Don’t Isol8 Design Document

1/23/2023

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# Introduction

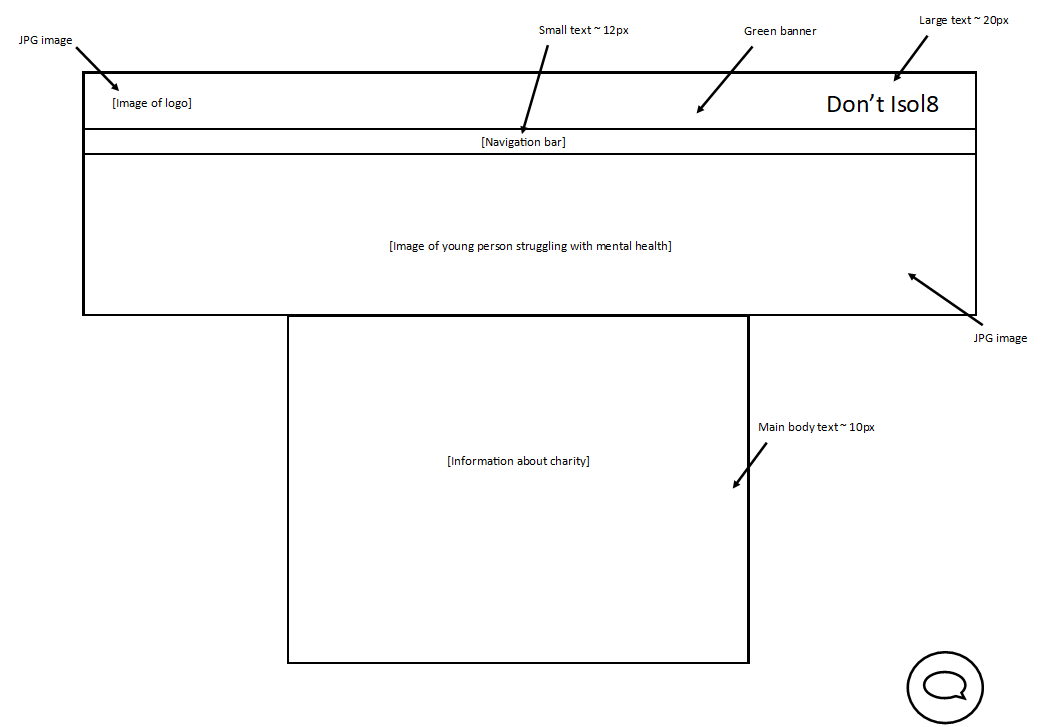
I am going to make an interactive media product for a charity called Don’t Isol8. This product will support teenagers and young adults with their mental health. It will include methods of improving mental health and opportunities for those struggling with their mental health to get support.

I have decided to create a website for my product because it is a very universal, accessible product that is very widely used. This is important because it means that the user will be familiar with the product and how to use other similar products. This is important for a website about mental health because people may shy away from the unfamiliar, so having the comfort of the familiarity of a website will be extremely helpful.

# Ideas and Design

## Wireframes

### Home Page



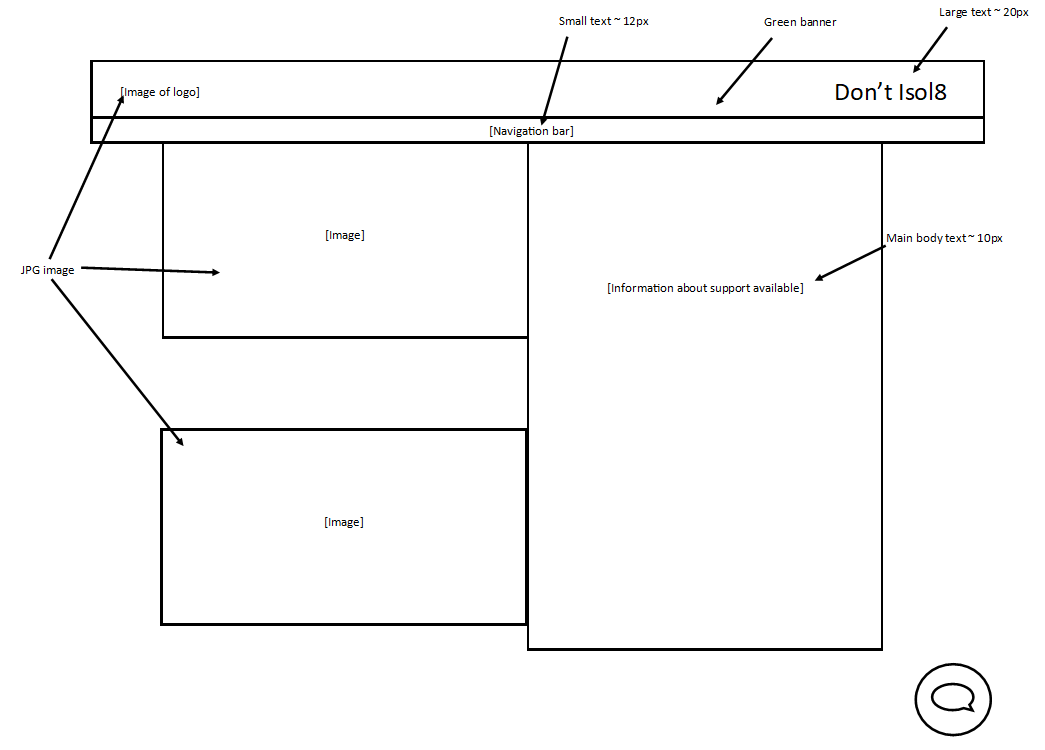
This is my wireframe for the home page. I have decided to go for a design that is engaging for people no matter their age. It is a very universal and familiar website design. It has a green banner across the top of the website because that will be one of the main colours of the website. It will have the logo and name of the charity on the green banner because it means that young people that want to visit the website know where they’re getting help from, so they can recommend it to others who may also need help with their mental health.

