodology would need to be conducted to fit that project.

## **6.CONCLUSION**

### **6.1 PROJECT REFLECTION**

The over goal of this project was to create an interactive story experience on the web. The purpose of creating this project was not to solve a existing problem or provide a service the purpose of the project was to push my abilities, improve my knowledge and to prove to myself I can work to a very high stand In this report you have seen a in depth look into the development processes of the project from the early wireframes, challenges that I had to overcome, designing the user interface right up to the final product.

The biggest concern I had for this project at the beginning of the development was the use of server side technologies. The use of server-side technogly was not my strongest suit as developer. But I set out to learn more and improve my understanding of php and my sql. From that it has become an integral part of my project add structure, controlling functions such as bookmarks loading content and story information, These techniques I can take and apply to any future projects

Looking back at further work undertaking I can look back I feel I have reached that goal. The biggest achievement I feel in this project was building something very unique to my project and report. I don't think you will see a project like this very often as I thing it blends a large variant of web technologies with a distinctive design. Right from the start I feel it sets a tone, This tone was created from hours of research trying to pinpoint what attract users to a website This tone then filters down into my story , interaction animations and even into the report of this project.

he overall project was a successful one thus if I had more time I would like to conduct further work into the project. One major component that needed a lot more time than I could afford is the responsiveness of the site. The problem was outlined in the notable challenges chapter of the report. I have the solution of adjusting to specific screen size. And I have a large variety of devices to show it is possible. In the presentation of the of the project I show its performance across a large range of devices . But I had to officially launch the I wouldn't do so until I felt I had covered a lot more screen size's to make sure the project was more accessible to more users.

Another component I would further into is the use of manifest files to store content locally on the browser . This could considerable increase load times which is a small issue if on a poor internet connection but. this is the nature of all website 's. Any and wasn't an issue in the user testing phase.

## 6.CONCLUSION

### 6.1 PROJECT REFLECTION

The final thought on the project is that I'm very happy with the outcome and the process involved completing such a large task. The work that has been completed is a culmination of weeks of research , design , coding, more research and more coding . Looking back at the project and the journey I took to achieve my goal it tested me at every stage but by doing so I feel I've improved my all skills set greatly and this is what I continue to take forward working on future projects. Thanks for taking an interest in the project and reading this report those far. If you wish to see more on my development of CLICK you can visit my appendix for my details.

## 8. REFERENCES



IMAGE[1-1]

**TITLE-** claude debussys 151st birthday

**AVAILABLE AT-** [ONLINE] <http://www.google.com/doodles/clause-debussys-151st-birthday>[Accessed 17 APRIL14].  
BY- GOOGLE



IMAGE[2-1]

**TITLE-** BEN THE BODY GUARD

**AVAILABLE AT-** [ONLINE] <http://benthebodyguard.com/index.php>[Accessed 17 APRIL14].  
BY- NERD COMMUNICATIONS



IMAGE[3-1]

**TITLE -** LIMBO

**AVAILABLE AT-** [ONLINE] [imbogame.org/wordpress2/wp-content/uploads/](http://imbogame.org/wordpress2/wp-content/uploads/) [Accessed 17 APRIL14].  
BY-limbogame.org



IMAGE[3-2]

**TITLE -** SOUTH PARK

**AVAILABLE AT-** [ONLINE] [.tqn.com/d/animatedtv/1/0/3/H/sp706\\_Lil\\_Crime\\_Stoppers.jpg](http://tqn.com/d/animatedtv/1/0/3/H/sp706_Lil_Crime_Stoppers.jpg)[Accessed 17 APRIL14].  
BY-tgn.com



IMAGE[3-3]

**TITLE -** RAIN TOWN

**AVAILABLE AT-** [ONLINE] <https://www.youtube.com/watch?v=RLAfM1RXwRs>[Accessed 17 APRIL14].  
BY-Youtube

## 8. REFERENCES



IMAGE[3-4]

**TITLE** - HMV.CO.UK

**AVAILABLE AT** - [ONLINE] <http://www.hmv.com/> [Accessed 17 APRIL14]. BY-HMV



IMAGE[3-5]

**TITLE** - Verbella.com

**AVAILABLE AT** - [ONLINE]<http://www.emporiourbano.com.br/>[Accessed 17 APRIL14]. BY-VERBELLA



IMAGE[3-6]

**TITLE** - ALBUM ART COLLECTION.COM

**AVAILABLE AT** - [ONLINE]<http://albumartcollection.com/> Accessed 17 APRIL14]. BY-ALBUM ART COLLECTION.COM



IMAGE[3-7]

**TITLE** - WALL-E

**AVAILABLE AT** - [ONLINE]<http://www.hdwallfree.com/> Accessed 17 APRIL14]. BY-DISNEY



IMAGE[3-8]

**TITLE** - WOLF CHILDREN

**AVAILABLE AT** - [ONLINE][http://en.wikipedia.org/wiki/Wolf\\_Children](http://en.wikipedia.org/wiki/Wolf_Children) BY- Mamoru Hosoda



WEBSITE[11]

**TITLE**- BLACK BOX TESTING

**AVAILABLE AT** - [ONLINE] [http://www.webopedia.com/TERM/B/Black\\_Box\\_Testing.htm](http://www.webopedia.com/TERM/B/Black_Box_Testing.htm)[Accessed 15 APRIL 14]. BY - WEBIOPEDIA



WEBSITE[12]

**TITLE**- WHITE BOX TESTING

**AVAILABLE AT** - [ONLINE] [http://www.webopedia.com/TERM/W/White\\_Box\\_Testing.html](http://www.webopedia.com/TERM/W/White_Box_Testing.html)[Accessed 15 APRIL 14]. BY - WEBIOPEDIA



WEBSITE[13]

**TITLE**- GREY BOX TESTING

**AVAILABLE AT** - [ONLINE] <http://www.softwaretesting-class.com/gray-box-testing/>[Accessed 15 APRIL 14]. BY - SOFTWARE TESTING CLASS



WEBSITE[14]

**TITLE**- Qualitative and Quantitative Research

**AVAILABLE AT** - [ONLINE] <http://www.bl.uk/bipc/research/qualquantresearch/qualquantresearch.html>[Accessed 15 APRIL 14]. BY - THE BRITISH LIBRARY

## 2-1 FURTHER REQUIREMENTS

### BACKGROUND OF THE PROJECT

As apart of this final year module we have to create and devlop a project of our choice that challenges us technically and also from a design point of view . The project I've proposed to create is a interactive digital story book in a browser. This idea came about when I was brushing up skills over the summer and I noticed a the google doodle which was interactive animation and I always wanted to know how they created them and thought I could take it a step further and would make for a nice project. My project is for anybody looking to have a fun and different experience on the web instead of the normal static website.

Its something I'm really looking forward to developing and it gives me a chance to Learn new web technologies which will teach me new skills for my career. At the end of the product will be for any potential client's and employers as this is will be a nice showcase piece for my own portfolio site and will show a nice set of skills I've gained over the year. The only major problem at the this stage is the technology needed to realise the project. It will be difficult to pull to together as I've never attempted a project like this before. I don't see this being a serious problem if the proper research is conducted.

### GOALS OF THE PROJECT

The obvious reason the project is being developed it because it makes up apart of my degree and we had to come up with a project that challenges both as a design and technical point of view. But its also a chance to create a interactive story telling web app which really interests me as Its something unique I can develop and to learn and test new skills.

Because the interactivity and story element of my project the measurement of my project would be like that of a game or movie. The interactive elements most blend with the story so it seems natural but also meet a good technical level. And the story must also engage a emotional response from the user which goes in hand with being very well designed and planned to make it remember-able which in turn would have user's return just like if you were playing game or watching a film more than once and If I can achieve this it will reflect in a higher quality end product.

### STAKEHOLDERS

Users -The people who will use the product this will be anybody who will visit my portfolio page can give feed back on there experience.

Testers(peer group)(non-desgin perspective) -Knowledge needed from them to help identify area's of improved /any bugs or any missed opportunites.

## **9.APPENDIX**

### **2-1 FURTHER REQUIREMENTS**

Mentor - Giving guidance to on the overall project to make sure any problems meet the best end solution.

University of Ulster -Making sure the project stays in the ethical boundaries so the project can be successful.

Failure to engage or recognize these stakeholders my results in poor end product and missing the requirements for the module and bad news for me and my degree.

#### **NAMING CONVENTIONS**

Click: this word in will refer to the name of the project and also the name of the main character of the story not to be confused with the clicking method used on computers and devices.

Interactivity: describes the actions the user interacts with the elements on the screen.

#### **RELEVANT FACTS**

Facts -There is no set facts for this project as its a creatively driving web application no previous user data or information is needed to effect how the product performs.

Assumptions - Because of where this system will be implemented on the university web sever. Only myself and the university will have proper access no one without proper user-name and password will be able to view the project.

- Internet access will to view project.
- The user to have basic knowledge of keyboard controls.
- Basic English to read Storyline elements.
- The use of up to date browsers to allow the use of new web technologies .

#### **SCOPE OF THE WORK**

The Current Situation -The project will be a digital story book that will take the form of a html 5 web page which will be hosted on the university sever. The digital story book will tell an engaging story to all ages and it will allow for users to interact with elements on the screen to also help convey the story.

## 9. APPENDIX

### 2-1 FURTHER REQUIREMENTS

#### WORK PARTITIONING

Because of the nature of my project these events can't be set out and planned at this stage. A script is needed to be planned and then relevant events planned around to fit the story. The events below is just a general consensus that will appear on most pages.

EVENT NAME	USER INTERACTION	SUMMARY
1. Introduction/ front page of book	click to open and begin story	A small animation intro to the project thing of it as a front page.
2. Scene loads with bookmark feature	User can navigate page by page Or use the bookmark feature to Remember users progress with the help of the sever side.	When each scene load there will be a common layout for each page making it easier for the user.
3. Animations	User can trigger some animations With clicks etc.	While the user can trigger animations some will happen depending on the story.
4. Interactions	User can interact with elements on screen such as drag and drop etc.	These interactions will depend on the scene to help it blend in naturally.

#### PRODUCT BOUNDARY

Introduction animation- this will act as the front cover of my book and will Only load when the page is first loaded

Scripted Story- will change page to page.

Bookmark- users will be able to pick up where they left off by creating a user profile and storing page information on the server side to be recalled and any device or select a chapter manually.

Animations- will change depending on story progress.

SCENE/WEB-PAGE

Interactions - will also change depending on story progress.

## **9. APPENDIX**

### **2-1 FURTHER REQUIREMENTS**

#### **OPERATIONAL REQUIREMENTS**

Requirements for Interfacing with Adjacent Systems

The project shall work on all of the most popular browsers as its using new web technologies which they all support.

#### **MAINTAINABILITY AND SUPPORT REQUIREMENTS**

Supportability Requirements -Thou the project should be straight forward and easy enough I will have a contact form to let user's contact with any issue's or feedback they may have.

Adaptability Requirements-The project should work on all OS systems but also should be able it adapt to various screen sizes to accommodate a variety of possible devices that would have access.

#### **SECURITY REQUIREMENTS**

Access requirements-Initially only myself and the university will have access with our user-name and password requirements but after the product is marked and to a good quality it will be released to my on personal website which will opening it up to all users.

Privacy requirements-The project may involve using cookies to remember the users progress(bookmark feature) in the story. The user will be made aware that the site needs this to enable this feature.

Immunity requirements-To avoid my email being spammed by automated systems the contact form will have an element to check if your human by completing a letter sequence as you commonly see on most websites.

#### **CULTURAL AND POLITICAL REQUIREMENTS**

Cultural Requirements- The project will not be offensive to any religious or ethnic groups but will only be usable at first to people who have English reading skills due to the story element the scope could increase to other countries if it became popular enough.

#### **LEGAL REQUIREMENTS**

Compliance Requirements-The project will aim to comply with the Disability Discrimination Act (DDA) to help include as many users has possible and The Copyright, Designs and Patents Act 1988 to avoid any plagiarism.

Standards Requirements-The project will comply with w3c web standards to make sure it works across multiple browsers.

# 9.APPENDIX

## 2-1 FURTHER REQUIREMENTS

### OPEN ISSUES

Because the use of so many different web technologies there is a grey area on how they will perform together. Some considerations may have to be worked out throughout the development process.

### OFF THE SHELF SOLUTIONS

Ready Made Products -There are any direct products that I'm aware of that can be bought that give similar solutions. Reusable Components -With the use of different web technologies here is a list of source components open for any one to use that will make up my project.

HTML 5

CSS 3

JAVASCRIPT/JQUERY

PHP

Products That Can Be Copied -With creating a project such as this there is a number of free tutorials to show you how code can work and I use these to learn new skills and modify them and apply them to my project.

-code-drops <http://tympanus.net/co-drops>

-tree-house <http://teamtreehouse.com>

### NEW PROBLEMS

Potential User Problems -The project will be very clear and simple to use so every user should find it easy to use the system. If there is any issue's there will be a contact form in where they can voice their concerns.

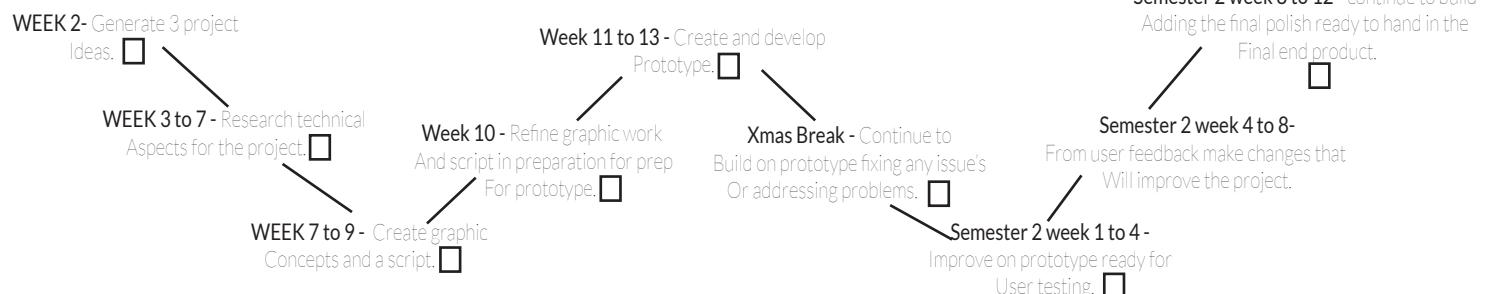
### Limitations in the Anticipated Implementation Environment That May Inhibit the New Product

There isn't any known issue's with the university server we the project will be hosted but time to time the server could have issue's which would make my project inaccessible.

