

## Research

### **All these sites have used the following web specifications**

- **High resolution time** (an API that provides the time origin, in sub-millisecond resolution)
- **Web Workers** (JS runs in the background without affecting the performance of the page. This Allows the user to do whatever they want: Click, selecting things, ect, while the web worker runs in the background.
- **HTML 5** – Markup language
- **CSS** – used to describe the presentation of a document written in a markup language
- **JS** – interpreted programming language used to make webpages interactive and provide online programs
- **DOM** (Document Object Model) – defines a platform-neutral model for events and node trees.

### **All these sites have used the following web standard**

- **HTML/CSS** – Already explained
- **SMIL** – It combines audio, video, hypertext, images allowing visual transition in between
- **CSS Mobile** - a profile of the cascading style sheet language that matches the need of mobile Web authors
- **SVG Tiny** - a profile of the Web's scalable vector graphics format well-suited to the capabilities of mobile devices
- **XHTML For Mobile** - which defines a subset of XHTML for mobile
- **WCAG** - WCAG Standard guidelines for a sufficient colour contrast

# All the following sites are suitable for mobile. Media queries have been used to scale down tags when resolution is changed.

# All sites that have an online shop have used

- ecommerce
- Database forms (form that deposits data in an online database)
- Online credit card processing

Arctic Monkeys AM Elephant - Herd of Sheffield



## 'AM' OUT NOW.

'AM' IS AVAILABLE AS CD, LP, DELUXE LP & MP3 DIGITAL DOWNLOAD.

CLICK HERE TO PURCHASE VIA THE OFFICIAL ARCTIC MONKEYS STORE

### NEWS

VIEW MORE

27.10.16

## HERD OF SHEFFIELD - UPDATE

A successful auction raising over £400,000 for the Sheffield Children's Hospital Charity resulted in the AM elephant being bought by Counter Context. The local firm have committed to returning AM to the city centre.

The AM elephant should be on display in the Winter Gardens within the next month.

[Read more](#)

11.07.16

## HERD OF SHEFFIELD

Arctic Monkeys are pleased to be involved in the Herd Of Sheffield - a Wild In Art event brought to the city by The Sheffield Children's Hospital Charity.

A personalised sculpture of an elephant, one of 58, has been painted in homage to the striking sound wave cover of AM and has been signed by each member of the band.

The Herd Of Sheffield elephants will be on display in locations throughout Sheffield from 11th July-5th October and will raise funds for life-saving equipment at Sheffield Children's Hospital.

[Read more](#)

