

Marquis Orchard

SEO Plan (Proposal and Testing)

Proposal

Overview:

My MMU TV is a platform for streaming that is designed to showcase creativity outputs from both staff and students at Manchester Metropolitan University. The purpose is to offer a space that is organised for students and faculty to display their projects such as tutorial videos, films by students, documentaries, and promotional content. This space is both user-friendly and accessible. There is a sense of community fostered by MMU TV, providing alternatives to Netflix whilst focusing on institution driven content that is unique.

Features:

One of the featured contents is embedded videos, which is within models or embedded players and thus allowing seamless viewing. The different categories are, Animation, Filmmaking, and Acting which have interactive thumbnails to make navigation easy. The layout view is also responsive to desktop, tablet and mobile. There is a clean design orchestrated using Bootstrap ensuring consistency and accessibility being prioritised through semantic HTML. There is also clear readability which is high contrast and clear typography.

Design:

There was a simple colour pallet and typography that is modern, used to create a professional look that is approachable. Bootstrap grid systems were used in the layout for a more responsive behaviour which ensures smooth interaction on various devices. Fast loading is a result of optimised images ensuring a smooth user experience overall.

Testin Results:

Cross browser testing was conducted to ensure the website functions correctly. The layout adapted to different layouts. There were a few errors on video player resizing on mobile but those were addressed and no major issues where encountered.