Follow-Up Problems -Any major changes made or unable to get the web technologies to work may result in the project failing to meet the requirements.

### TASKS

These are subject to change as project is developed.



# 9.APPENDIX

## 2-1 FURTHER REQUIREMENTS

### MIGRATION TO THE NEW PRODUCT

There is no current product on the system but over the course of the development process there will be various prototype versions that will be available on the sever these will be updated right up until the final project hand in date.

### RISKS

There is no major risks for my project only those that I make for myself. If I don't keep up with my work by getting distracted by other modules or my social life this will effect the progress and quality of my project here is a list of risks I must avoid if my project is to be a success.

Low productivity

Build up on the Schedule creating pressure

Bad project management

No Research

### COST

There is known costs at this stage of the project as most of the resources are open source eg the coding languages I'm going to use and these free for every one to use.

### WAITING ROOM

Because of the experimental process of this project its important not to bog down the project with requirements that would be nice but not nesscasry for it to be a success. But if the development goes better than expected he is some other nice ideas to include in the project.

Have multiple story routes.

Personlize the experince ie custom character etc.

Give choice to the user to impact story elements.

Develop for all platforms desktop , mobile but may be difficult as some technolgies are'nt supported in all browsers.

## 2-2 FEASIBILITY RESEARCH

### CSS TRANSITIONS

Transitions are a new CSS feature that allows us to smoothly change one or multiple properties from one value to another over a given duration. Besides defining the transition duration, we can also control the start time with transition delays and vary the speed over its duration with timing functions. Support is also very good all modern browsers support transitions, and vendor prefixes are only necessary for certain WebKit-based browsers.

The Example below just shows a simple square transition into a circle and back again.

Html

```
<div class="box"></div>
```

CSS

```
START STATE .box {  
    margin: auto  
    width: 300px;  
    height: 300px;  
    border-radius: 15px;  
    background: steelblue;  
    cursor: pointer;  
    -webkit-duration: .3s;  
    -moz-duration: .3s;  
    -o-duration: .3s;  
    transition-duration: .3s  
};
```

By declaring the transition duration on the start state the element can snap back to its original state as well as apply to the end state.

```
END STATE .box:hover {  
    background: lightcoral;  
    border-radius: 50%;  
}
```

The transition property is automatically set to all so all elements with a new property will transition

## 2-2 FEASIBILITY RESEARCH

### RESEARCH CSS ANIMATIONS

The CSS animations feature lets us create smooth, animations, using a keyframes. They're very similar to CSS transitions in that they let us change the values of properties over a given period of time. But the main difference between CSS transitions and animations is that transitions are immediately applied when property values change while animations only execute when they're bound to a selector and the changes in CSS values are defined separately in a set of keyframes. You can then control their direction, play state etc and what happens before and after they execute with a few simple CSS declarations. Browser support is very good, as animations are currently supported in all browsers. IE9 and below, Here is an example of how a function would run below.

html

```
<div class="wrap">
    <div class="prog-bar"></div>
</div>
```

css

```
.prog-bar {
    height: 60px;
    border-radius: 5px;
    background: -webkit-repeating-linear-gradient(-45deg, rgba(255,255,255,.1),
    rgba(255,255,255,0) 12px), -webkit-linear-gradient(#F5A8A8, #F08080);
    -webkit-animation-name: slide;
    animation-name: slide;
    -webkit-animation-duration: 2s;
    animation-duration: 2s;
    -webkit-animation-timing-function: linear;
    animation-timing-function: linear;}
```

```
@-webkit-keyframes slide {
```

```
    0% { width: 0%; }
    30%,
    60% { width: 50%; }
    70% { width: 80%; }
    100% { width: 100%; }
```

```
}
```

## 2-2 FEASIBILITY RESEARCH

### DATABASES

A database is a tool that stores data and lets you create, read, update and delete that data in some manner. This is a pretty broad definition, and it includes lots of physical object that most people don't think of as modern databases--for example, an envelope full of business cards, a notebook, a filing cabinet with customer records, or even your brain. These all fit that definition. Well, databases are essential to any dynamic application. The database acts as the memory for a website or even a mobile app. Whether you're using a blog like WordPress or building an e-commerce website or even synchronizing data to a mobile app, there is a database somewhere, and by some means data is being stored and retrieved by your application.

### CRUD

When working with a data base girstly, you want to be able to create or add data to the database. Next, you want to read that data. Reading would include searching, filtering and limiting the result set. Next, you'd want to update or edit entries in the database. Finally, you'd need to remove or delete the data. These four operations: create, read, update, and delete are are also know to be called CRUD.

### INCLUDING THE HEADERS

You often need the same HTML on multiple web pages. With PHP, we can put all that common code in one place. Your first inclination might be to copy that code from index.php and paste it into contact.php. But, generally speaking, duplicating code is not what you want to do. If you copy the same code into two places, you'd have to make any future changes in both places. It's all too easy to overlook one of those places, and then parts of the site that should look the same end up diverging. If we were just using static HTML files, we'd have a difficult time achieving this. But since we're using PHP, we can put all that common code into one place.

### THIRD PARTY EMAIL HANDLER (PHP MAILER)

A third-party library is basically a set of include files that other people maintain. They write their code in such a way that you can include it in your project and then reference their variables and functions. For sending email, I recommend the library PHPMailer from google code. The first thing this code does is include the class.phpmailer.php file using the require once command. This require once command is similar to include. There are actually 4 commands we might use include, include once, require, and require once. The difference between include and require is what happens if they encounter an error. If you use the include command and the file doesn't exist, then PHP will throw a warning, but it will still execute the rest of the code. On the other hand.

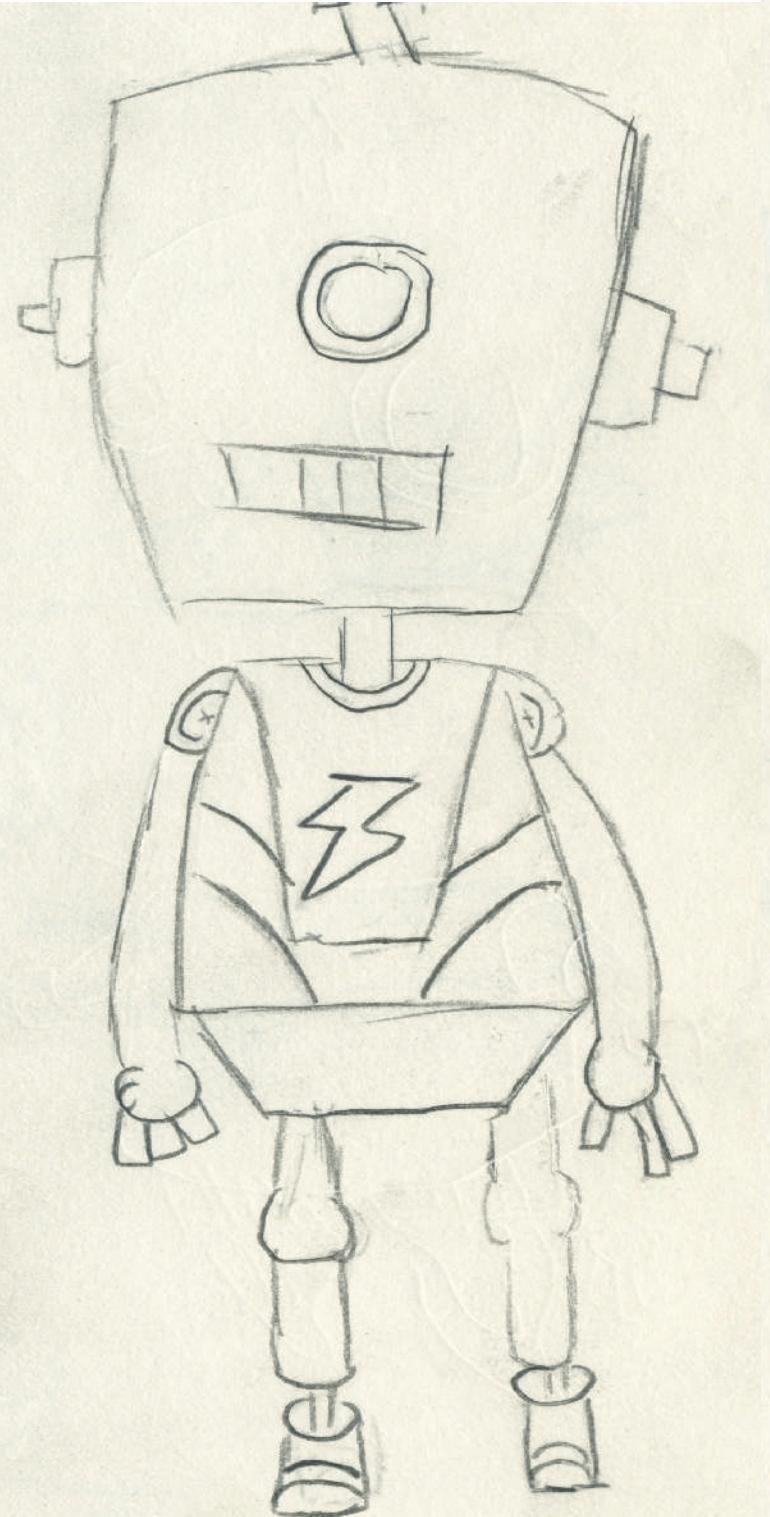
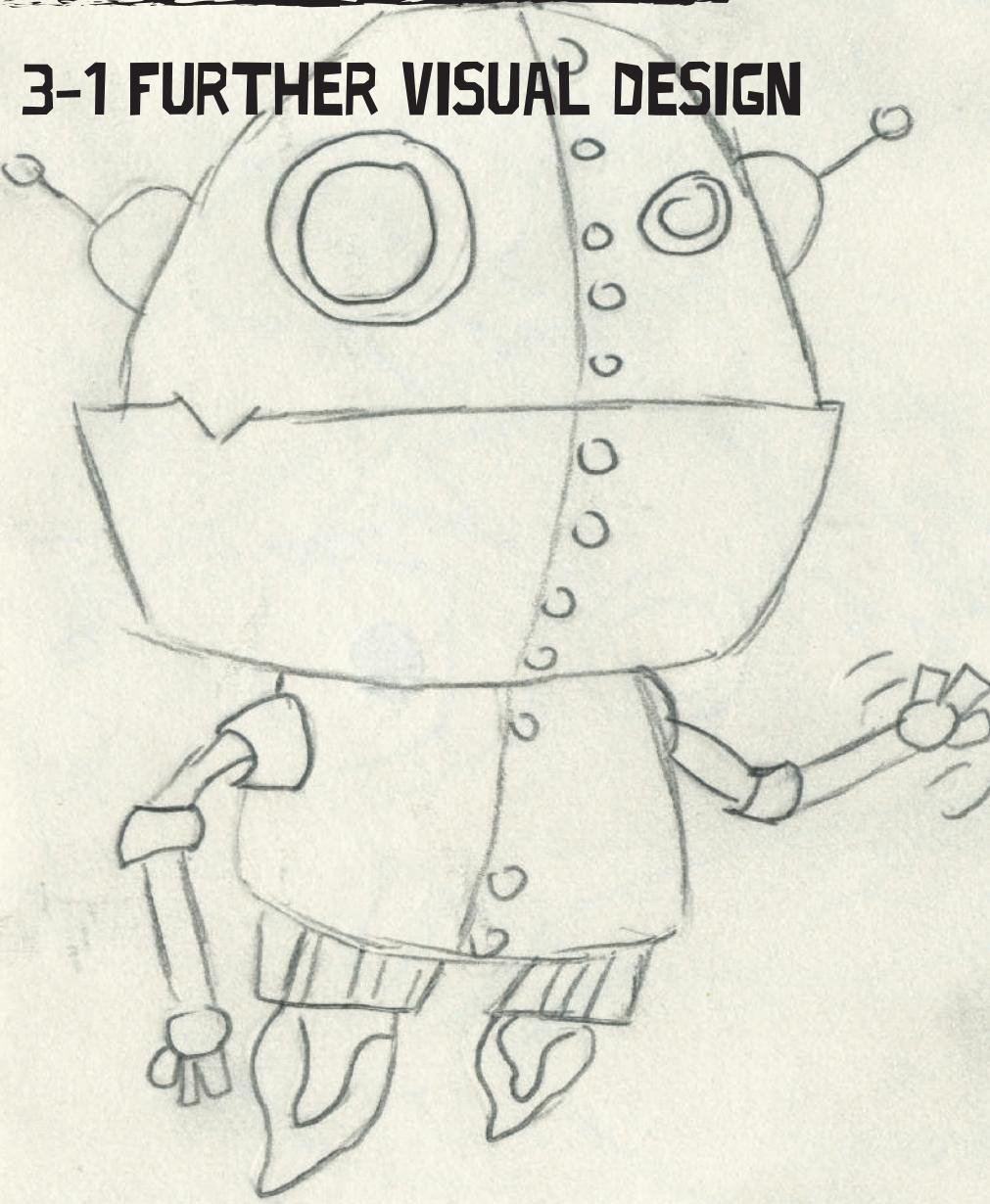
## 9.APPENDIX