### VIDEOS

VIEW MORE

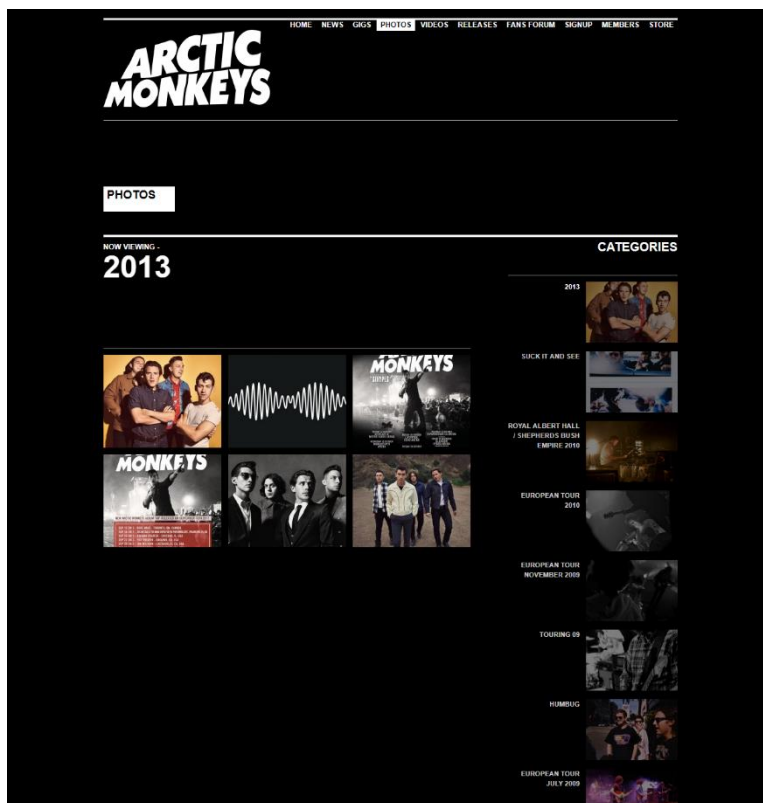


- Iconography
  - o Logo in header, it also blends with the primary colours
  - Images have a small padding so they are not clustered together
  - Videos
- Typography
  - o Arial font used throughout site (dominant font)
  - Helvetica and serif also
  - Maximum 3 fonts used
  - They have used standard font (Arial, Helvetica and serif)
  - Font sizes are appropriate to read (11px)
  - Have used all caps for Headings as it is important info (bold and > text size)
  - Have used all lower for actual content
  - Minimum 70 -80 characters per line
  - Typeface works well in various sizes
- Style
  - o Primary colours – Black and white (Complete opposite go well)
  - Buttons on the site correlate with primary colours
  - spacing between lines not too large however looks clean and structured
  - Spacing of text (no words are crammed together)

- Functionality
  - o Header move whilst scrolling (always in users peripheral)
    - Hyperlinks used (VIEW MORE, arctic monkeys facebook/twitter page, header options)
    - user comments
    - Images contrast changes when cursor is over it
    - Hyperlinks underline when cursor is over text
    - Signing up (ask for essential data – not unnecessary data)
    - Login in through an external 3<sup>rd</sup> party
    - Buttons act as hyperlinks
    - e-commerce

Bad examples of software development on this site

- There is no set format for a password on the site
- No email verification



Login with facebook, twitter or drop your details in the form below to sign up.

[f Login with Facebook](#) [t Sign in with Twitter](#)

FIRST NAME:

SURNAME:

