

SEPTEMBER 16, 2016



WEBSITE SPECIFICATION

PROJECT JIVIN' JAZZ

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Introduction

- This document is about website specification for Jivin' Jazz and the purpose is design the details of the website for client Miles Coltrane.
- This project is create a new website for Jivin' Jazz Company. The website will showcases one musician in his collection.
- It contains Cover page, Introduction, Client details, Goals, Objectives, Target audience, Personas, Website structure, Website content, User interaction, Design, Accessibility, SEO, Domain name, Hosting, Copyright, Privacy, Usability Testing, Timeline and Budget.

Client details

- Miles Coltrane is client for Jivin' jazz website. Jivin' jazz is the company which collects jazz music recordings. It was established in 1999. The company size is small and he is the only one employee. Miles Coltrane love jazz and he wants to share his love of jazz to the rest of the world especially youth.
- The desired type of website for client is informational. Not trying to sell products but to convey message.

Contact details

1. Phone

- Local calling area, 03 940 8000
- Free call (New Zealand), 0800 24 24 76
- International, +64 3 940 8000
- Campus security 03 940 8076
Monday to Thursday 8.00am - 5.00pm
Friday 9.00am - 4.30pm

2. Email

- info@ara.ac.nz
- Fax
- For all general enquiries and enrolments:
+64 3 940 8642

3. Postal address

- Enrolment Centre
- P O Box 540
- Christchurch Mail Centre
- Christchurch 8140
- New Zealand

Goals

- Become one of the most attractive Jazz websites.
- Encourage young generation to play videos, search information about Jazz, read posts on blog, sign up for a newsletter, contact Jivin' Jazz via a form on the website.

Objectives

- Increase the traffic by 5 percent in each month of this year after the site being published for a month. Become a top10 Jazz website that users like to visit in the next year.
- Increase visitors aged 15-25 yrs. to 40% till the end of the year.

Target audience

- All age visitors who love Jazz are welcomed, but particular focuses on 15-25 year olds.

Personas

- Persona 1



Jenny Jade

“Do what is right, not what is easy”

- Age: 16
- Role: Student
- Computer Literacy: high
- Live in Sockburn, Christchurch
- Studying in Riccarton High School
- Extraverted
- Like music, fashion clothes

Narrative

Jenny is 16 years old, and likes to go shopping with friend or listen to music when she is free at home. She has a part-time job in FreshMax company as a packer on Sunday from 6am to 3pm. She loves many kinds of music. Recently, She found Jazz is charming and wants to know more. And she usually listen to music by her cell phone.

- Persona 2



Henry Macy

“Stars can’t shine without darkness”

- Age: 25
- Role: Accountant
- Computer Literacy: high
- Live in Papanui, Christchurch
- Graduated from University of Canterbury
- Accepted a job in BNZ
- Amicable
- Like Jazz, rugby

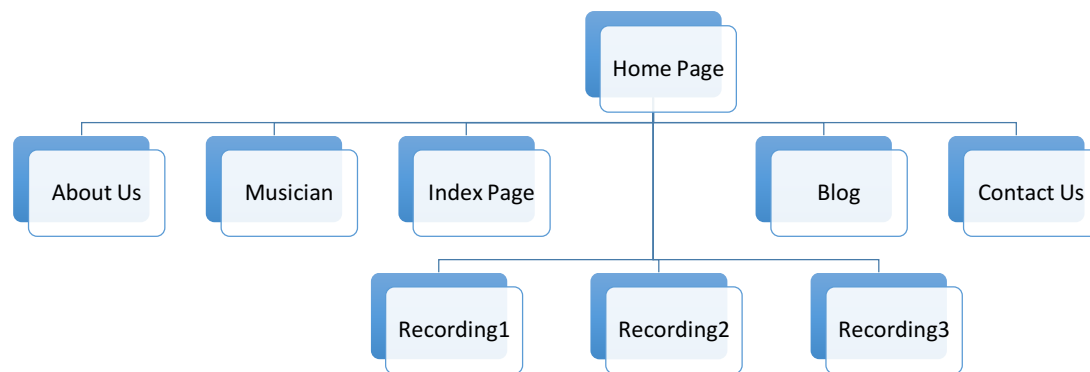
Narrative

Henry is 25 years old, and just received an job offer from BNZ which is a big company in New Zealand. Feel excited, he is preparing a party at home to celebrate with friends this weekend. He likes Jazz very much. He played guitar in a band when he was in school. He would like to use Macbook to access the web.