I have decided to make the images JPGs because they load very quickly which is essential on a website. Many people will turn away from a website if the images load slowly, which could end with terrible results if people in need of support don’t visit the website just because it is slow.

I have included a navigation bar to help users navigate the site with ease. This is important because it means that people don’t have a difficult time navigating the website. My aim is to make the website as easy to use as possible. This will enable those in need of support to receive it as soon as possible.

The homepage will include a button that allows users to talk to someone as soon as they open the website. This is a very important feature because people struggling with mental health may need someone to talk to, and this means that those people can get the support they need as soon as they visit the website.

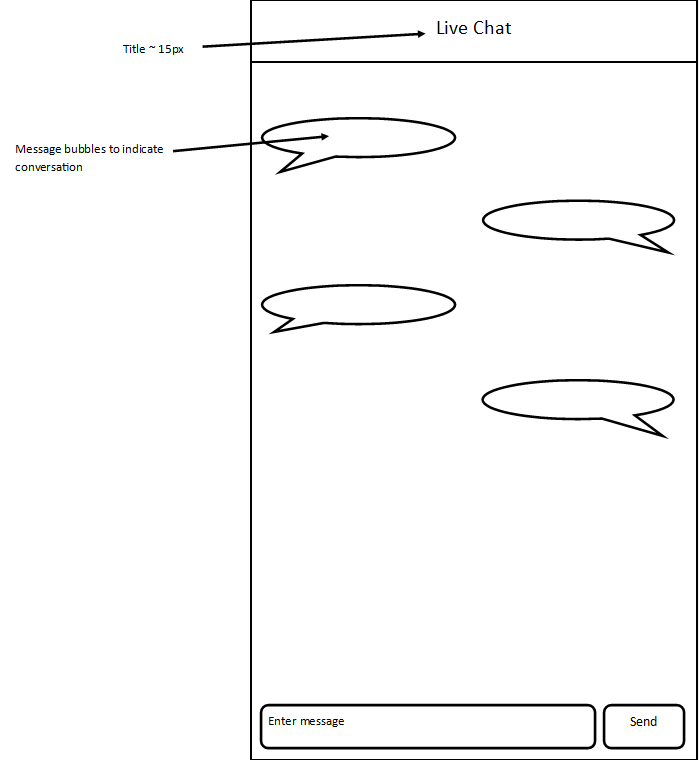
### Support Page



This is my wireframe for my support page. It follows a very similar design to the home page to ensure familiarity for the user across the whole website. This is important because it allows the user to feel comfortable with the known in the website. It has the same banner, navigation bar, logo, and chat button included for all the reasons stated above.

I have decided to remove the heading image for the support page because it is not necessary when it is not on the home page, but instead I have included images in the main body of the text. It is important to include images in a website because it means that the website is more engaging for the user.

### Chat Page



This is my wireframe for my chat page. It will be a very similar design to a generic messaging app so that it is easy and familiar experience for the user. This is very important because it will help people feel more comfortable using the chat page. This is essential when talking about a personal topic such as mental health – the focus of this website.

The chat bubbles create a more relaxed feel because it helps the user think of the person on the other end as a human rather than just a computer. This will also help make the user more comfortable because it will help them see the exchange as a conversation with a real person rather than the website.