USERNAME: \*

EMAIL: \*

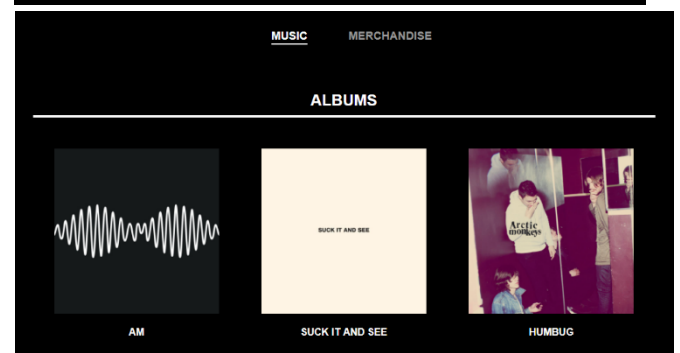
PASSWORD: \*

CONFIRM PASSWORD: \*

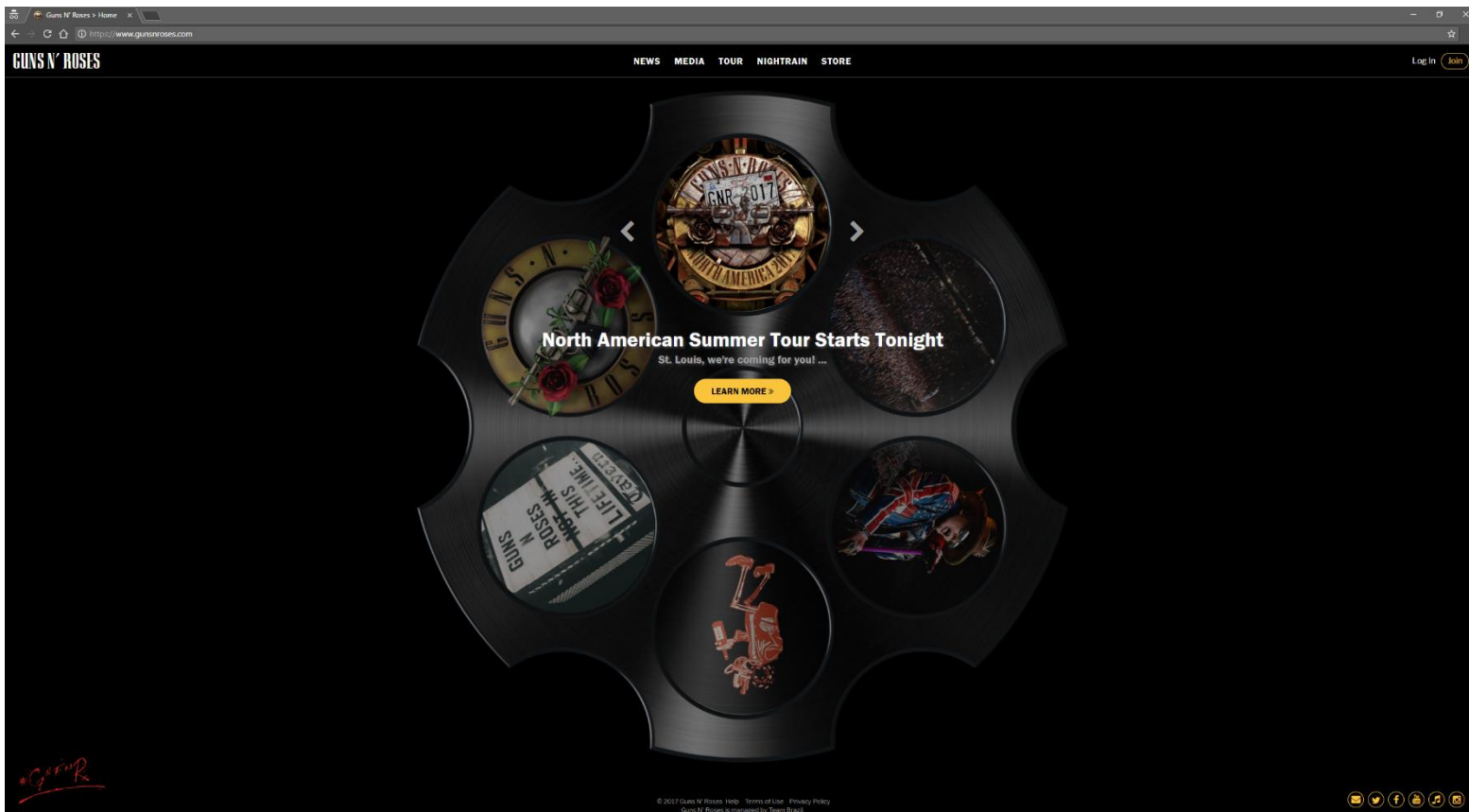
COUNTRY: \*

[REGISTER](#)

Already registered? [Click here to login.](#)