### 3-1 FURTHER VISUAL DESIGN



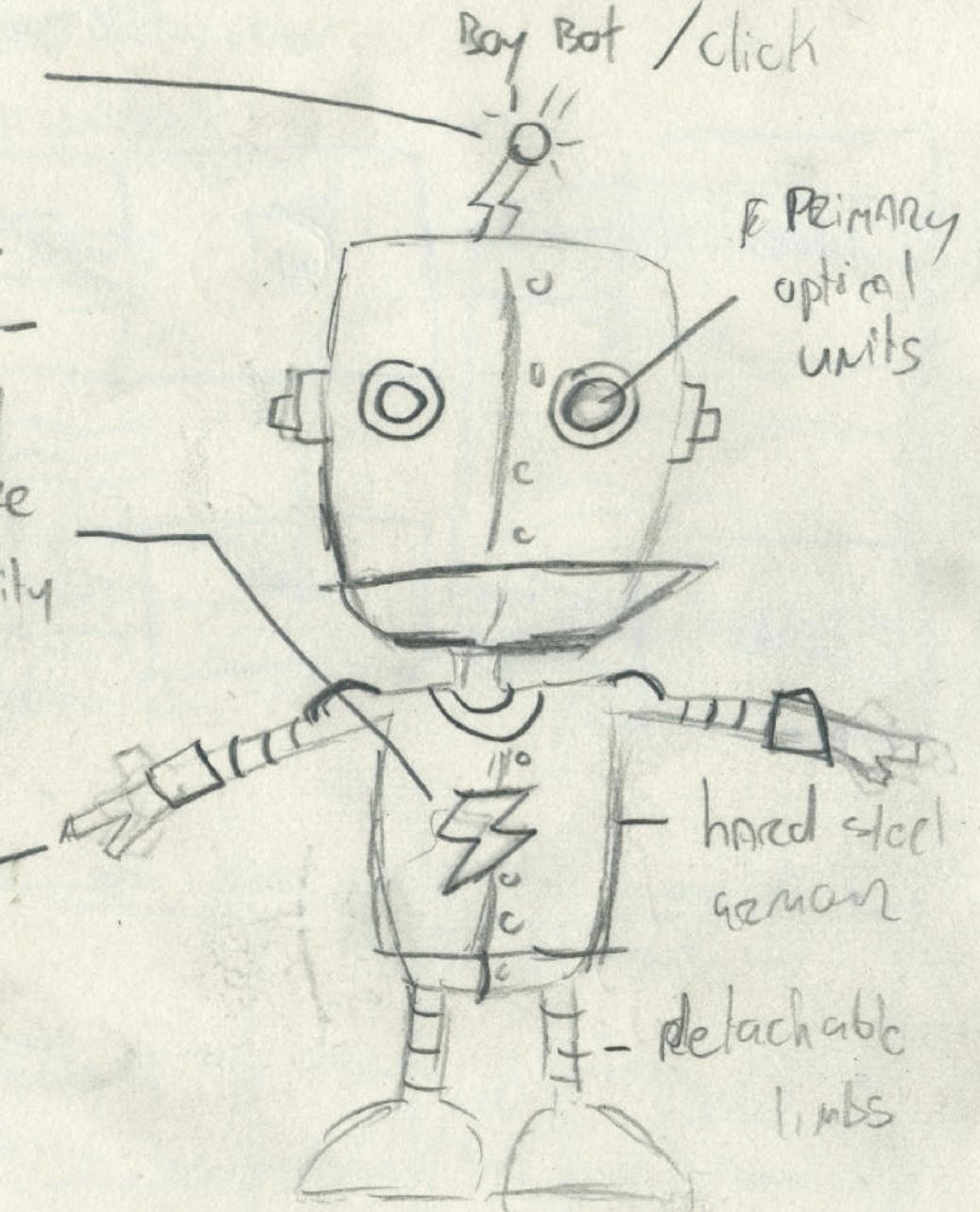
## 9. APPENDIX

### 3-1 FURTHER VISUAL DESIGN



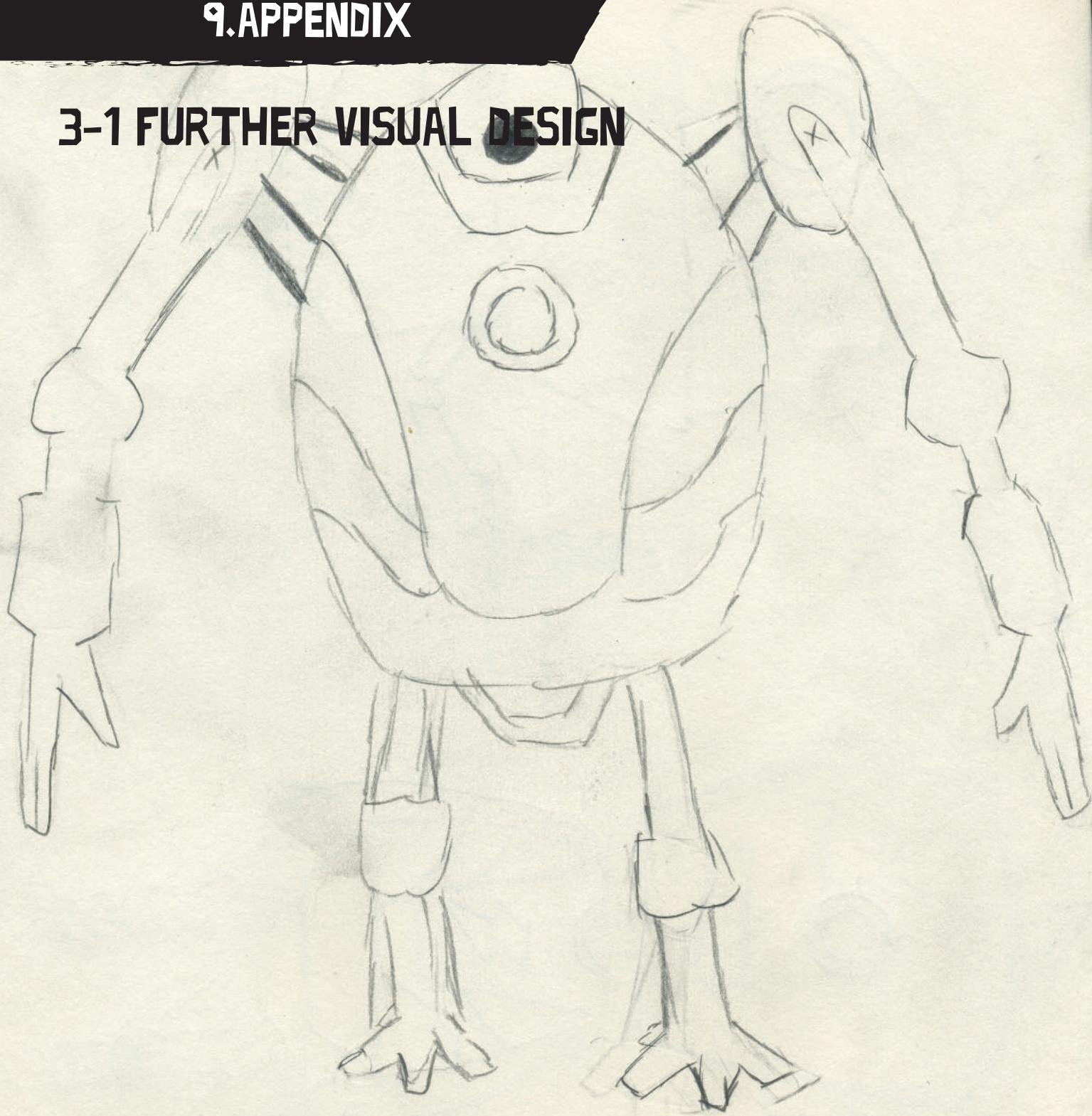
high powered  
limbs

signal  
to initiate  
his emotions  
red/sad -  
green/happy  
charge core  
runs on city  
pollution



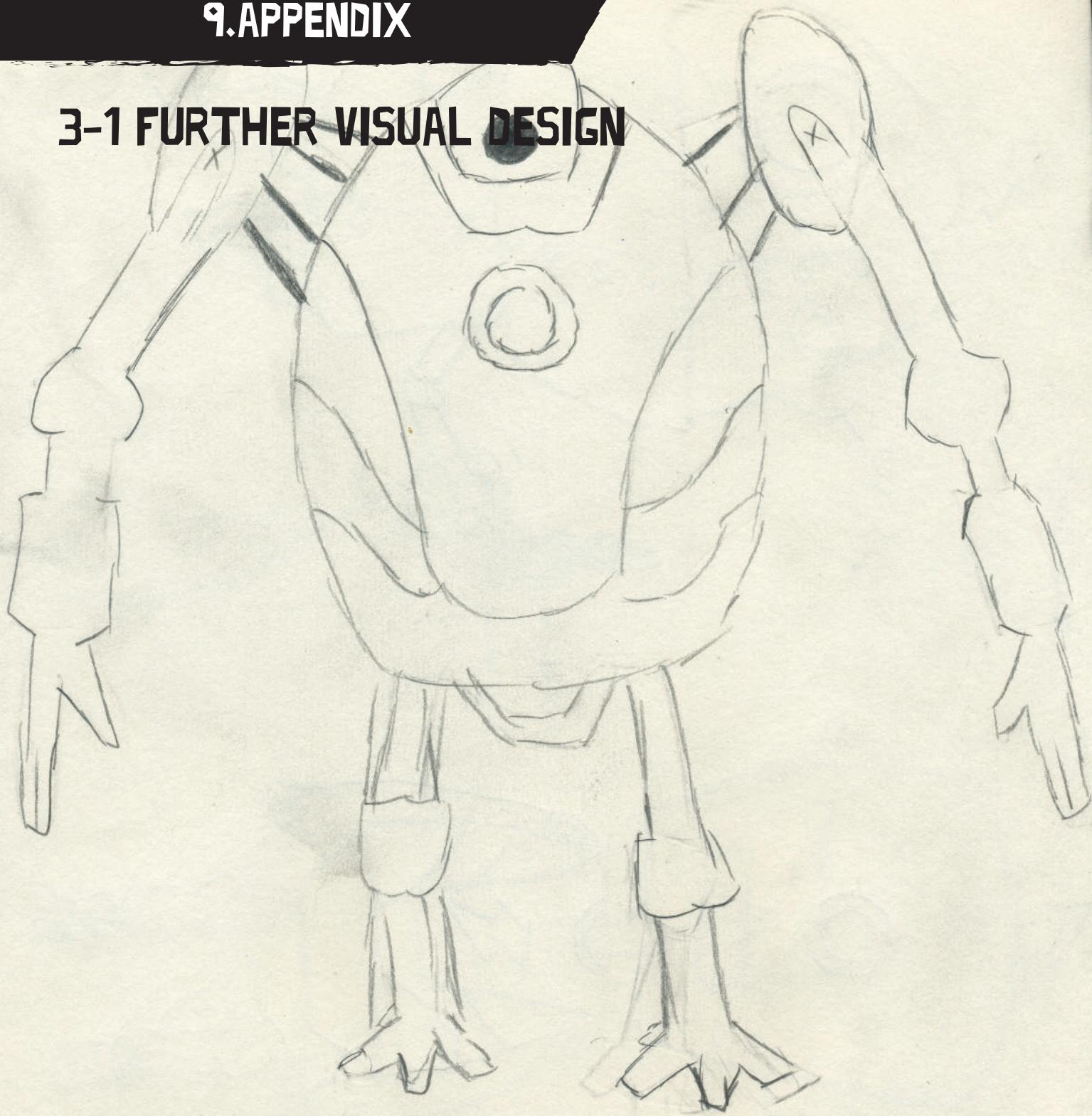
## 9.APPENDIX

### 3-1 FURTHER VISUAL DESIGN



## 9.APPENDIX

### 3-1 FURTHER VISUAL DESIGN



# OFFICE OF ROBOT MANAGEMENT

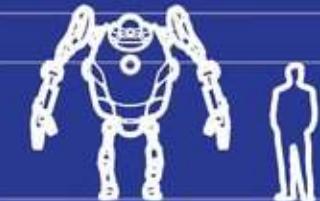


TACTIC/LOGIC CORTEX

PRIMARY OPTICAL UNIT

IMPACT DAMPER GYROS

HARDENED STEEL CARAPACE



HEAD DETACHES AS A PRESERVATION STRATEGY FOR PROCESSOR CORE

PRIMARY OPTICAL UNIT

HARDENED STEEL CARAPACE

SECONDARY OPTICAL SENSOR

SHELL ENCASES CIRCUITRY AND HIGH-IMPACT ZONES

"ARMS" SERVE AS FEEDERS FOR INTERNAL PROCESSING PLANT

TORSO PLATES/INTERNAL PROCESSING PLANT "TEETH"

SELF REPAIRED LIMB

HIGH IMPACT BIPED SYSTEM

INTERNAL ORE PROCESSING PLANT

## DETAILS:

THIS UNIT IS FITTED THE LAST GENERATION SELF SUSTAINING FACTORY CORES (BEFORE ESTABLISHMENT OF INTERNATIONAL BANS ON RENEWABLE ENGINES FOR AI UNITS). THIS CORE CONVERTS FOUND MINERALS INTO FUEL SUPPLY AND REPLACEMENT OF PARTS.

REPRESENTING A FULLY SUSTAINABLE SYSTEM PILOTED BY A ROBUST TACTICAL/LOGICAL PROCESSOR THAT PERSISTS WELL AFTER MORALITY CORE FAILURE. WHEN ENGAGED THIS CLASS TYPE IS HIGHLY RESISTANT TO HUMAN ATTEMPTS AT DECOMMISSION.

HEAVY KINETIC ORDINANCE AND EMP MINES ARE RECOMMENDED WHEN ENGAGING THIS UNIT, WHEN THREATENED THE ROVING ORE ASSIMILATION UNIT WILL IMMEDIATELY RETALIATE WITH A SHOW OF FORCE.

NOTE: AVOIDANCE OF INTERNAL ORE PROCESSING PLANT CAVITY IS RECOMMENDED.

THIS UNIT IS EXTREMELY DURABLE AND IF FULL DISMANTLING IS NOT ACHIEVED, UNIT WILL POSE FUTURE THREAT.

ENDEAVORS TO DETAIN THIS CLASS TYPE MUST BE MADE BY PERSONNEL CARRYING:

REGULATION GRADE "A" ROBOT MANAGEMENT PERMIT

INITIALLED BY THE CURRENT MINISTERIAL ADJUDICATOR FROM THE OFFICE OF ROBOT MANAGEMENT AND WITNESSED BY THREE MEMBERS OF THE MOOT.

CARRIERS OF THIS PERMIT MUST ENSURE THAT THEIR VEHICLES ARE CLEARLY MARKED WITH REGULATION LIVERY AND ALL NON-COMBATANTS ARE SAFELY EVACUATED FROM REGION BEFORE ENGAGING ROGUE UNIT.