## Font

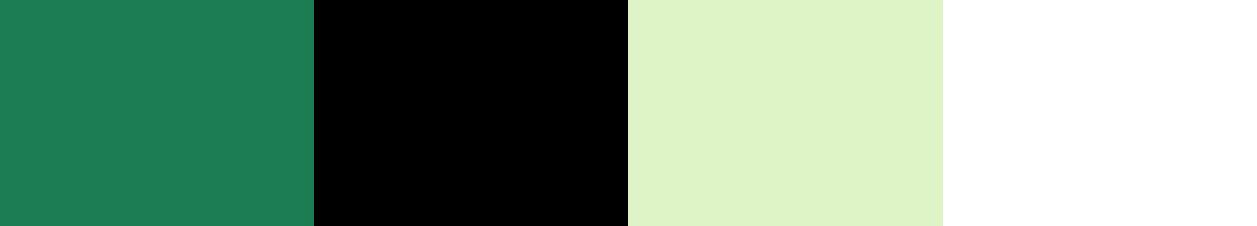
I will use a sans-serif font for my website because I want it to look simple for the user. A serif font may cause the website to look too cluttered, and a display font may be too hard to read for some users. The sans-serif font that I have chosen for my product is Arial:

Arial Font

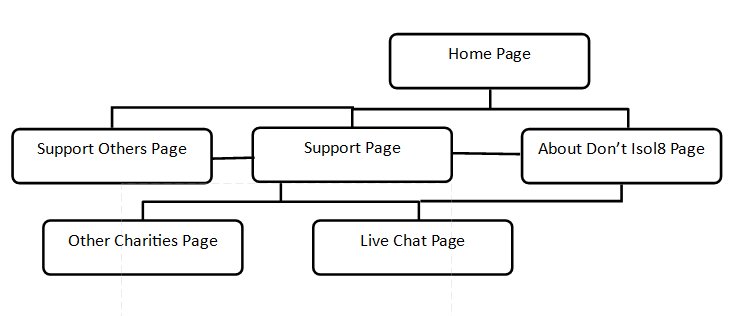
Arial is a good choice for my website because it is a very minimalistic font that is very easy to use. This also makes my product more accessible for users who may have reading or sight impairments. An easy-to-read font is again, very important for a website about mental health because it means that the user won’t have to struggle to receive support.

## Colour Scheme

This is the colour scheme I have chosen for my website. I chose the green and yellow because they are very neutral, calming colours which is helpful on a website about mental health. I chose the white because that is a nice neutral background for the website that isn’t distracting. I chose black for the text on the website because it will contrast the white background. Text that isn’t contrasting to the background can be hard to read for some people.



## Navigation



This will be the navigation structure for my website. The website will open on the home page and there will be links to all the pages therefrom. All pages will have links to the live chat page because this is very important for a website supporting people with their mental health. This website is not about self-promotion, so it will not try to keep users on the website, instead it will offer alternatives and other websites that can help people visiting that may be struggling with mental health issues.

I have purposely not made the website very big with lots of pages. This is because it is better to keep a website such as this one as concise as possible as to not flood the user with information. This means that the user will not be overwhelmed when visiting the website. This is very important because it enables the user to have a more positive experience when visiting the website.

The website will include not only resources for those who are struggling with mental health issues, but those looking to help others with their mental health. There will be guides for helping others and on the support others page, and for helping yourself on the support page.

There will also be information about Don’t Isol8 on the about Don’t Isol8 page, which will inform people on what the charity does and how they can help support the charity, through financial contributions or volunteering.

# Target Audience

## Age

My target audience is teenagers and young adults up to the age of 25. This is because this is the target audience for the charity that I am creating this website for. I will make my website more suitable for teenagers and young adults by including features such as interactive quizzes. This will appeal to younger people especially because they are generally more interested in technology.

I will make the website a calculated mix between text and information and colourful images. This is so that it appeals to people that are both on the younger and older end of my target audience. Younger people generally like a more colourful website, whereas an older audience may prefer more text.

Websites are a very good way of engaging with young people because they are often very comfortable using the internet and navigating websites. Putting the charity support on a platform that is very familiar for people will help it greatly.

## Gender

My target audience is not gendered, it is targeted to all people. This means that I will need to create a website that is suitable for all genders. This means making a colour scheme that does not favour one gender over another. Some colour schemes are more engaging for some genders. Men may like a colour scheme including more [blues, blacks, olive greens](https://www.supermoney.com/colors/), women may like a colour scheme including more [pink or purple](https://www.supermoney.com/colors/) colours.

I will use a colour scheme that includes more greens and yellows because this is a more [neutral colour scheme](https://www.colorsexplained.com/gender-neutral-colors/) for everyone visiting my website. This means that it will engage everyone that wants to go to the website, meaning higher success for Don’t Isol8.

## Lifestyle

My target audience is all people that fit into the age range previously stated, so I won’t be targeting a specific type of people who have a specific lifestyle. This means that I won’t be creating anything that appears to exclude anyone. I will make a website that is all-inclusive. This means that I won’t make the website too fancy or showy because this could discourage people who aren’t used to that kind of website.

## Accessibility

Because the target audience of my website is all-inclusive within the age-range I will be making my website very accessible for everyone. This will include options to change colours for people that can’t see colour very well, adding alt-text for all images for those with sight-impairments, large text options, links will be very descriptive for screen-readers, etc.

This will ensure that as many people as possible can get support from my website without excluding anyone. This is essential because according to a [report by the CDC in the US](https://www.cdc.gov/ncbddd/disabilityandhealth/features/mental-health-for-all.html), People will disabilities are more prone to mental health issues, and this website will be a resource to help those people.

# Technical Aspects