## Guns n' Roses

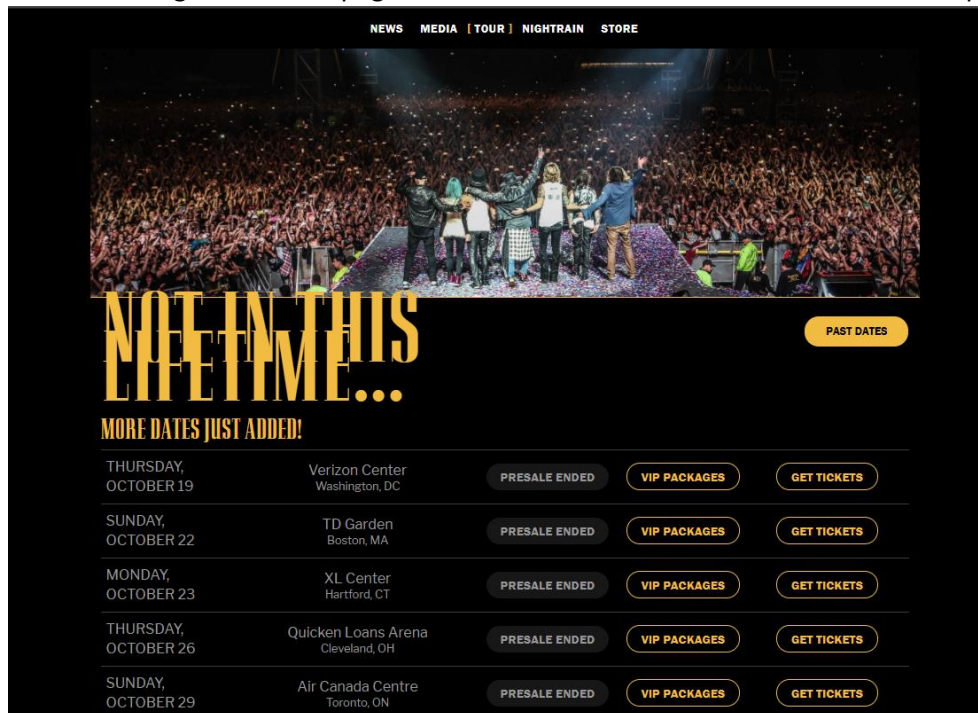


- Iconography
  - Multiple icons representing the band
  - along with the icons their logo is position in the top centre
- Typography
  - Maximum of 3 fonts used (librefranklin-regular, Arial, sans-serif)
  - Standard fonts used
  - 70- 80 characters per line
  - all caps for Headings
  - all lower for actual content
  - text floats to the right of images
  - have used fonts with distinguishable letter (letterforms such as rn : m and ll : (iL) are not present)
- Style
  - Mood board – Black and orange primary colours
  - Buttons blend in with primary colour
  - All hyperlinks have the orange primary colour
- Functionality
  - Advanced JavaScript (wheel rotates when directional button clicked)

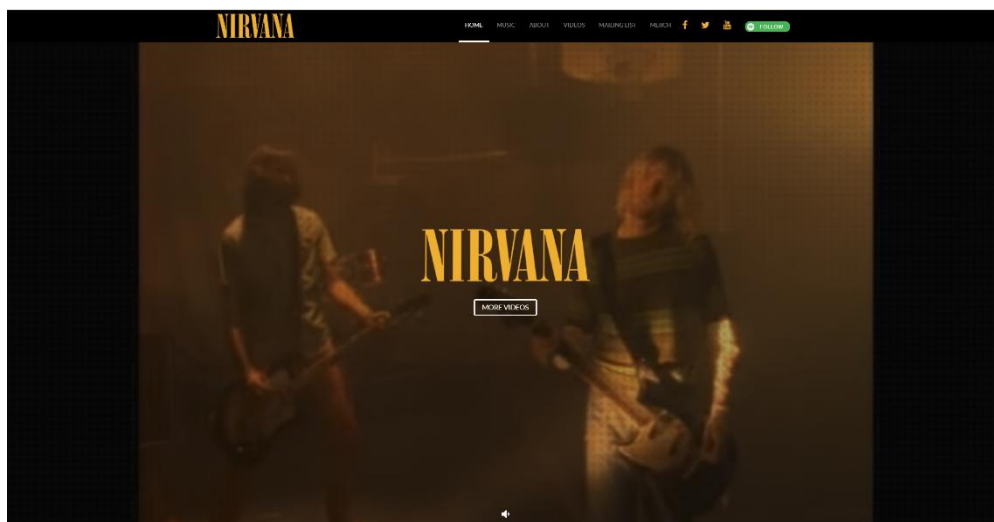
- button animation (square brackets appear around header buttons)
- External 3<sup>rd</sup> parties (Instagram/FaceBook/Youtube/itunes/Twitter/E-mail)
- Store (e-commerce)
- hyperlinks underline when cursor is over it
- when user clicks on (username and password box) the text within the box zooms out
- option to keep me signed in for two weeks unless I log out