**ROVING ORE ASSIMILATION UNIT**  
STATUS: INDEPENDANT AND DANGEROUS

AVOIDANCE RECOMMENDED

# OFFICE OF ROBOT MANAGEMENT

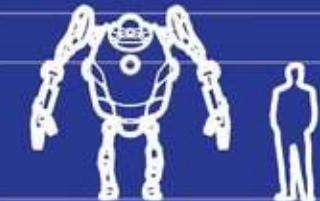


TACTIC/LOGIC CORTEX

PRIMARY OPTICAL UNIT

IMPACT DAMPER GYROS

HARDENED STEEL CARAPACE



HEAD DETACHES AS A PRESERVATION STRATEGY FOR PROCESSOR CORE

PRIMARY OPTICAL UNIT

HARDENED STEEL CARAPACE

SECONDARY OPTICAL SENSOR

SHELL ENCASES CIRCUITRY AND HIGH-IMPACT ZONES

"ARMS" SERVE AS FEEDERS FOR INTERNAL PROCESSING PLANT

TORSO PLATES/INTERNAL PROCESSING PLANT "TEETH"

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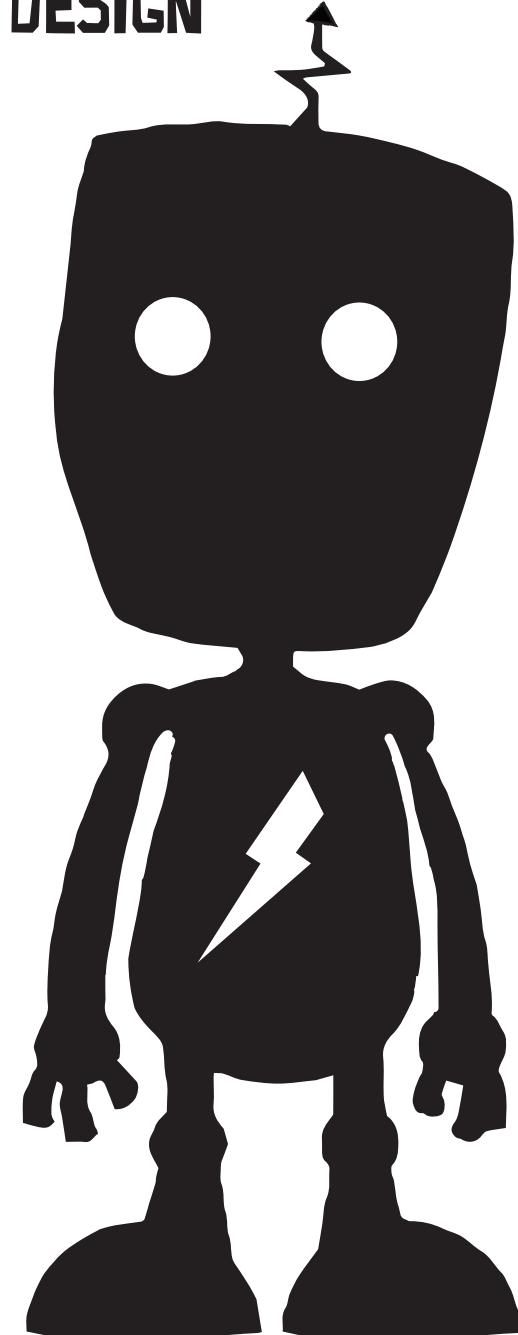
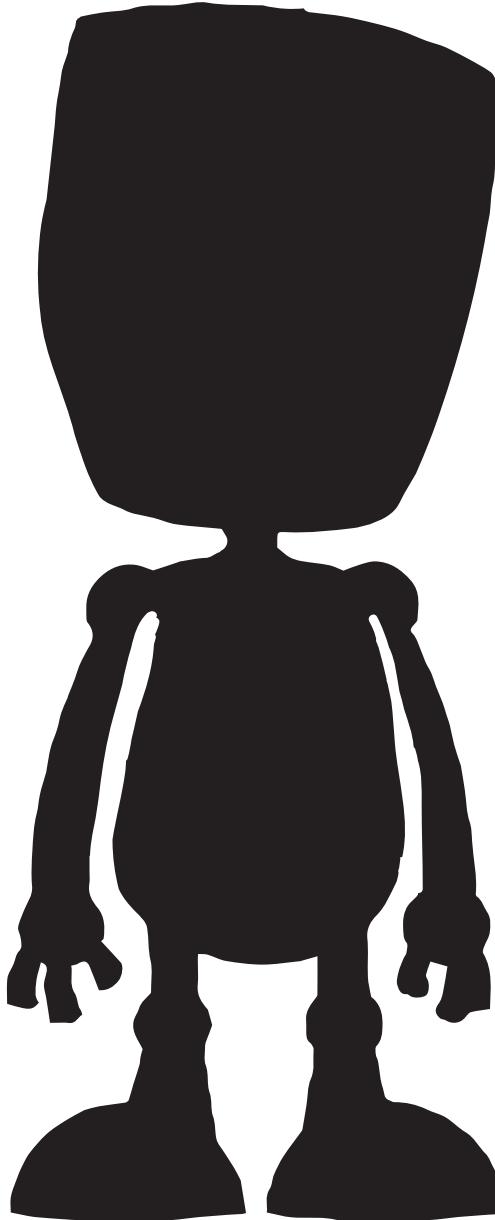
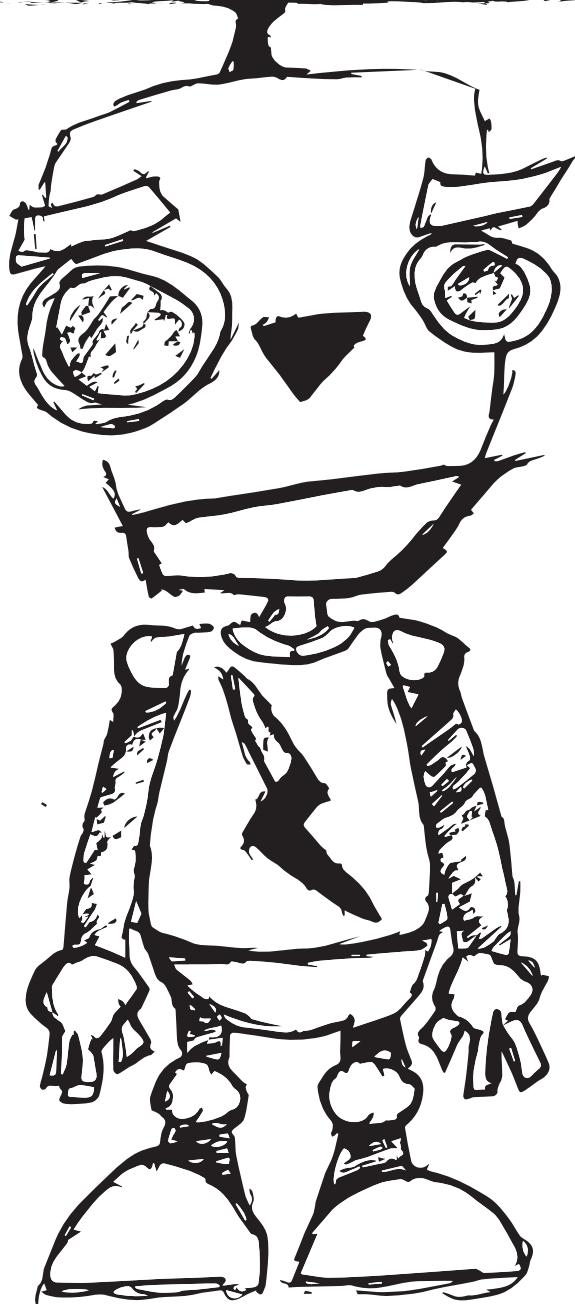
CARRIERS OF THIS PERMIT MUST ENSURE THAT THEIR VEHICLES ARE CLEARLY MARKED WITH REGULATION LIVERY AND ALL NON-COMBATANTS ARE SAFELY EVACUATED FROM REGION BEFORE ENGAGING ROGUE UNIT.

**ROVING ORE ASSIMILATION UNIT**  
STATUS: INDEPENDANT AND DANGEROUS

AVOIDANCE RECOMMENDED

## 9.APPENDIX

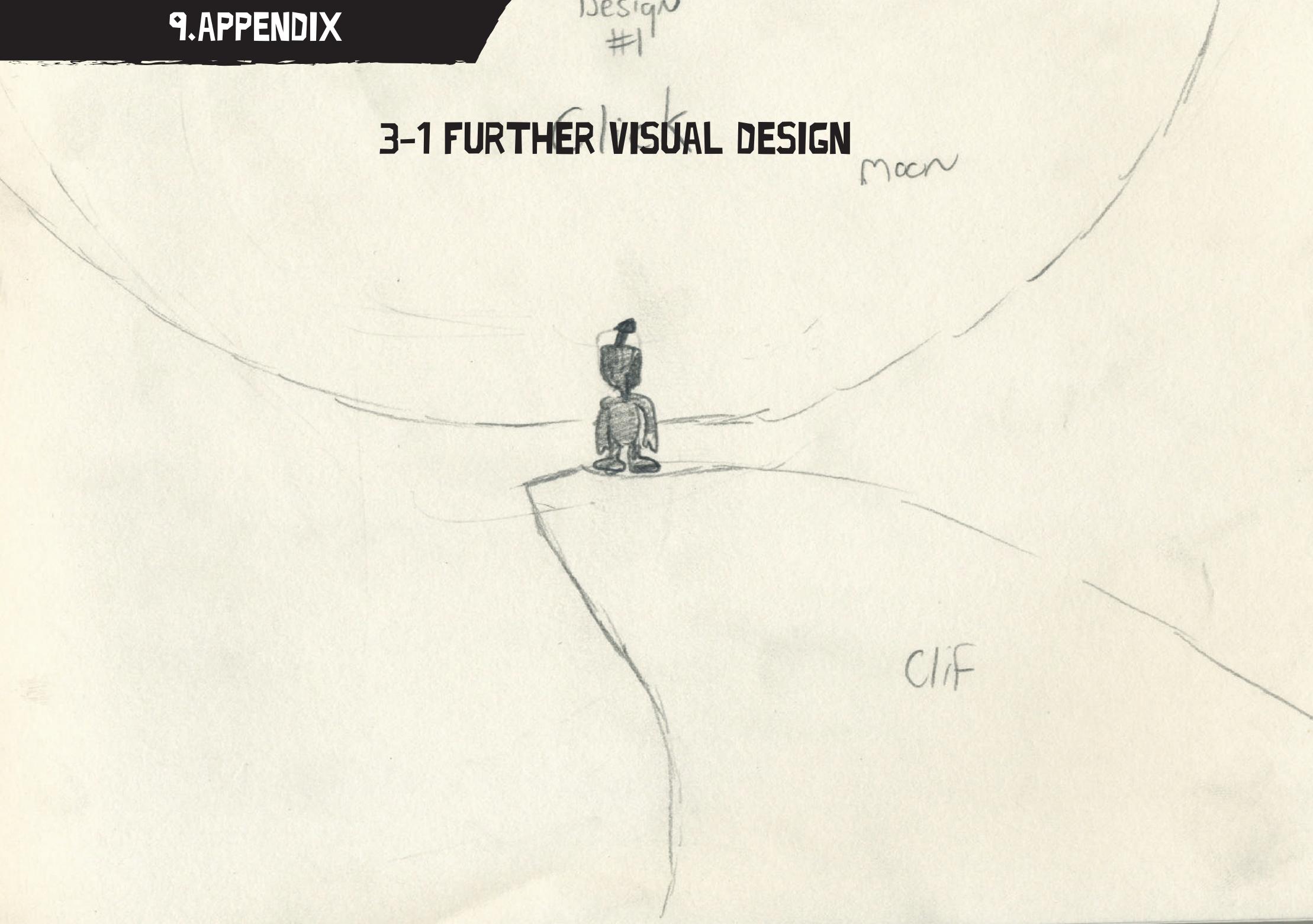
### 3-1 FURTHER VISUAL DESIGN



## 9. APPENDIX

Design  
#1

### 3-1 FURTHER VISUAL DESIGN

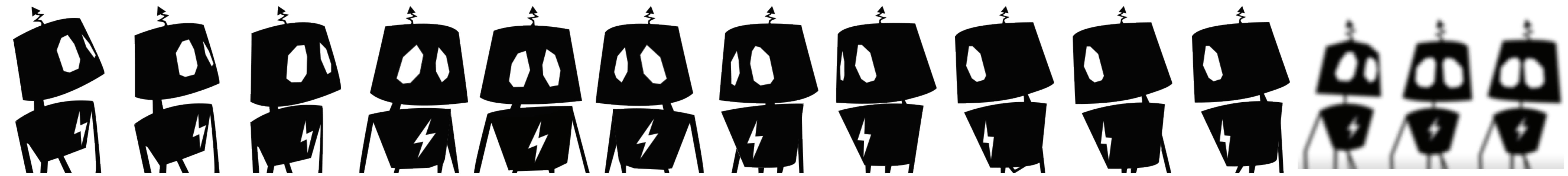


## 9.APPENDIX

### 3-1 FURTHER VISUAL DESIGN



## 3-1 FURTHER VISUAL DESIGN



TOUCH

CONDITION

HUMANOID

REACH OUT

EMOTIONLESS

OBJECTIVE

R2-D2

ANDROID

ROBOT

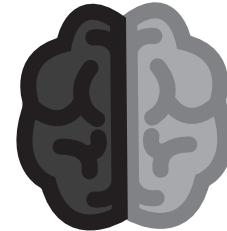
CONNECT

C3-P0

SENTIENT

TECHNOLOGY

AGENT

A BRAND NAME IDEA GENERATION BASED AROUND THE STORY  
OF MY PROJECT INVOLVING A SMALL ROBOT.

