A picture containing water, outdoor, tree, plant

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Design Report

# For the Website Project

Introduction to Web Design (DECO1400/7140)  
Semester 1, 2021

## By Student Name (Student Number)

Part A

# Introducing the Design Report

***Suggested length:*** *½ page*

***Who and what is this Design Report for?*** *Describe how the Design Report is for the “client” of the brief. The “client” could be anyone who commissioned the website. For example, in this section, you could focus on a business owner as the “client” but leave their potential customers as the target audience.*

***What can the reader expect from the following pages?*** *Summarise the contents of this Design Report and how it will provide justifications & reflections on your web design process.*

This design report is designed to summarize and justify the design, aesthetic, navigational and other choices for the Shogun Resort Website made for the owner of the Shogun Resort. The Shogun Resort was designed using a mixture of html, CSS and JavaScript to make an finalised, fully functioning website. The website was initially drafted through multiple prototypes and tests to figure out the layout of the website. A low fidelity prototype was made to get a rough idea of the look and feel for the website. After more testing with the low fidelity prototype the medium fidelity prototype was designed. This was later refined into a high fidelity prototype, which was used to make the final website.

# Introducing the Web Designer

*This section relates to the “Discover Your Learning Strategy” exercise in the Week 1 Practical.*

***Suggested length:*** *½ page*

***Who are you?*** *Describe your background, skills, interests, degree etc.*

***What’s your learning strategy through this design process?****Describe your learning strategy as you see it at the start of the course.*

Responding to the Brief

# Introducing the Website Topic

*This section relates to the “Website Project Topic Brainstorm” exercise in the Week 2 Tutorial.*

***Suggested length:*** *2 pages*

***What is your website topic?****Briefly summarise your chosen website topic.*

***How does your website topic respond to the brief?****Justify how your chosen website topic responds to the brief, specifically how your idea is original, fun, engaging etc. Do you have any discarded ideas to reflect on? Expand on the concept map you produced during the “Website Project Topic Brainstorm” exercise.*

***How were you inspired by other websites?*** *Visually present examples of other websites or resources that inspired you to choose this website topic. Add annotations to describe why you were inspired by them.*

# Introducing the Target Audience

*This section relates to the Week 2 Lecture Videos and the “Generating Personas” exercise  
in the Week 3 Tutorial.*

***Suggested length:*** *2 pages*

***Who is the target audience?****Describe your specific target audience and how you are responding to the brief.*

***What’s some common traits of the target audience?****Visually present at least 2 personas that represent unique, archetypal users of your website.*

***What are the implications of the target audience?*** *Describe the implications you’ve derived from your personas that the target audience have on the expected design, interactions and content.*

Navigation & Organisation

# Card Sort User Test

*This section relates to the Week 3 Lecture Videos and the “Card Sort” User Test   
in the Week 4 Tutorial.*

***Suggested length:*** *2 pages*

***What did you prepare for the “Card Sort” User Test?****Include screenshots of the testing plan you developed for the User Test. Refer to the respective tutorial outline for what to include in your testing plan.*

***What feedback did you get from the “Card Sort” User Test?****Include screenshots of the feedback you received from the User Test. Also include photos of the User Test running. Reflect on how the feedback has informed your early content organisation decisions.*

# Navigation & Organisation Systems

*This section relates to the Week 3 & 4 Lecture Videos.*

***Suggested length:*** *1 page*

***Which navigation & organisation systems will you use in your website?*** *Visually present examples of your chosen navigation & organisation systems from a couple of other websites, annotating the examples with justifications of why you’ve chosen those systems.*

# Site Map & Content Architecture

*This section relates to the Week 3 & 4 Lecture Videos.*

***Suggested length:*** *1 page*

***What’s your final content architecture?*** *Visually present a flow chart site map that visualises the navigation flow of your website, including hyperlinks and colour coding for different sections of your website. Ensure you include a key/legend to help explain how to read your site map.*

*This site map formalises the results of your “Card Sort” User Test and will reflect your final website’s navigation. If your site map haschanged a lot since submitting your Design Report draft, use this opportunity to also reflect on why the changes occurred.*

# Paper Prototype User Test

*This section relates to the Week 5 Lecture Videos and the “Paper Prototype” User Test   
in the Week 6 Tutorial.*

***Suggested length:*** *2 pages*

***What did you prepare for the “Paper Prototype” User Test?****Include screenshots of the testing plan you developed for the User Test. Refer to the respective tutorial outline for what to include in your testing plan.*

***What feedback did you get from the “Paper Prototype” User Test?****Include screenshots of the feedback you received from the User Test. If available, also include photos of the User Test running. Reflect on how the feedback has informed your visual organisation, navigation and functionality decisions.*

# Visual Organisation & Interactivity

*This section relates to the Week 4 Lecture Videos.*

***Suggested length:*** *2 pages*

***How will your content be visually organised?****Visually present wireframes for the final layout of your website. There should be 3 wireframes for 3 types of pages on your website (e.g. home page, information page, product page).*

*These wireframes can be an evolution of (but not the same as) the low-fidelity prototype you created for the “Paper Prototype” User Test. If your wireframes have changed a lot since submitting your Design Report draft, use this opportunity to also reflect on why the changes occurred.*

*What’s your intentions? Add annotations to describe (without technical detail):*

* *How each interactive element may function;*
* *How the navigation will link the pages together;*
* *How the visual organisation engages your specific target audience.*

Part B

Aesthetics

# Aesthetic Prototype User Test

*This section relates to the Week 6 Lecture Videos and the “Aesthetic Prototype” User Test   
in the Week 7 Tutorial.*