Bad examples of software development on this site

- When zooming out on Tour page header text size increases too much and overlaps

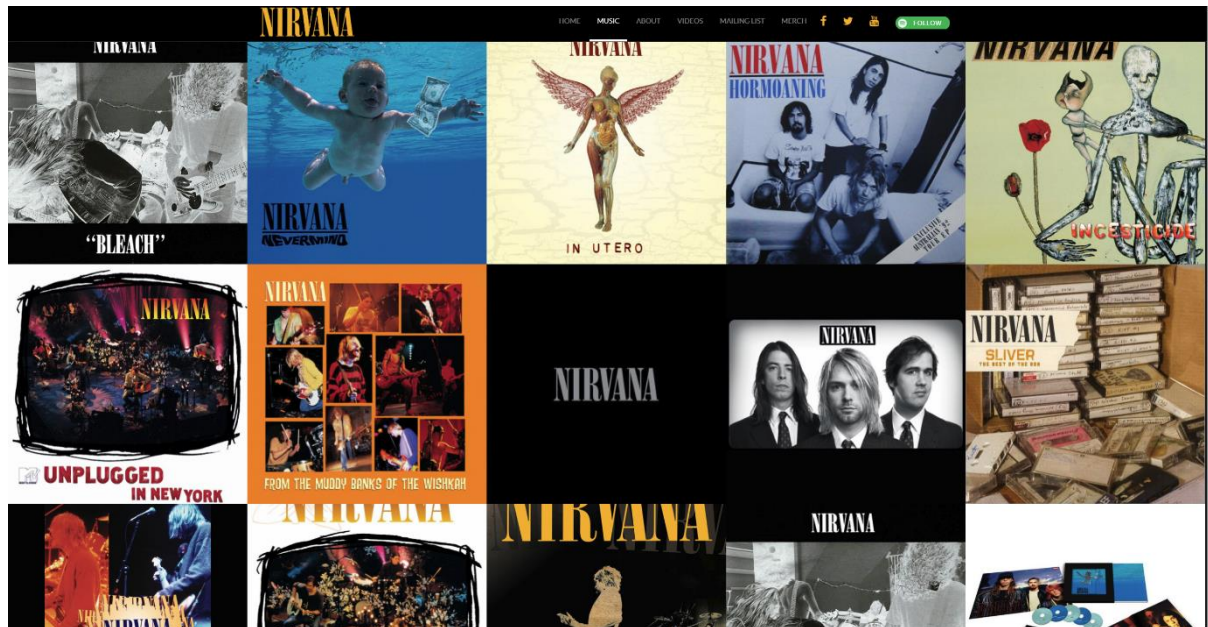


## Nirvana Home





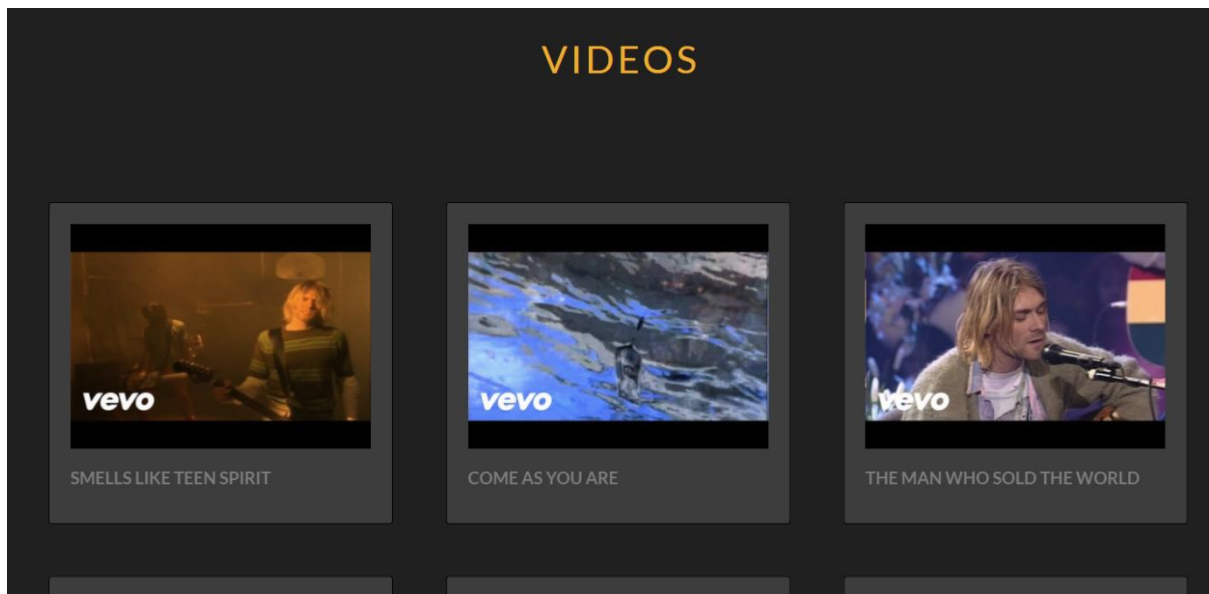
## Music



## About



## Videos



## Mail listing

**NIRVANA MAILING LIST**

EMAIL ADDRESS\*:

BIRTHDATE\*: MM  DD  YYYY

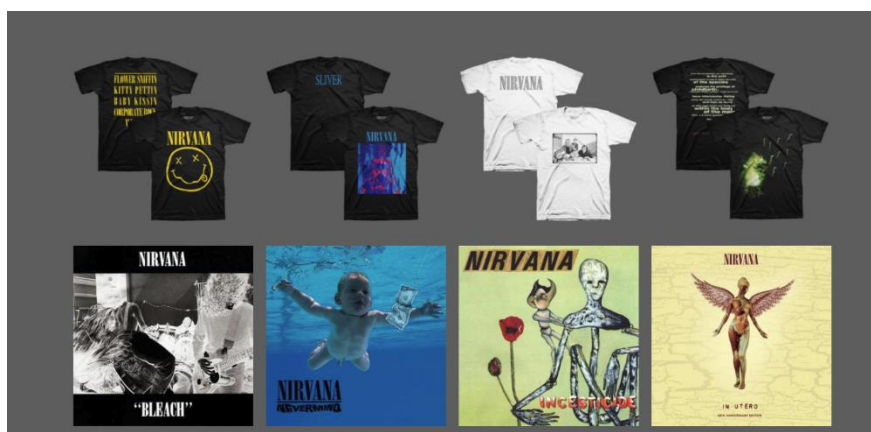
ZIP CODE\*:

COUNTRY\*: UNITED STATES

☒ PLEASE ALSO ADD ME TO THE UME MAILING LIST

☒ I AGREE TO THE UNIVERSAL MUSIC GROUP PRIVACY POLICY.