CYBERNETICS

FUTURE

CLICKING

CLANK

MANUFACTUR-

PROGRAMMED

DRUID

AI

SIMULATION

HUMAN

REPAIR

AUTOMATION

PERFORMANCE

RELIABILITY

ZOMBIE

PUPPET

WALL-E PRODUCTIVITY

CLONE

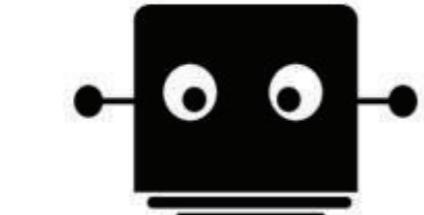
MECHANICAL

REDUNDANCY

## 9. APPENDIX



giant robot



cchub bot club

## DANCING SIMILAR BRANDS



ROBOT CROW



tiny android



LITTLE ROBOT  
CREATIVE



Hickory Robot



ANGRY  
ROBOT





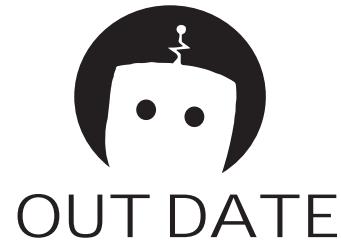
## 9. APPENDIX

## 3-2 FURTHER BRAND DESIGN

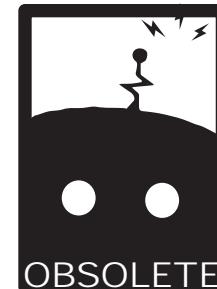
OUT DATE  
OBSOLETE  
CLICK



CLICK



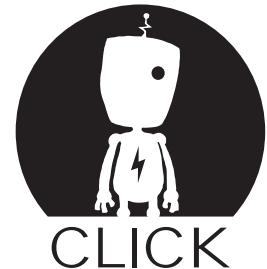
OUT DATE



OBSOLETE

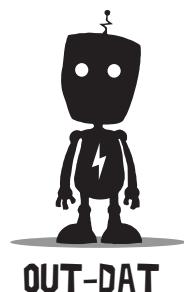


CLICK



CLICK

OUT DATE  
OBSOLETE  
CLICK



OUT-DAT

CLICK

CLICK

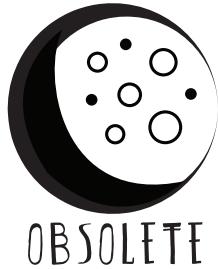


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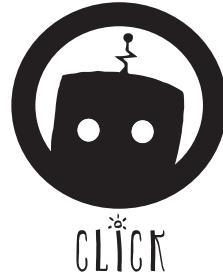


CLICK

OUT DATE  
OBSOLETE  
CLICK



OBSOLETE



CLICK



OUT DATE



OBSOLETE



OUT

OUT DATE  
OBSOLETE  
CLICK

CLICK

CLICK

CLICK

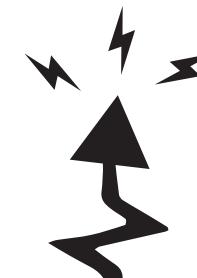
CLICK



CLICK

### BRAND COLOUR VARIATIONS

Primary



**CLICK**

Colour var1



**CLICK**

Colour var2



**CLICK**

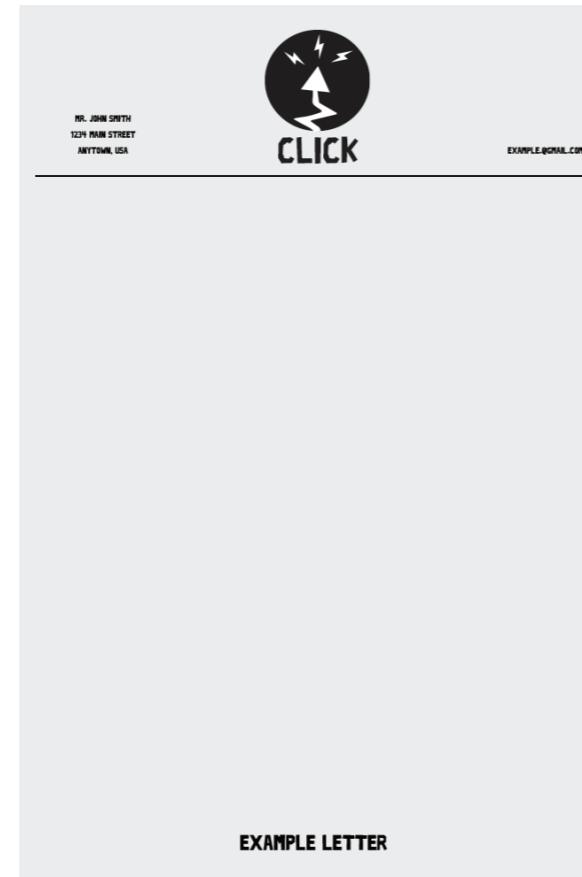
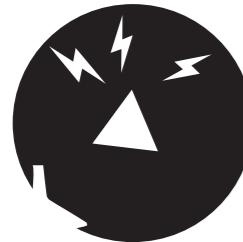
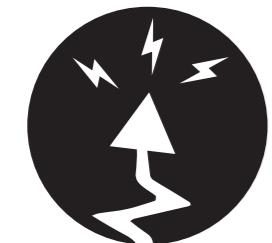
Colour var3



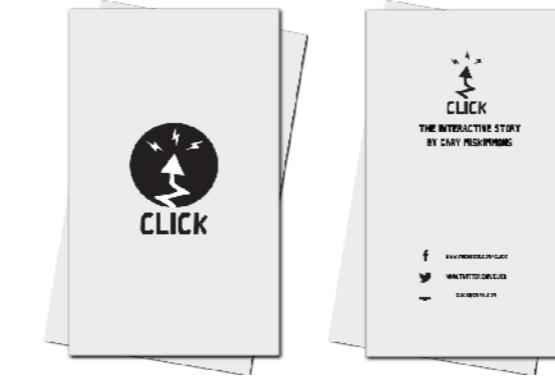
**CLICK**

### 3-2 FURTHER BRAND DESIGN

#### BRAND USAGE Online



off line

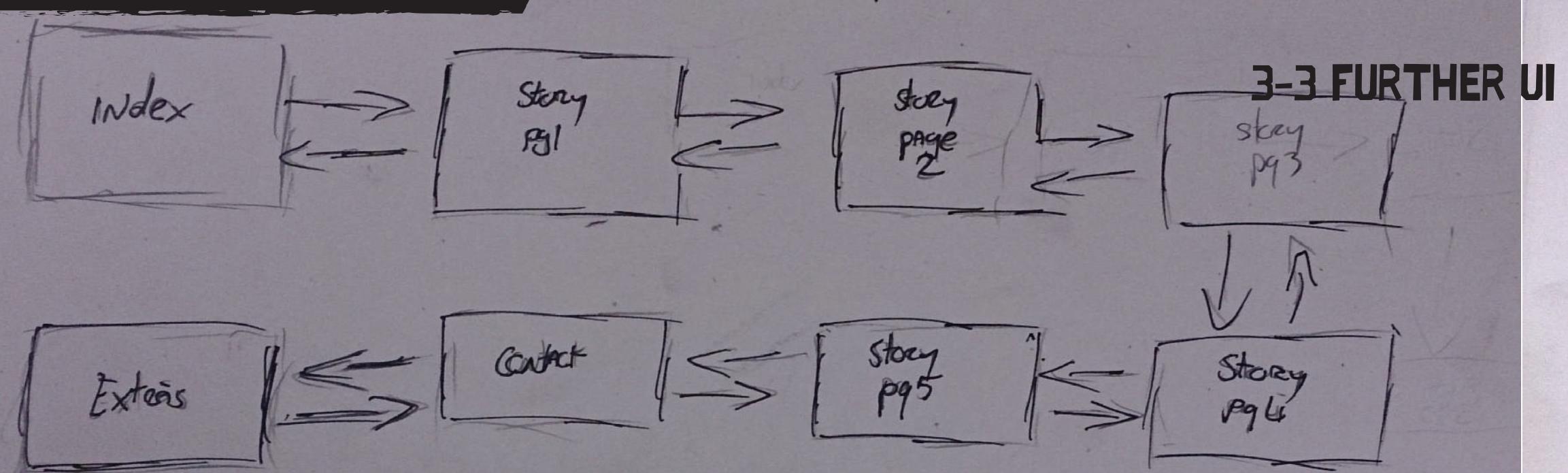


Merchandise



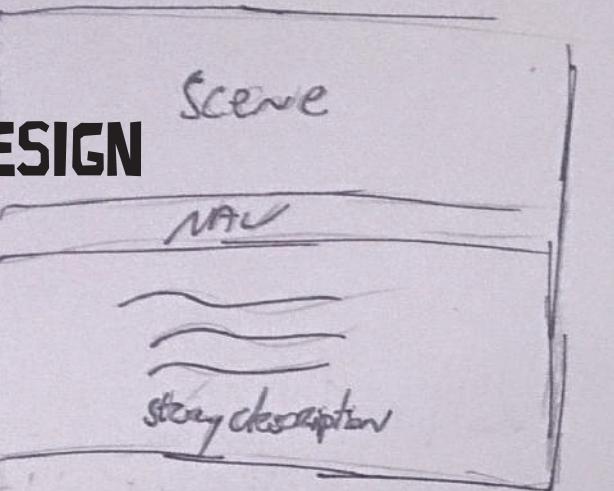
## 9. APPENDIX

### Site Map / Design Structure

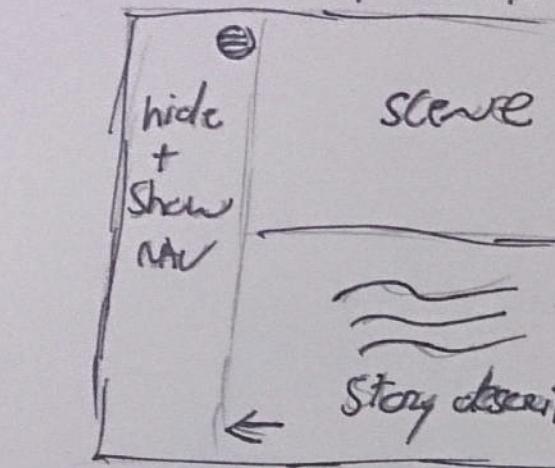


- The amount of Story pages are unknown at this stage will increase depending on length of script.
- User needs to navigate through pages to continue story.
- Issue 1 - very strict navigation need A solution to improve flow
- Issue 2 - Pages not apart of the story Need to be accessible at all times
- Issue 3 - Need an effective way to present the scenes