Website structure

This website have 9 webpages including Home page and 7 different kinds of pages.

- Home page
- About us page
- Musician information page (biography, etc.)
- Index page with list of recordings and images
- 3 pages about individual recordings
- Contact us page
- Blog page



site map

Website content

- Users can learn about client's company by About us page
- A picture of client shown on the website. It can be someone who looks like Miles.
- Musician information (biography, etc.)
- List of recordings and images on the Index page
- Three pages about individual recordings
- User can use form on contact page that works via email
- Several articles on Blog page

User interaction

- Users can play videos on the website

Create 3 pages of individual recordings. And add video and audio source on pages.

- Users can see information about Jazz musician and music.

Create a Musician page including biography and information about music on index page.

- Users can read blog posts.

There will be a blog page post several articles.

- Users can sign up for a newsletter.

Create a form for sign up newsletter.

- Allow users to contact Jivin' Jazz via a form.

Create a Contact us page with a form that user can fill it to send an email to client.

- Would like links (sharing buttons) to Facebook, Twitter etc.

Use a content-sharing service such as AddThis (<http://www.addthis.com>).

Design

Accessibility

Implementation:

1. Use text alternatives for non-text content.

- Short equivalents for images, including icons, buttons, and graphics
- Description of data represented on charts, diagrams, and illustrations
- Brief descriptions of non-text content such as audio and video files
- Labels for form controls, input, and other user interface components

It helps people who cannot see and use a screen reader etc.

2. Use captions and other alternatives for multimedia.

- Text transcripts and captions of audio content
- Audio descriptions, which are narrations to describe important visual details in a video

It helps people who cannot hear audio or see video need alternatives etc.

3. Users can easily navigate, find content, and determine where they are.

- Navigation mechanisms that are repeated on multiple pages appear in the same place each time
- Pages have clear titles and are organized using descriptive section headings

It helps users to orient themselves and to navigate effectively.

1. Indicate page titles by using title tags

The title for home page list the name of website/ business and include other bits of important information like the physical location of the business or a few of its main focuses or offerings

E.g.

```
<title>Jivin' Jazz, Jazz Music, live recordings, Miles Coltrane, Lionel Hampton </title>
```

2. Make use of the “description” meta tag

A page's description meta tag gives Google and other search engines a summary of what the page is about

- One or two sentences
- Relate to the content on the page
- Use unique descriptions for each page

E.g.

```
<meta name = “description” content = “Jivin' Jazz is a company provide live recordings of jazz music. You can play videos and see information about Jazz musician”>
```

3. Improve the structure of URLs

Creating descriptive categories and filenames for the documents on the website can not only help you keep the site better organized, but it could also lead to better crawling of documents by search engines

- Use words in URLs
- Create a simple directory structure
- Provide one version of a URL to reach a document

E.g.

Jivin-Jazz.com/home.html

4. Make site easy to navigate

- It can also help search engines understand what content the webmaster thinks is important.
- Submit an XML Sitemap through Google's Webmaster Tools, makes it easier for Google to discover the pages on your site

E.g.

Using Online Sitemap generators, such as <http://www.xml-sitemaps.com> automatically create a Sitemap file, named sitemap.xml. Upload the Sitemap to website and notify Google of its URL.

Domain name

Client preferred domain name is jivin-jazz.co.nz. And it is available now.

The Domain name is \$19.99/year.