***Suggested length:*** *2 pages*

***What did you prepare for the “Aesthetic Prototype” User Test?****Include screenshots of the testing plan you developed for the User Test. Refer to the respective tutorial outline for what to include in your testing plan.*

***What feedback did you get from the “Aesthetic Prototype” User Test?****Include screenshots of the feedback you received from the User Test. If available, also include photos of the User Test running. Reflect on how the feedback has informed your aesthetics decisions.*

# Style Guide

*This section relates to the Week 6 Lecture Videos and the “Aesthetics” Table Discussion in the Week 8 Tutorial.*

***Suggested length:*** *3 pages*

***What’s your general aesthetic?****Visually present aesthetics mockups of the final design of your website. There should be 3 mockups for 3 types of pages on your website (e.g. home page, information page, product page).*

*These mockups can be an evolution of (but not the same as) the medium-fidelity prototypes you created for the “Aesthetic Prototype” User Test.*

*Add annotations relating to design principles from the lectures to describe:*

* *The colour scheme you used (including HEX/RGB codes);*
* *The typographic hierarchy you used (including font names, sizes, weights etc);*
* *The button/link treatments (e.g. hovering on a link);*
* *How the aesthetic engages your specific target audience.*
* *How you intend to design your website responsively (e.g. mobile & desktop design).*
* *Clarify any of your intentions that are not immediately clear in the mockups.*

*These can be derived from the mockups you created for your “Aesthetic Prototype” User Test and will likely be an evolution of your wireframes/paper prototype from earlier.*

***What did you learn from the “Aesthetics” Table Discussion?*** *Describe 3 new things that you learned from the Table Discussion. Which of your design choices do you think differently about after the Table Discussion and why? It doesn’t matter if you were leading or just participating in the discussion.*

Functionality

# Hi-Fi Prototype User Test

*This section relates to the Week 5 Lecture Videos and the “Hi-Fi Prototype” User Test   
in the Week 13 Tutorial.*

***Suggested length:*** *2 pages*

***What did you prepare for the “Hi-Fi Prototype” User Test?****Include screenshots of the testing plan you developed for the User Test. Refer to the respective tutorial outline for what to include in your testing plan.*

***What feedback did you get from the “Hi-Fi Prototype” User Test?****Include screenshots of the feedback you received from the User Test. If available, also include photos of the User Test running. Reflect on how the feedback has informed your final implementation decisions.*

# Technical Implementation

*This section relates to the Week 8, 9, 10 & 11 Lecture Videos, the “Responsive Design” Table Discussion in the Week 8 Tutorial and the “Accessibility” & “Progressive Enhancement” Table Discussions in Week 11.*

***Suggested length:*** *3 pages*

***How will you implement your interactions?****Create a table, where each row is an interaction, and describe how you will use a combination of HTML, CSS and JavaScript to implement them. Don’t include code unless it’s necessary for the reader’s understanding.*

*Consider the following:*

* *Justify why each interaction is meaningful.*
* *Will you use a JavaScript plugin or code certain features in JavaScript yourself?*
* *How will you incorporate progressive enhancement in your code?*
* *How will you ensure your website is accessible?*
* *What approach you’ll take to building the responsive design.*

***What did you learn from the “Responsive Design”, “Accessibility” & “Progressive Enhancement” Table Discussions?*** *Describe 5 new things that you learned from any of these Table Discussions. Which of your design choices do you think differently about after the Table Discussions and why? It doesn’t matter if you were leading or just participating in the discussions.*

Conclusion

*This section relates to the “Discover Your Learning Strategy” exercise in the Week 1 Practical.*

***Suggested length:*** *½ page*

***Do you consider your Website Project a success?*** *Describe why you feel your Website Project (as exemplified by your final website) has been a success or not a success. How would you respond to the brief differently if given another chance/more time?*

***How has your learning strategy changed?*** *Reflect on how your learning strategy has changed since you started the web design process (referring to “Introducing the Web Designer” earlier in the report). If you had a chance to start again, how would you approach your learning differently?*

References

*You must include in-text references (throughout the document) and a references list here (at the end of the document). Reference everything you've used from external sources (e.g. text, images, inspirations etc). There's no need to reference things of your own creation. You must use either* [*APA*](https://web.library.uq.edu.au/research-tools-techniques/referencing-style-guides#apa) *or* [*IEEE*](https://web.library.uq.edu.au/research-tools-techniques/referencing-style-guides#ieee) *referencing styles.*

*See the UQ Library for help:*[*https://web.library.uq.edu.au/research-tools-techniques/referencing-style-guides*](https://web.library.uq.edu.au/research-tools-techniques/referencing-style-guides)

*This first example is for* [*referencing a website (with an author)*](https://guides.library.uq.edu.au/referencing/apa6/webpage#s-lg-box-16599544) *using APA:*

* *Atherton, J. (2005). Behaviour modification. Retrieved from* [*http://www.learningandteaching.info/learning/behaviour\_mod.htm*](http://www.learningandteaching.info/learning/behaviour_mod.htm)

*This second example is for* [*referencing an image on a webpage*](https://guides.library.uq.edu.au/referencing/apa6/webpage#s-lg-box-16599684) *using APA:*

* *Scarlet fever rash picture [Image] (n.d.). Retrieved from* [*http://www.lib.uiowa.edu/hardin/md/dermatlas/scarletfever.html*](http://www.lib.uiowa.edu/hardin/md/dermatlas/scarletfever.html)

*And finally, examples for* [*in-text referencing a webpage without a date*](https://guides.library.uq.edu.au/referencing/apa6/webpage#s-lg-box-16599592) *using APA:*

* *Insert paraphrase here (Society of Clinical Psychology, n.d.)*
* *The Society of Clinical Psychology (n.d.) stated that…*