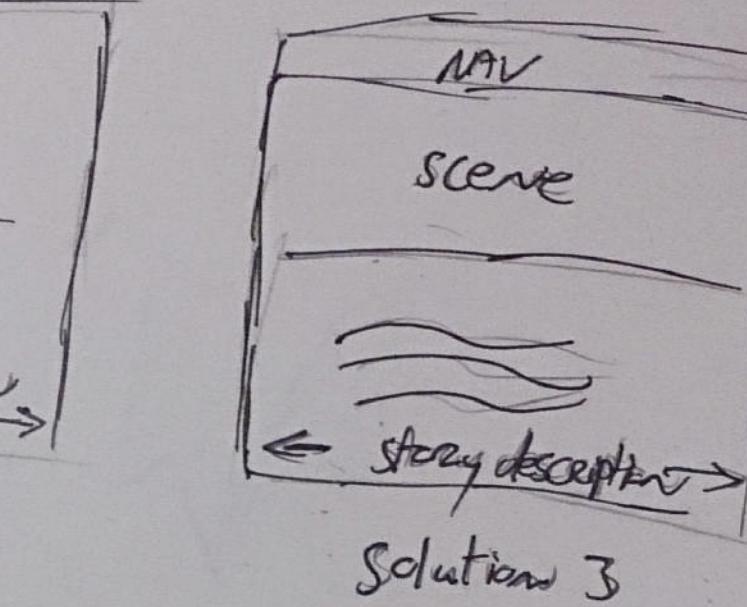
### 3-3 FURTHER UI DESIGN



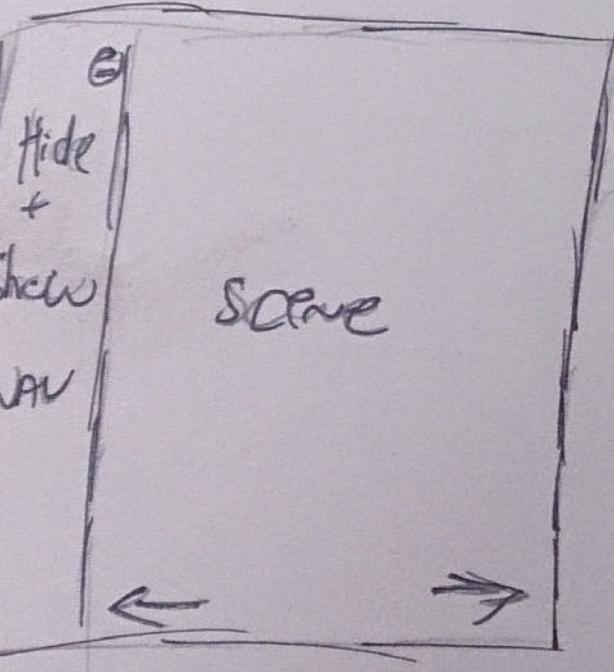
Solution - 1



Solution 2



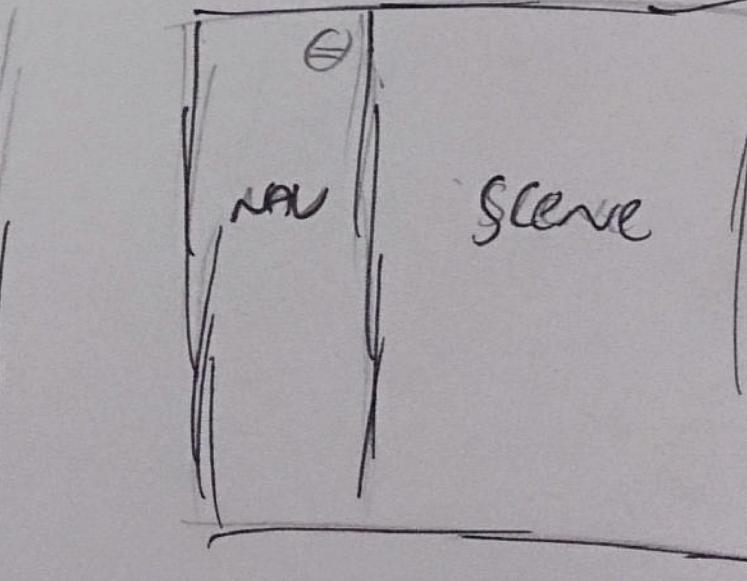
Solution 3



Solution - 4



Solution - 5



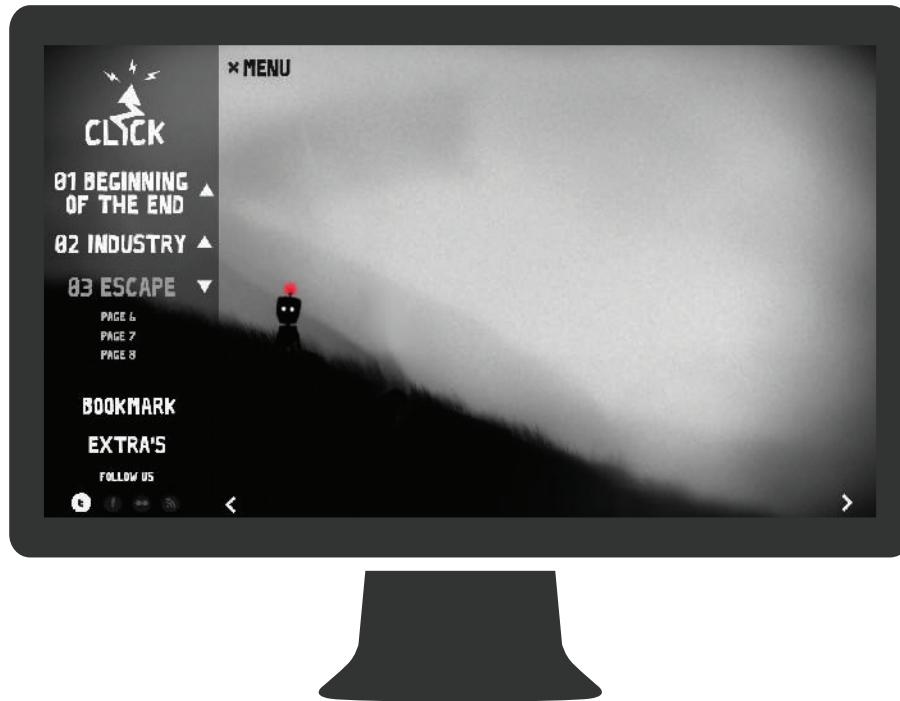
Solution - 6

### Presentation of Story + Nav 6 up Solutions

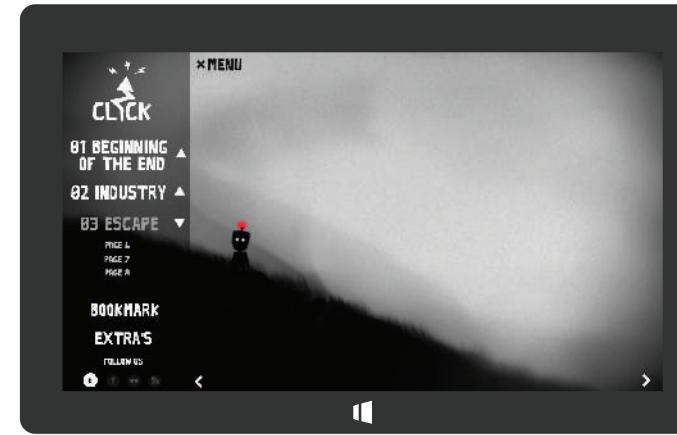
### 3-3 FURTHER UI DESIGN

#### DEVICE DISPLAY

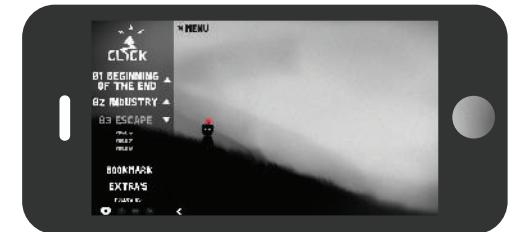
This is an example of how my nav and content will display on devices. The orientation of the device will be a factor here the best option when you get to a tablet or phone is to fix the Orientation to a landscape view. This is because my graphics are created with a wide-screen view to display as much information as possible which makes sense. The content will Resize to fit full width and height of devices view-port. The menu could become scrollable if there is too much information that makes the content to small to read.



DESKTOP

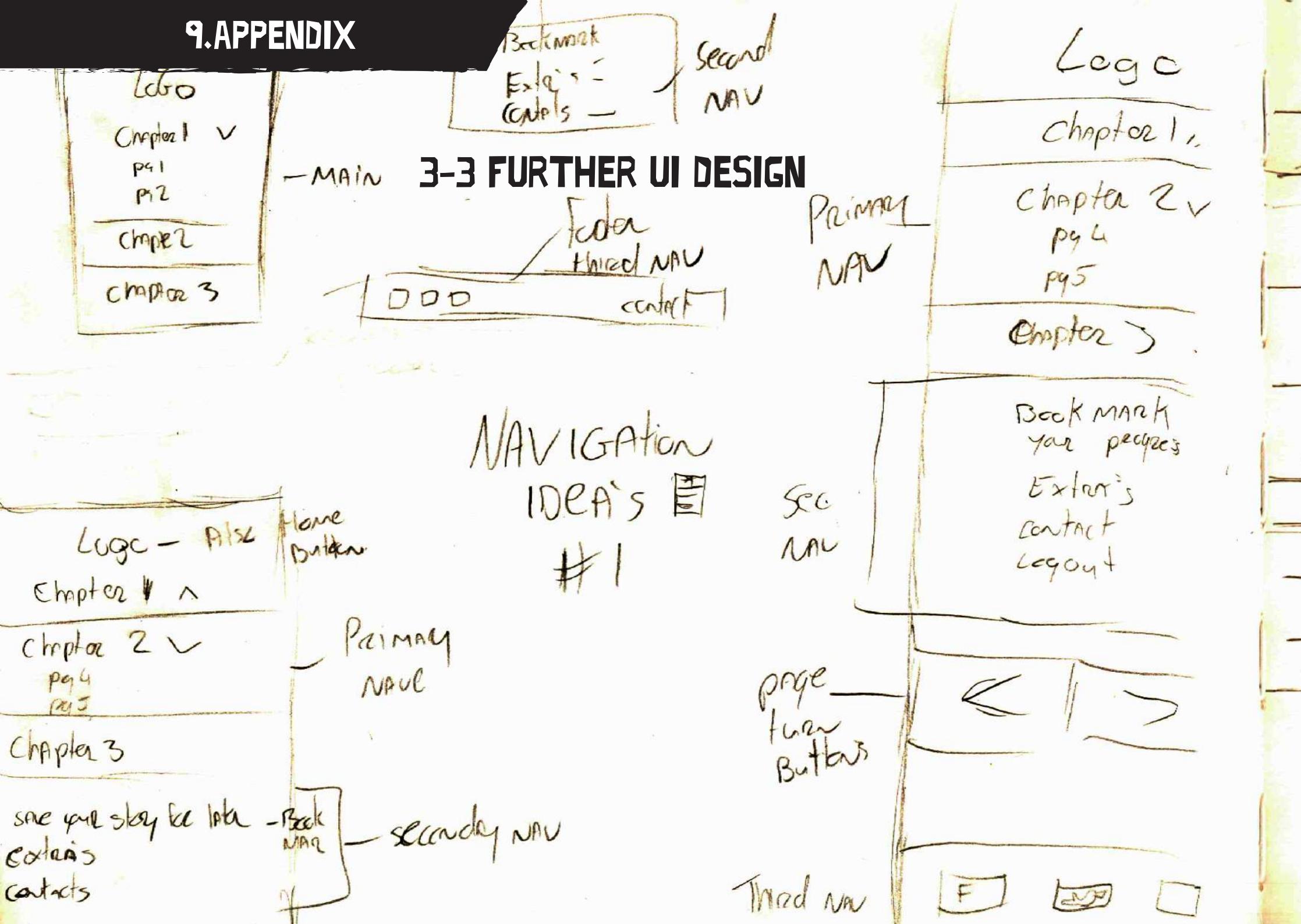


SURFACE



IPHONE 5

## 9. APPENDIX



## 9. APPENDIX

chapter 1 n

chapter 2 n

chapter 3 v

pg 6

pg 7

extra  
content

page

chapter 1 n

chapter 2 v

pg 3  
pg 4

chapter 3

bookmark

Extras?

Logout?

= menu button / Hides  
or shows menu

primary  
NAV

+  
deep down  
menu

Story  
Page #1

secondary  
NAV

third nav secnd links

= menu button

Story  
Page #2

secondary NAV

Page turn

third nav  
secnd links etc

Logo

+ bookmark  
Logout

menu allays  
open

chapter 1 n

chapter 2 n

Chapter 3 v

pg 3  
pg 4

< >  
center

secondary  
Page turn

third nav

Logo

+ bookmark

Chapter 1 n

chapter 2 n

chapter 3 v

pg 3  
pg 4

Extras  
content  
Logout

secnd links

= menu button

secondary

Story  
Page #1

Page

third  
NAV

Page turn

## 3-3 FURTHER UI DESIGN



**CLICK**

**CHAPTER 1** ▼

**CHAPTER 2** ▼

**CHAPTER 3** ^

PAGE 6

PAGE 7

PAGE 8

**EXTRA'S**

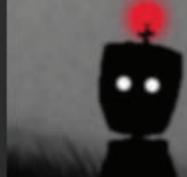
**CONTACT**

**LOGOUT**



## 3-3 FURTHER UI DESIGN

MABYTE WE SHOULD MOVE ON BEFORE THEY CATCH UP....





✖ MENU

9. APPENDIX

01 BEGINNING  
OF THE END ▲

02 INDUSTRY ▲

03 ESCAPE ▼

PAGE 6

PAGE 7

PAGE 8

BOOKMARK

EXTRA'S

FOLLOW US



## 3-3 FURTHER UI DESIGN





CHAPTER 1 ▼

CHAPTER 2 ▼

CHAPTER 3 ^

PAGE 6

PAGE 7

PAGE 8

EXTRA'S

CONTACT

LOGOUT

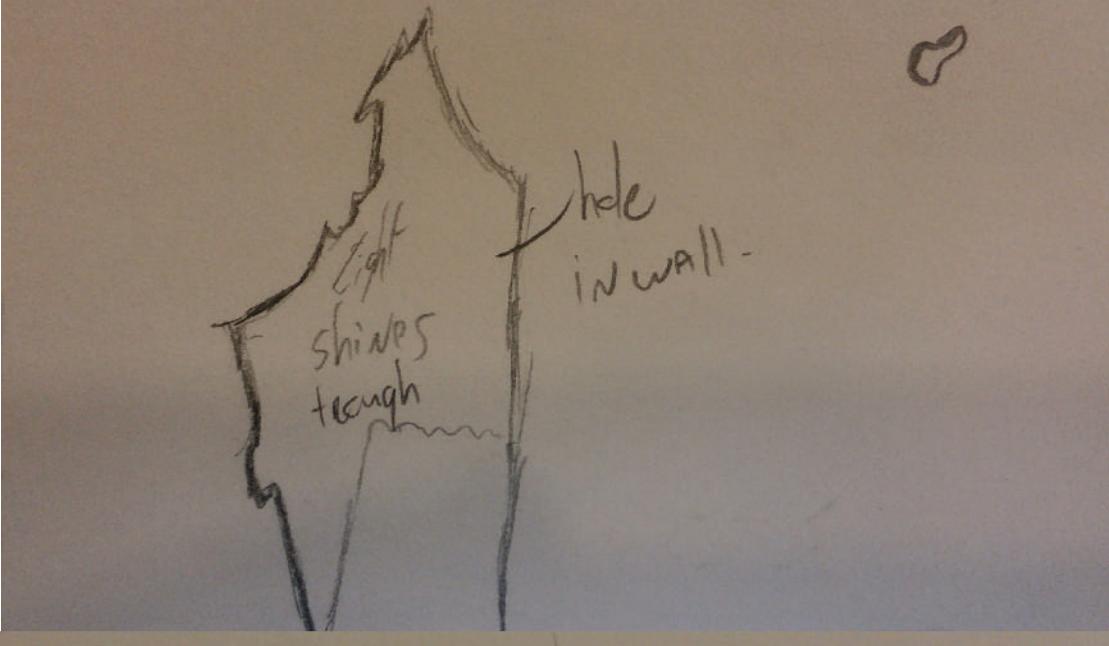
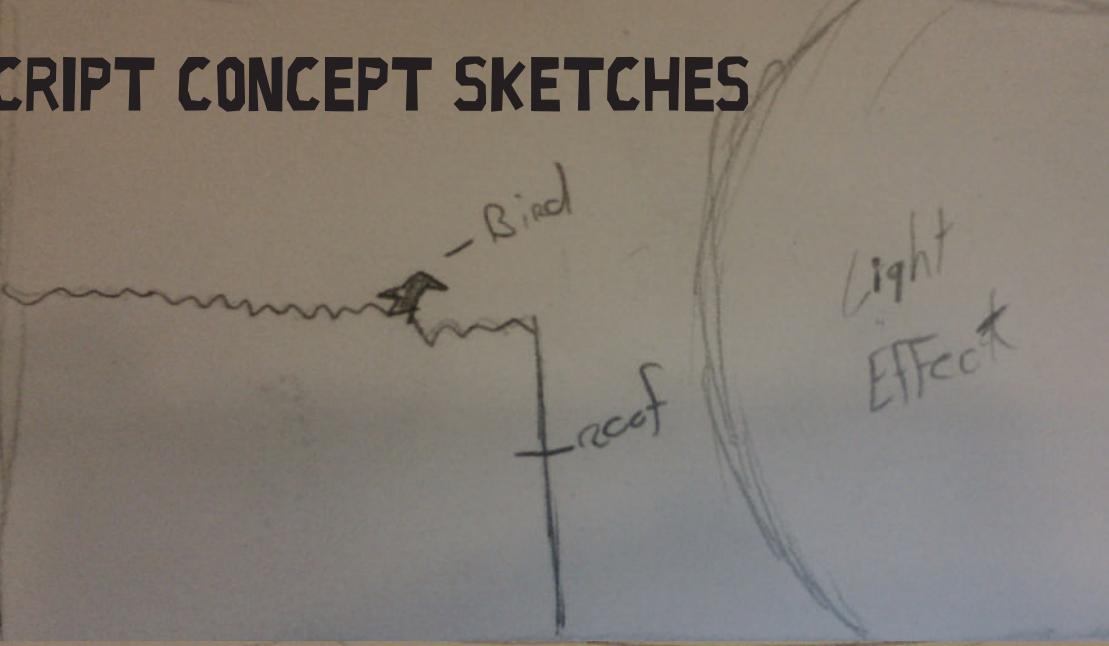