“jivin-jazz.co.nz” (Available)

Query Date Time	19 September 2016 11:24 am
Domain Name	jivin-jazz.co.nz
Query Status	Available

<input type="text" value="jivin-jazz.co.nz"/>	Search Again	Continue to Cart
---	------------------------------	----------------------------------

Yes! Your domain is available. Buy it before someone else does.

jivin-jazz.co.nz	\$37.99 \$19.99	Select
-------------------------	-----------------------------------	------------------------

Hosting

Company	Price/Month	Uptime/ Speed	Technical Support	Disk space/ Bandwidth	Score
HostPapa	\$4.95	10	24/7	Unlimited/ Unlimited	93
Crazydomains	\$4.99	9	24/7	Unlimited/ Unlimited	88
1stDomains	\$8.25	7	24/7	Unlimited/ Unlimited	74

They all can handle moderate numbers of users and streaming of multimedia.

Compare the price of this three hosting companies. We choose **HostPapa** company for this website.

HostPapa



FREE domain name registration



Easy-to-use control panel



FREE website builder software



Unlimited disk space & bandwidth



Telephone, chat, and email support



30-day money-back guarantee

FLASH SALE
TODAY ONLY! **\$4.95/month***

GET STARTED

Crazydomains

SALE Economy The common basics	SALE Premium Most POPULAR for all sites	Unlimited The plan for all businesses BEST VALUE
\$2⁹⁹ month \$3.50 SAVE 14% Buy Now	\$3⁷⁵ month \$6.00 SAVE 37% Buy Now	\$4⁹⁹ month \$7.50 SAVE 33% Buy Now
150 GB Webpace	500 GB SSD Webpace	Unlimited SSD Webpace
100 Email Addresses	500 Email Addresses	Unlimited Email Addresses
10 Databases	50 SSD Databases	Unlimited SSD Databases
1 Website	Unlimited Websites	Unlimited Websites

No Limits Web Hosting

Host your website on a hosting plan that grows with you!

Whether you're an avid blogger or a thriving business, the No Limits Web Hosting plan lets you grow your website without the worry of extra charges for disk space or traffic.



Overview

Features

1-Click Install Apps

FAQ

UNLIMITED Disk Space



UNLIMITED Data Traffic



UNLIMITED MySQL Databases



Host 1 Website



1-Click Install Apps



PHP7 Support



Fast NZ Servers



Free NZ Phone Support



Plesk Control Panel



Full FTP Access



Web Statistics



24/7 Monitoring



ONLY **\$8.25**
+GST / MONTH
(\$99 / YEAR)

ORDER NOW

Supports popular FREE 1-Click Install Apps

Copyright

Copyright notice example as below

Use of the information and images on This Website is subject to the following terms and conditions:

- The material contained in these pages is copyrighted by Jivin' Jazz or by others from whom we have obtained permission to publish, where acknowledged.
- All the information on these pages is made available for non-commercial, educational, and personal use only.
- Any commercial use, publication or redistribution of any material from this website is strictly prohibited without prior approval from Jivin' Jazz.
- Contact us for further information.

Privacy

We committed to protecting your privacy. Jivin'Jazz Company adheres to the Privacy Act 1993 and its Privacy Principles.

We do collect personal information that you choose to give to us via our websites or by other means including electronically through our subscription services, emails, feedback, promotional offers, competition and other services. We use such personal information for the purpose for which you have provided it.

We may use cookies to store personal information and enhance your usage of our website. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