## Merch



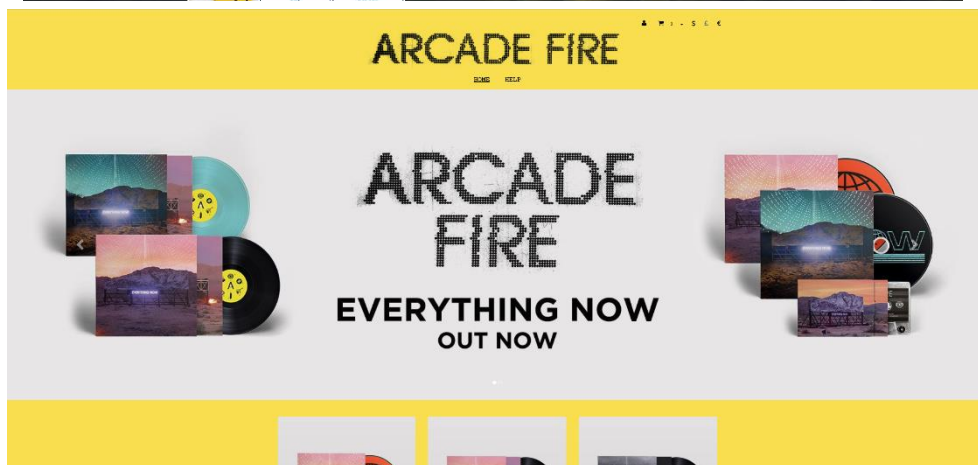
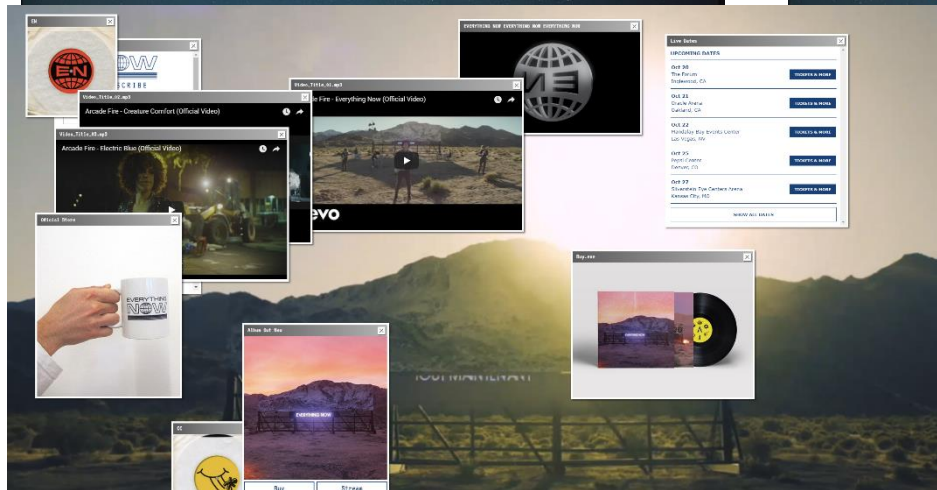
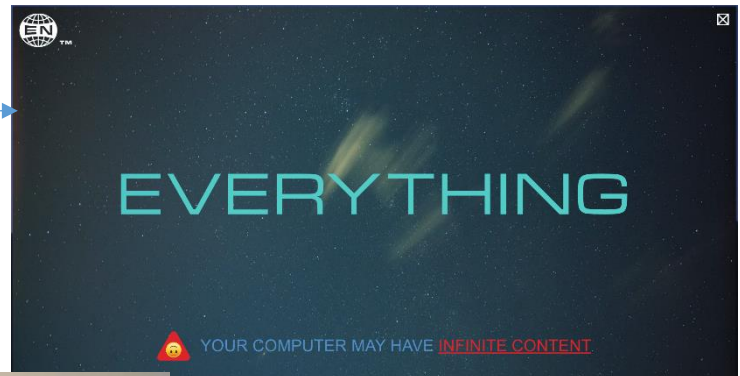
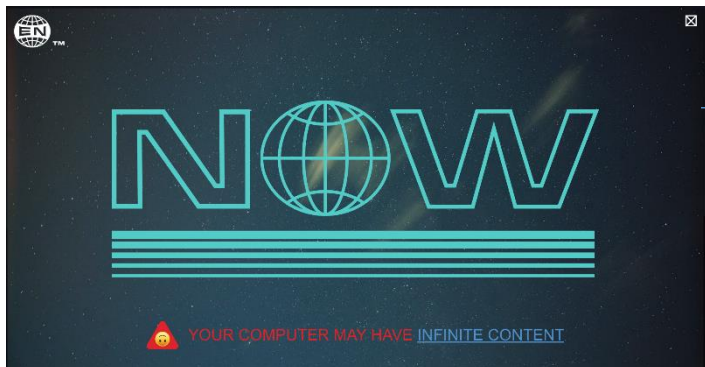
- Iconography
  - Logo is the first thing you see
  - Along with their music video playing in the background of the logo
  - Images of the bands albums
  - Album Images change contrast on hover
- Typography
  - All caps for headers
  - Large spacing for headers (fits well with font used)
  - standard fonts used
- Style
  - The whole site is featured on one page (excluding videos and merchandise)
  - Buttons fade to white on hover (exact opposite to primary colour)
  - primary colour (black and orange)
  - Animation when hovering over merchandise (quick view option (Hyperlink) and price)
- Functionality
  - Use of buttons ( More videos)
  - external 3<sup>rd</sup> parties (Fb/YT/Twitter/Spotify)
  - User can filter through albums in terms of (ALL/Vinyl/Studio/Live/DVD/Blu-Ray/Deluxe Edition/Compilation)
  - Hyperlink to videos and merchandise
  - shopping cart (allows users to view what they are buying)

Bad examples of software development on this site

- no password format (X caps / X numbers / X length)



## Arcade Fire



- Iconography
  - store image blends in with primary colours (looks structured and smooth)
  - Merchandise images change contrast and price is displaced on hover
- Typography
  - Only 2 fonts used: Courier',monospace
  - Have used standard fonts
  - Forms used for login/sign up
  - typeface works well in various sizes
- Style
  - Official store uses primary colours (black and gold)
  - Site has a video intro
  - Buttons have been used on the site (Viewcart checkout)
  -
- Functionality
  - Shopping cart
  - user can drag and move content to find what they are looking for
  - all images are hyperlinks however the videos can be watched on the site.
  - drop down menu used
  - Change site language
  - Filter option
  - FAQ

Bad examples of software development on this site

- Used blinking text (can trigger seizures/also very annoying and distracting)
- Badly structured (user has to sieve through content to find what they want)
- Have used text with colours (this will affect users with colours blindness)
- They barely have any content involving text.