## 3-3 FURTHER UI DESIGN

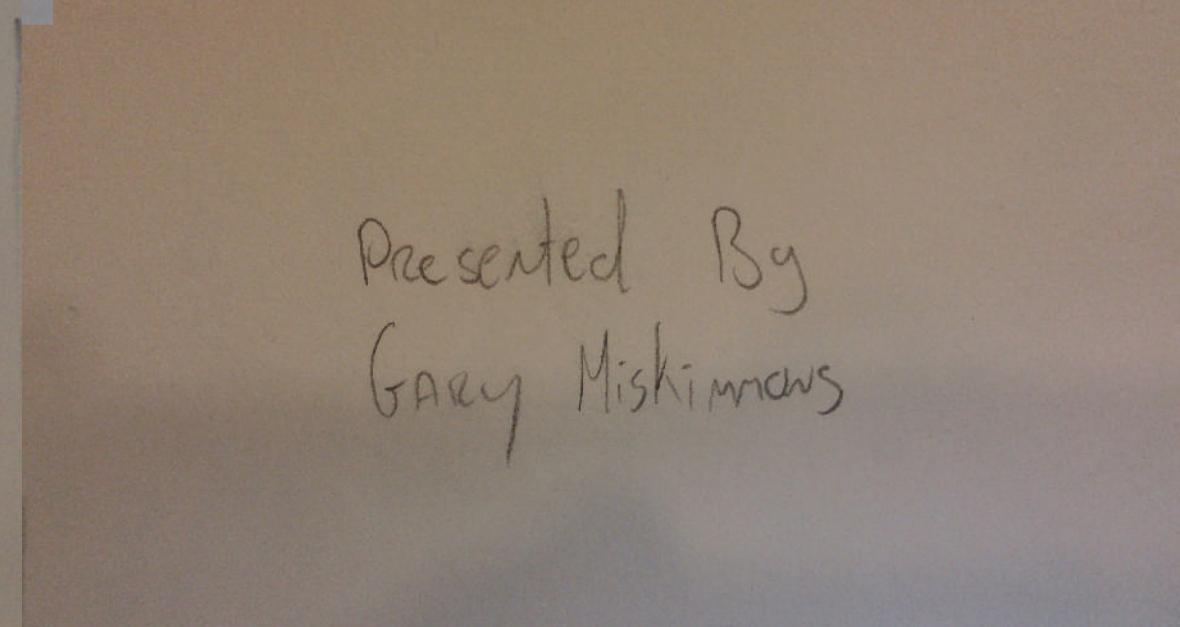
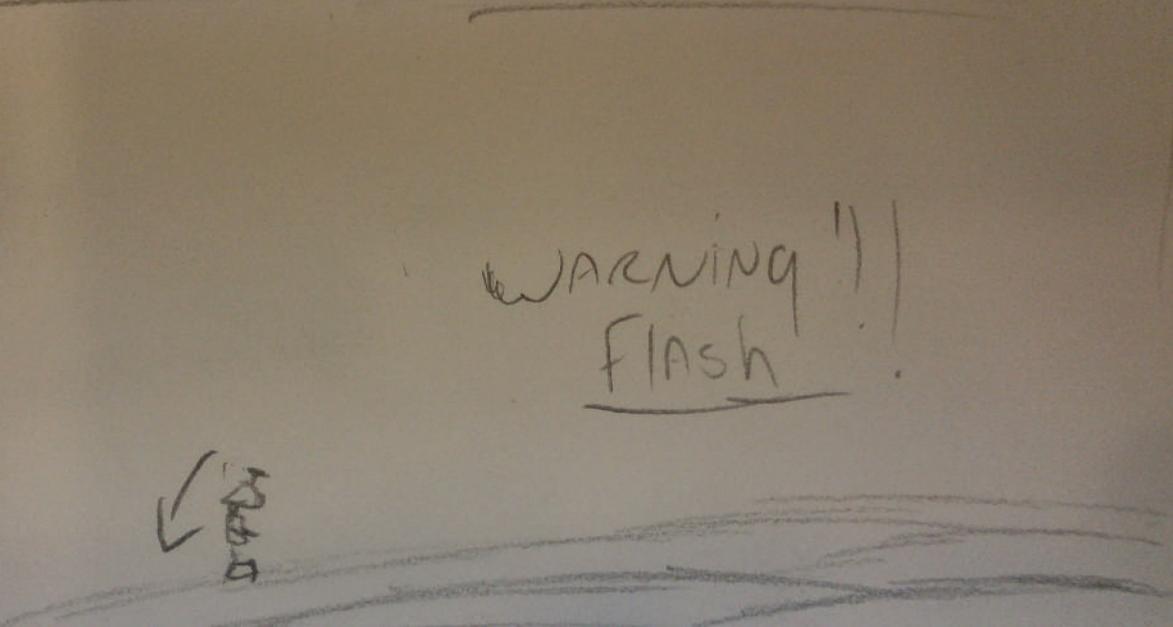
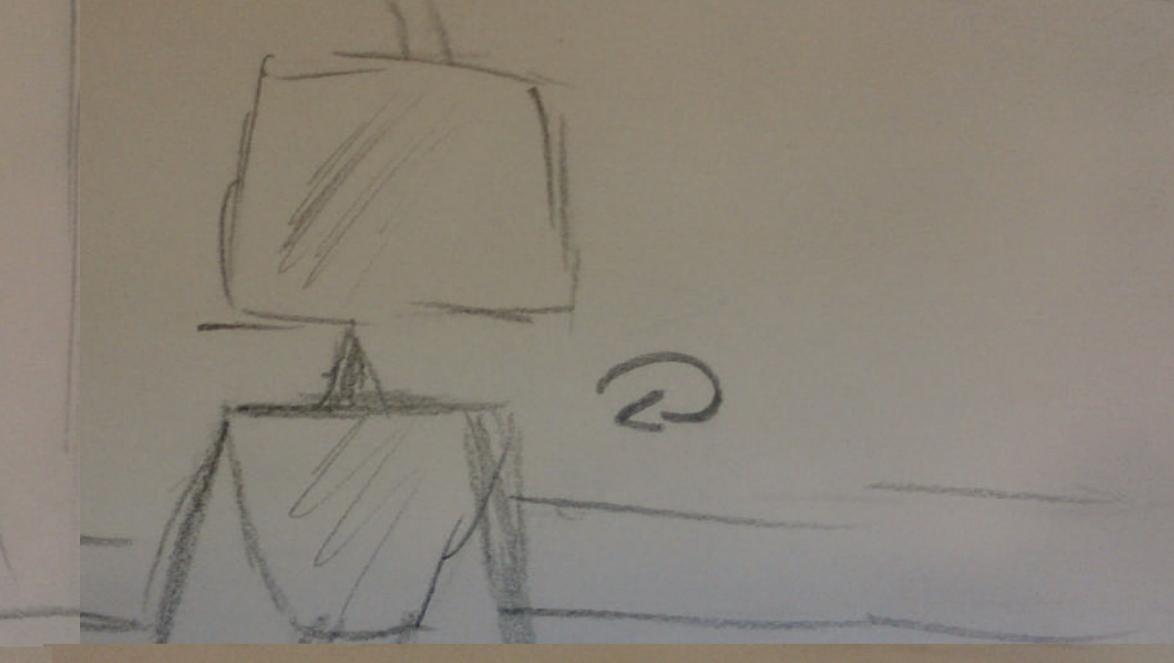
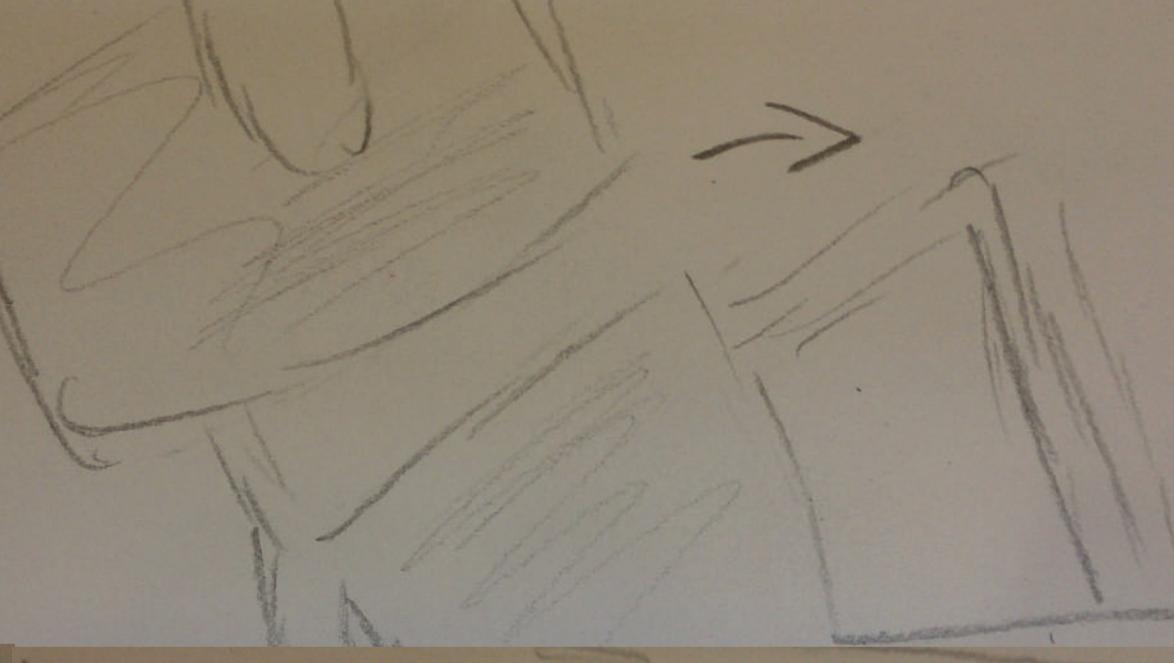
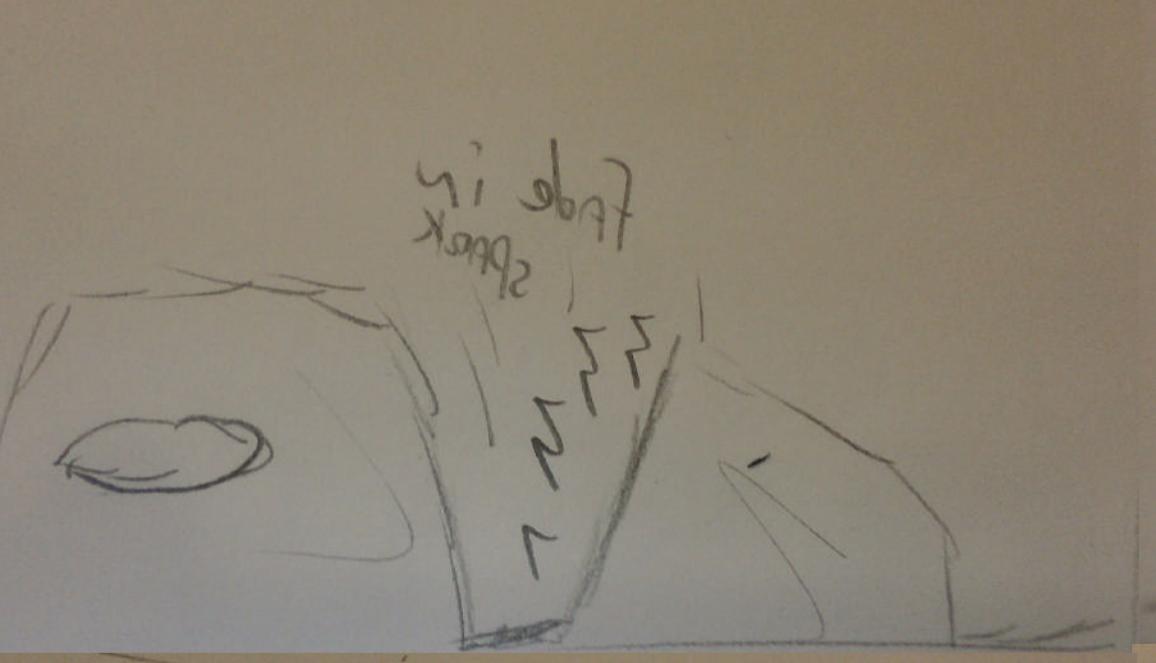
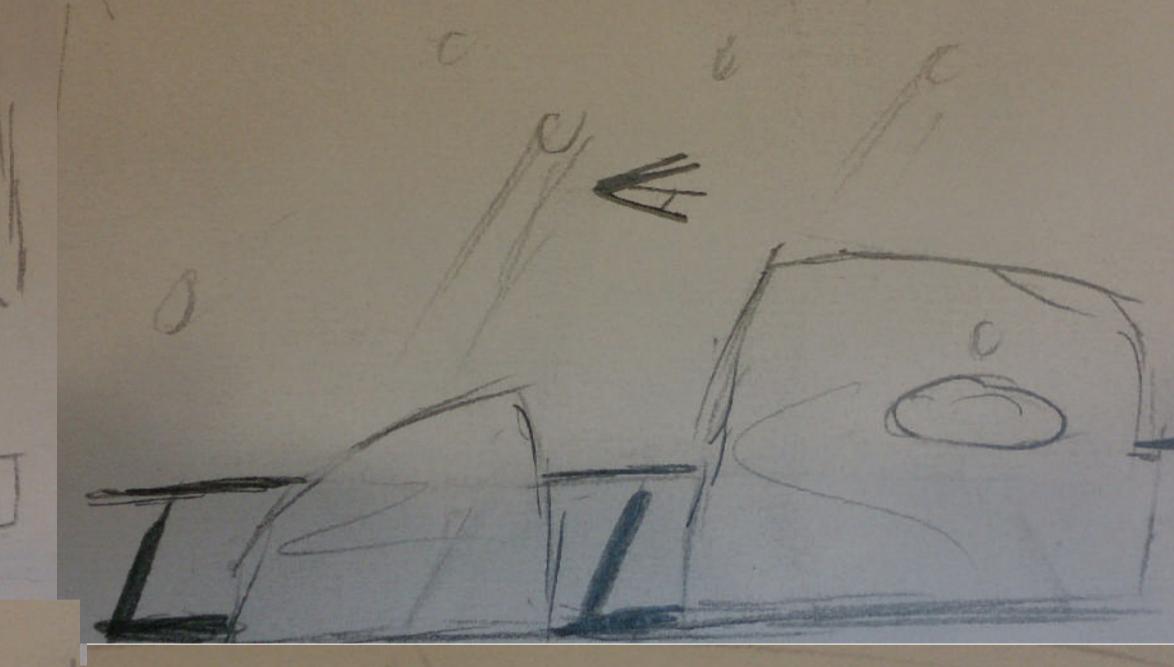
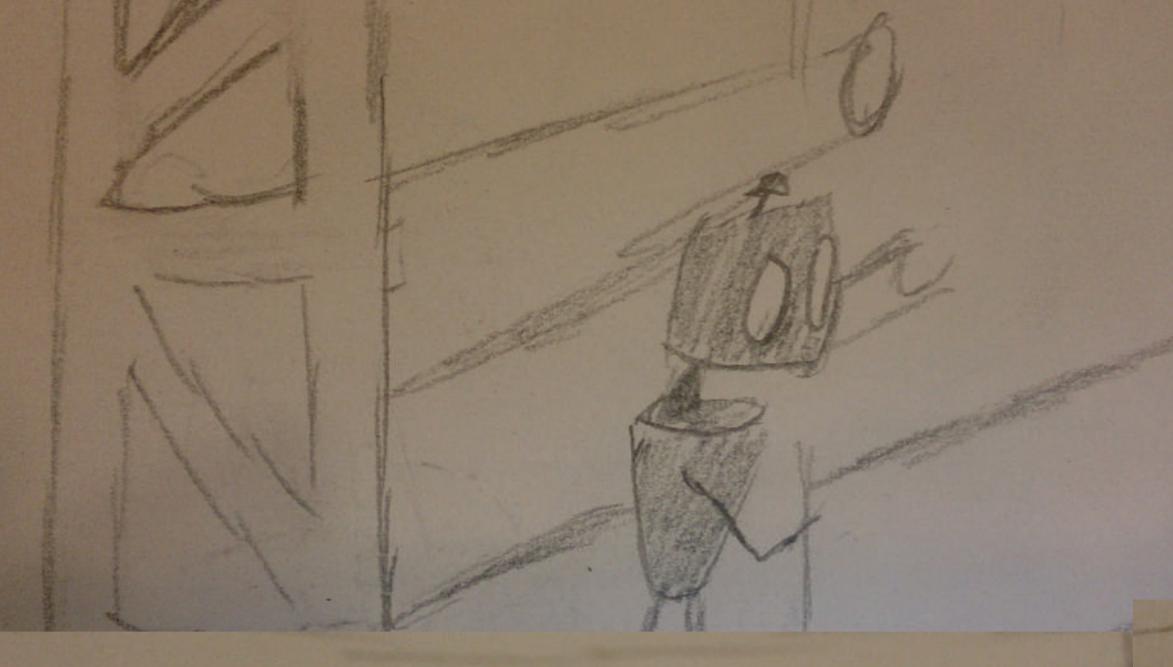
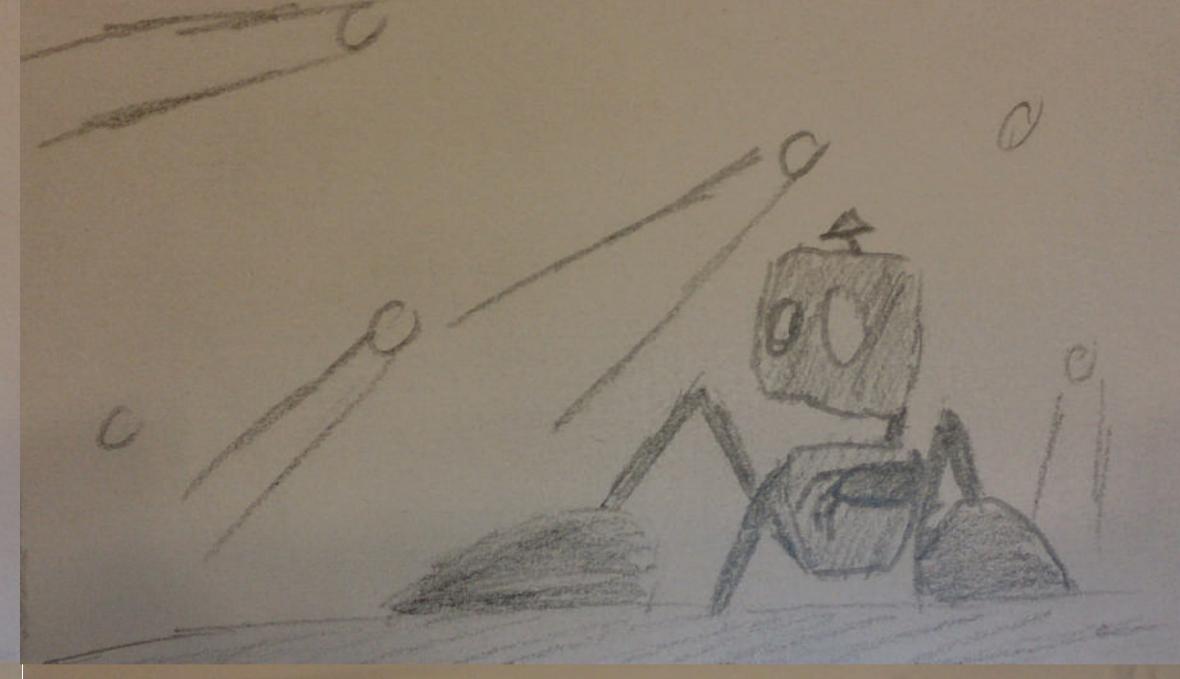
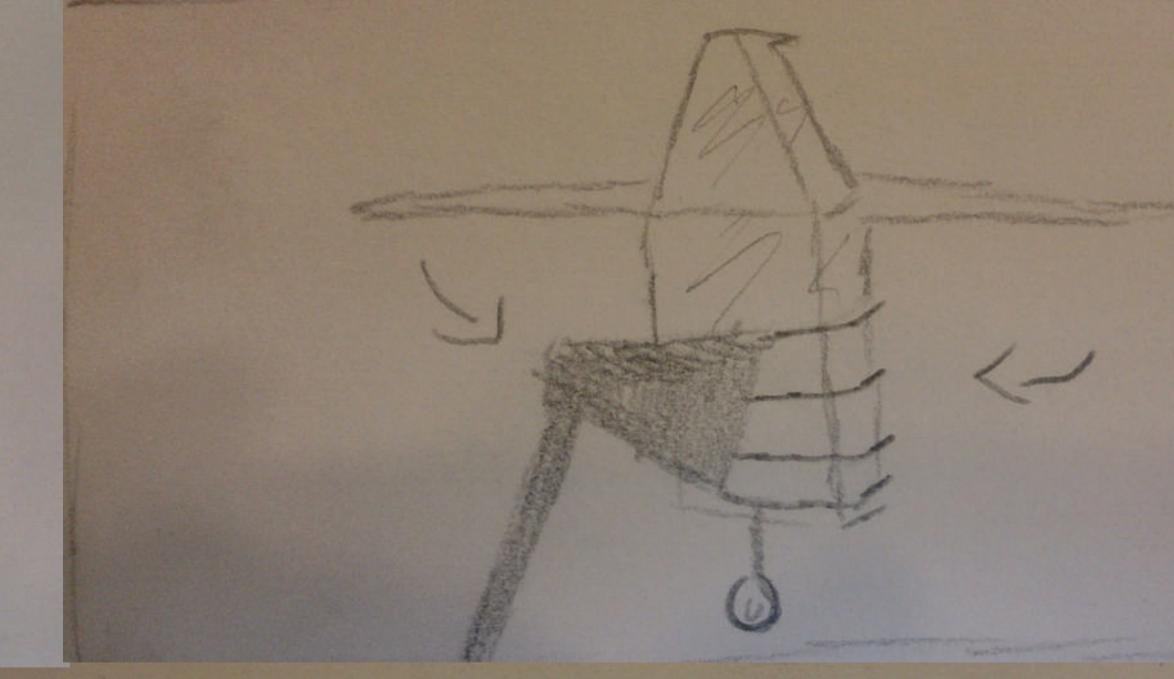
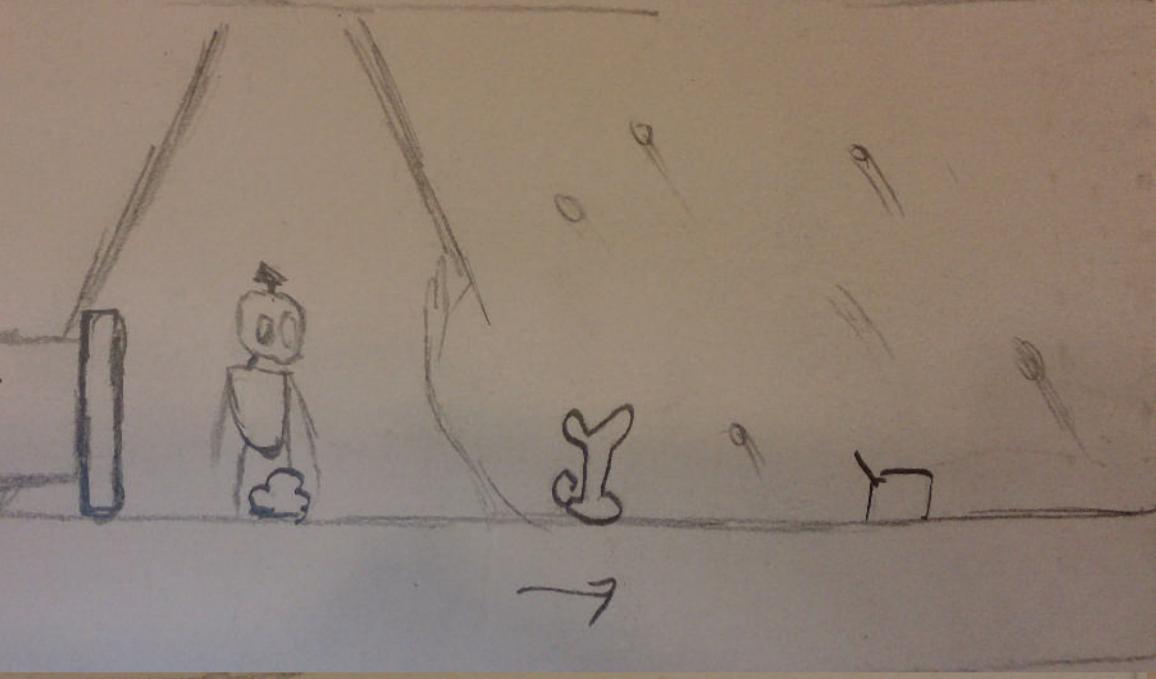
MABYE WE SHOULD MOVE ON BEFORE THEY CATCH UP....