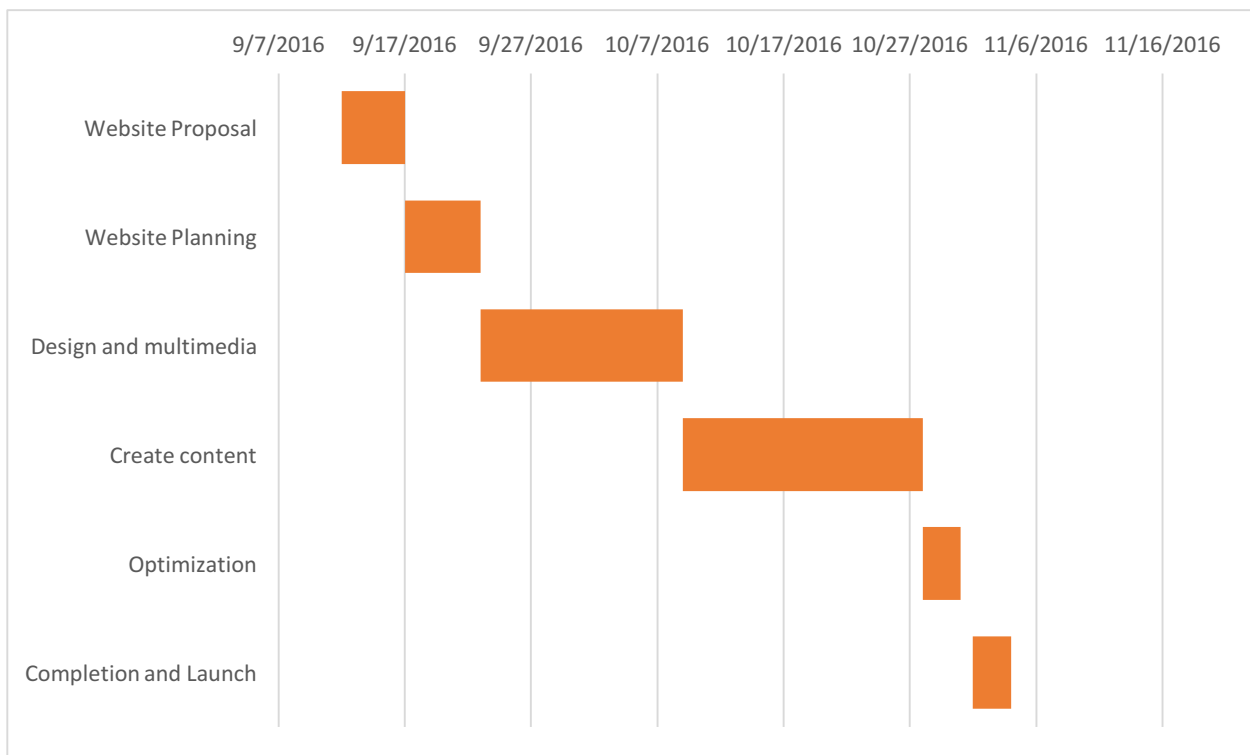
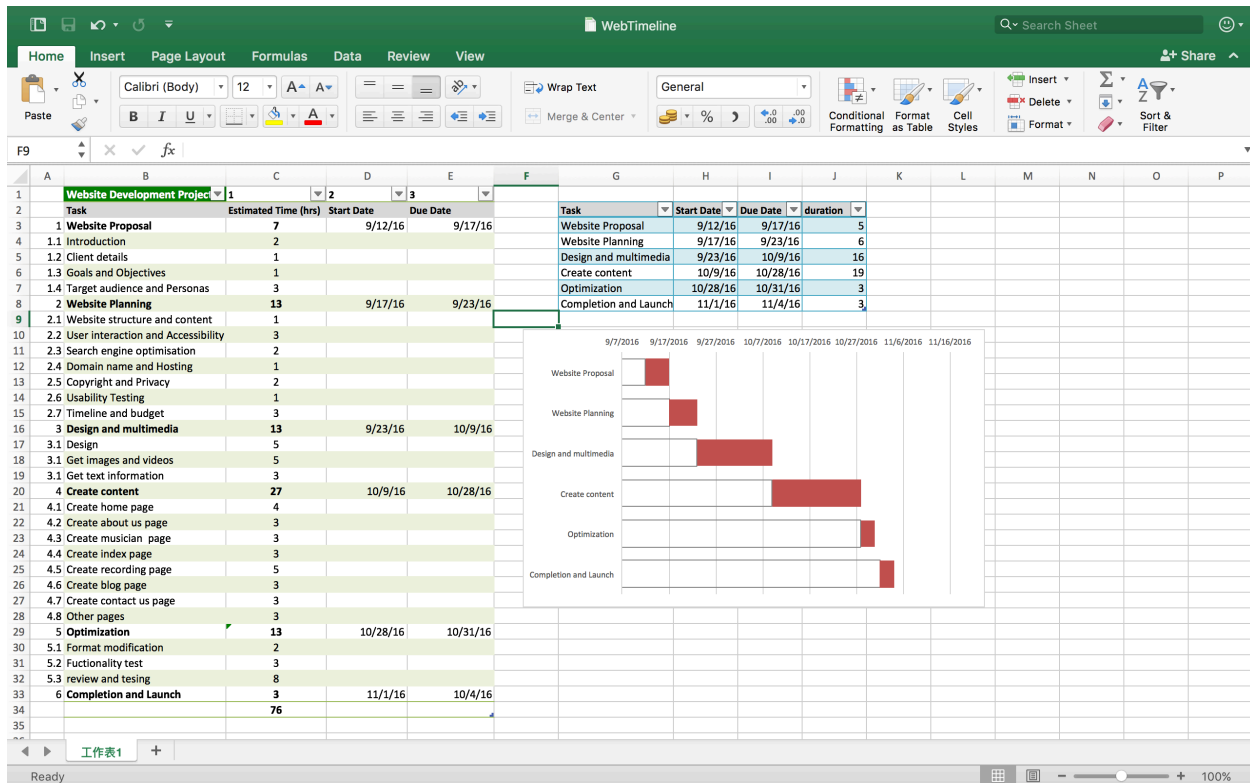
Usability Testing

User Experience Test:

- **Ease of Learning.**
How easy is it to learn to use the website? Is the navigation intuitive? Does a new visitor consider it easy to learn to play videos on the website or is he or she frustrated?
- **Efficiency of Use.**
How do experienced users perceive the website? Once they are comfortable, are they able to complete tasks efficiently and quickly or are they frustrated?
- **Memorability.**
When a visitor returns to a website, does he or she remember enough to use it productively or is the visitor back at the beginning of the learning curve (and frustrated)?
- **Error Frequency and Severity.**
Do website visitors make errors when navigating or filling in forms on the website? Are they serious errors? Is it easy to recover from errors or are visitors frustrated?
- **Subjective Satisfaction.**
Do users like using the website? Are they satisfied? Why or why not?

Timeline

Website Development Project		1	2	3
Task		Estimated Time (hrs)	Start Date	Due Date
1	Website Proposal	7	9/12/16	9/17/16
1.1	Introduction	2		
1.2	Client details	1		
1.3	Goals and Objectives	1		
1.4	Target audience and Personas	3		
2	Website Planning	13	9/17/16	9/23/16
2.1	Website structure and content	1		
	User interaction and			
2.2	Accessibility	3		
2.3	Search engine optimisation	2		
2.4	Domain name and Hosting	1		
2.5	Copyright and Privacy	2		
2.6	Usability Testing	1		
2.7	Timeline and budget	3		
3	Design and multimedia	13	9/23/16	10/9/16
3.1	Design	5		
3.1	Get images and videos	5		
3.1	Get text information	3		
4	Create content	27	10/9/16	10/28/16
4.1	Create home page	4		
4.2	Create about us page	3		
4.3	Create musician page	3		
4.4	Create index page	3		
4.5	Create recording page	5		
4.6	Create blog page	3		
4.7	Create contact us page	3		
4.8	Other pages	3		
5	Optimization	13	10/28/16	10/31/16
5.1	Format modification	2		
5.2	Functionality test	3		
5.3	review and testing	8		
6	Completion and Launch	3	11/1/16	10/4/16



Budget

Total costs of the project and first year maintenance service is **\$2580**.

Task	Hourly Rate/ \$	Total costs/ \$
76 hours	25	1900
Domain name and hosting/year	20+60	80
Maintenance/year	50/month	600