Presented By  
Gary Miskimmons



CLICK  
fade.



## 9. APPENDIX



### 5.1 USER SURVEY

**Question 1.** What FOUR words would you use to describe this website?

- |                |            |
|----------------|------------|
| 1. DISTINCTIVE | 2. STORY   |
| 3. DARK        | 4. PLAYFUL |

**Question 2.** The menu items were well organized and functions were easy to find?

Strongly disagree 1 ... 2 ... 3 ... 4 ... 5 .. **6** Strongly agree

**Question 3.** I found navigating around the website to be:

Very difficult 1 ... 2 ... 3 ... 4 ... 5 .. **6** Very easy

**Question 4.** How did **you** find the Story of the website?

Lame 1 ... 2 ... 3 ... 4 ... 5 ... 6 Awesome

**Question 5.** Did the graphical style blend in with tone of the Story?

Strongly disagree 1 ... 2 ... 3 ... 4 ... 5 .. **6** Strongly agree

**Question 6.** Where the interactions easy to use and understand?

Strongly disagree 1 ... 2 ... 3 ... 4 .. **5** .. 6 Strongly agree

**Question 7.** Did the interactions respond in a good time?

Strongly disagree 1 ... 2 ... 3 ... 4 .. **5** .. 6 Strongly agree

**Question 8.** My overall impression of the website is:

Very negative 1 ... 2 ... 3 ... 4 ... 5 .. **6** Very positive

**Please Leave Comments** on what you liked or any issues you had when using the website

Loved the tablet version and the graphics in the story my only issue was when on the contact form there was button to get back to the main page.

## 9. APPENDIX



### 5.1 USER SURVEY

**Question 1.** What FOUR words would you use to describe this website?

- |                |          |
|----------------|----------|
| 1. FUN         | 2. STORY |
| 3. INTERACTIVE | 4. BOOK  |

**Question 2.** The menu items were well organized and functions were easy to find?

Strongly disagree 1 ... 2 ... 3 ... 4 ... 5 ... **6** Strongly agree

**Question 3.** I found navigating around the website to be:

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Lame 1 ... 2 ... 3 ... **4** .. 5 ... 6 Awesome

**Question 5.** Did the graphical style blend in with tone of the Story?

Strongly disagree 1 ... 2 ... 3 ... 4 ... 5 ... **6** Strongly agree

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**Question 8.** My overall impression of the website is:

Very negative 1 ... 2 ... 3 ... 4 ... 5 ... **6** Very positive

**Please Leave Comments** on what you liked or any issues you had when using the website

When on the tablet version the content failed to load in portrait mode, Liked the touch screen version alot better it felt more interactive..

## 9. APPENDIX



### 5.1 USER SURVEY

**Question 1.** What FOUR words would you use to describe this website?

- |                |            |
|----------------|------------|
| 1. DISTINCTIVE | 2. STORY   |
| 3. DARK        | 4. PLAYFUL |

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Very difficult 1 ... 2 ... 3 ... 4 ... 5 .. **(6)** Very easy

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**Question 6.** Were the interactions easy to use and understand?

Strongly disagree 1 ... 2 ... 3 ... 4 .. **(5)** .. 6 Strongly agree

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Loved the tablet version and the graphics in the story my only issue was when on the contact form there was button to get back to the main page.

# 9. APPENDIX



## 5.1 USER SURVEY

**Question 1.** What FOUR words would you use to describe this website?

- 1. STORY
- 2. ANIMATION
- 3. QUIRKY
- 4. INTERACTIVE

**Question 2.** The menu items were well organized and functions were easy to find?

Strongly disagree 1 ... 2 ... 3 ... 4 ... 5 .. **(6)** Strongly agree

**Question 3.** I found navigating around the website to be:

Very difficult 1 ... 2 ... 3 ... 4 ... 5 .. **(6)** Very easy

**Question 4.** How did you find the Story of the website?

Lame 1 ... 2 ... 3 ... 4 .. **(5)** .. 6 Awesome

**Question 5.** Did the graphical style blend in with tone of the Story?

Strongly disagree 1 ... 2 ... 3 ... 4 ... 5 .. **(6)** Strongly agree

**Question 6.** Where the interactions easy to use and understand?

Strongly disagree 1 ... 2 ... 3 ... 4 .. **(5)** .. 6 Strongly agree

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Strongly disagree 1 ... 2 ... 3 ... 4 .. **(5)** .. 6 Strongly agree

**Question 8.** My overall impression of the website is:

Very negative 1 ... 2 ... 3 ... 4 ... 5 .. **(6)** Very positive

**Please Leave Comments** on what you liked or any issues you had when using the website

Menu button didnt work after my book mark opened other than that a very nice project.

# 9. APPENDIX



## 5.1 USER SURVEY

**Question 1.** What FOUR words would you use to describe this website?

- |               |                |
|---------------|----------------|
| 1. BOOK       | 2. MEMORABLE   |
| 3. INNOVATIVE | 4. INTERACIVTE |

**Question 2.** The menu items were well organized and functions were easy to find?

Strongly disagree 1 ... 2 ... 3 ... 4 ... **5** ... 6 Strongly agree

**Question 3.** I found navigating around the website to be:

Very difficult 1 ... 2 ... 3 ... 4 ... 5 ... **6** Very easy

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Strongly disagree 1 ... 2 ... 3 ... 4 ... **5** ... 6 Strongly agree

**Question 8.** My overall impression of the website is:

Very negative 1 ... 2 ... 3 ... 4 ... 5 ... **6** Very positive

**Please Leave Comments** on what you liked or any issues you had when using the website

On one of the pages the content failed to load & error button on log in looked out of position on smaller screens, feels alot better on touch screens.