

Monash College

MCD4740

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ASSIGNMENT 3

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Report

1. URL

<https://masonllg.github.io/>

2. Overview

This is a report of website re-development of the homepage for a repairing company website. Through re-edit the homepage section in a template that was downloaded from the website, the site has been updated to a version that meets the requirements more accurately and attracts target audiences more efficiently.

3. Target Demographic

It is necessary to draw the target demographic for business, the website of MaccaCan Appliances Repairing is not exceptional. The target demographic was summarised into several categories as follows:

Homeowners and renters: Both homeowners and renters have requirements for assistance in repairing the appliances in their home. Because the breakdown of appliances is inevitable.

Middle and Higher-income households: the group that prefer to spend money for appliances repairing need a solid foundation on economics to support.

Busy in profession: individuals with demanding jobs so that they have no time to repair their broken appliance.

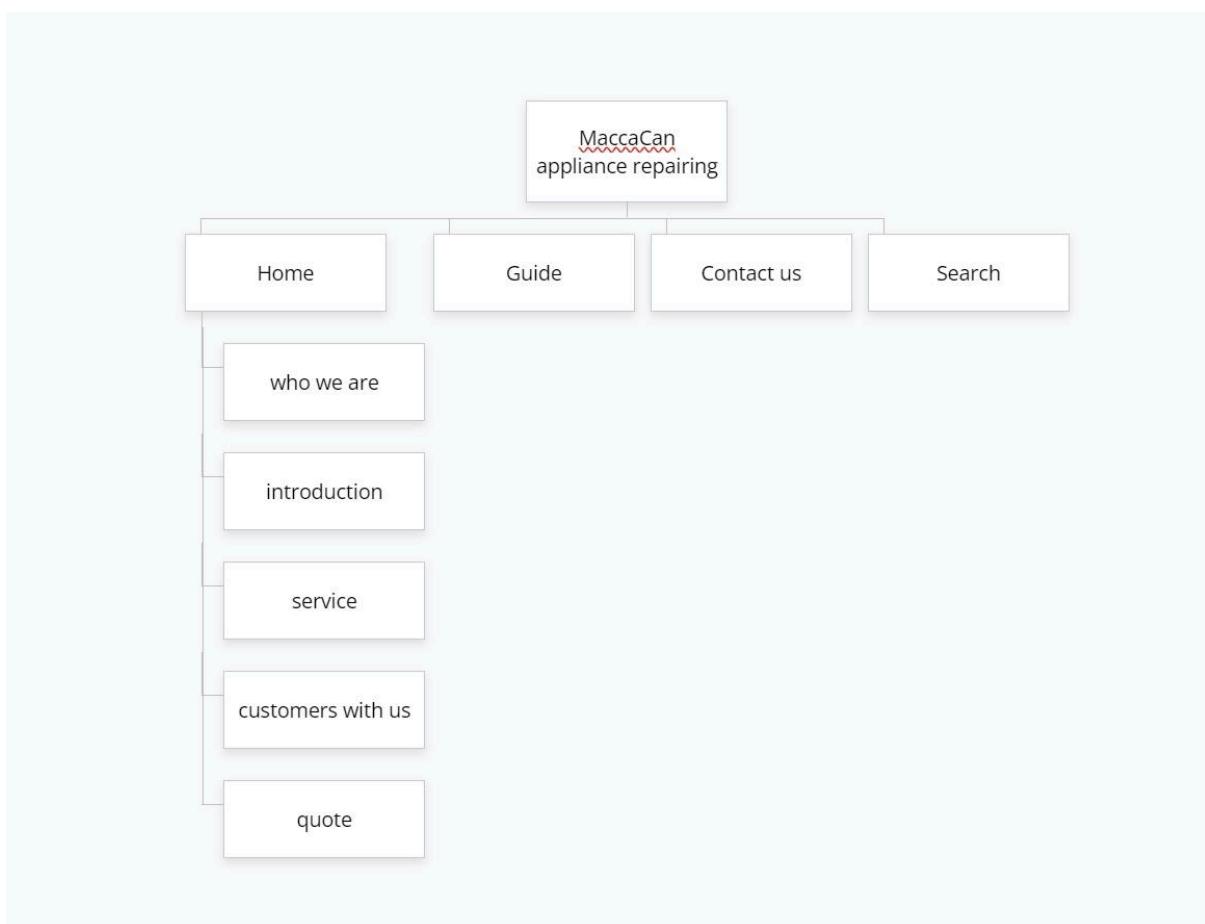
4. Main body

As we all know, what the content of the webpage and why designers designed it like that is important. In this section, the most crucial decision for each of the following key aspects for websites will be discussed, and the justifications for them will be discussed as well.

(1) Site content or major features

The navigation bar is no doubt an important feature in web page development. It is one of the biggest differences between the previous version

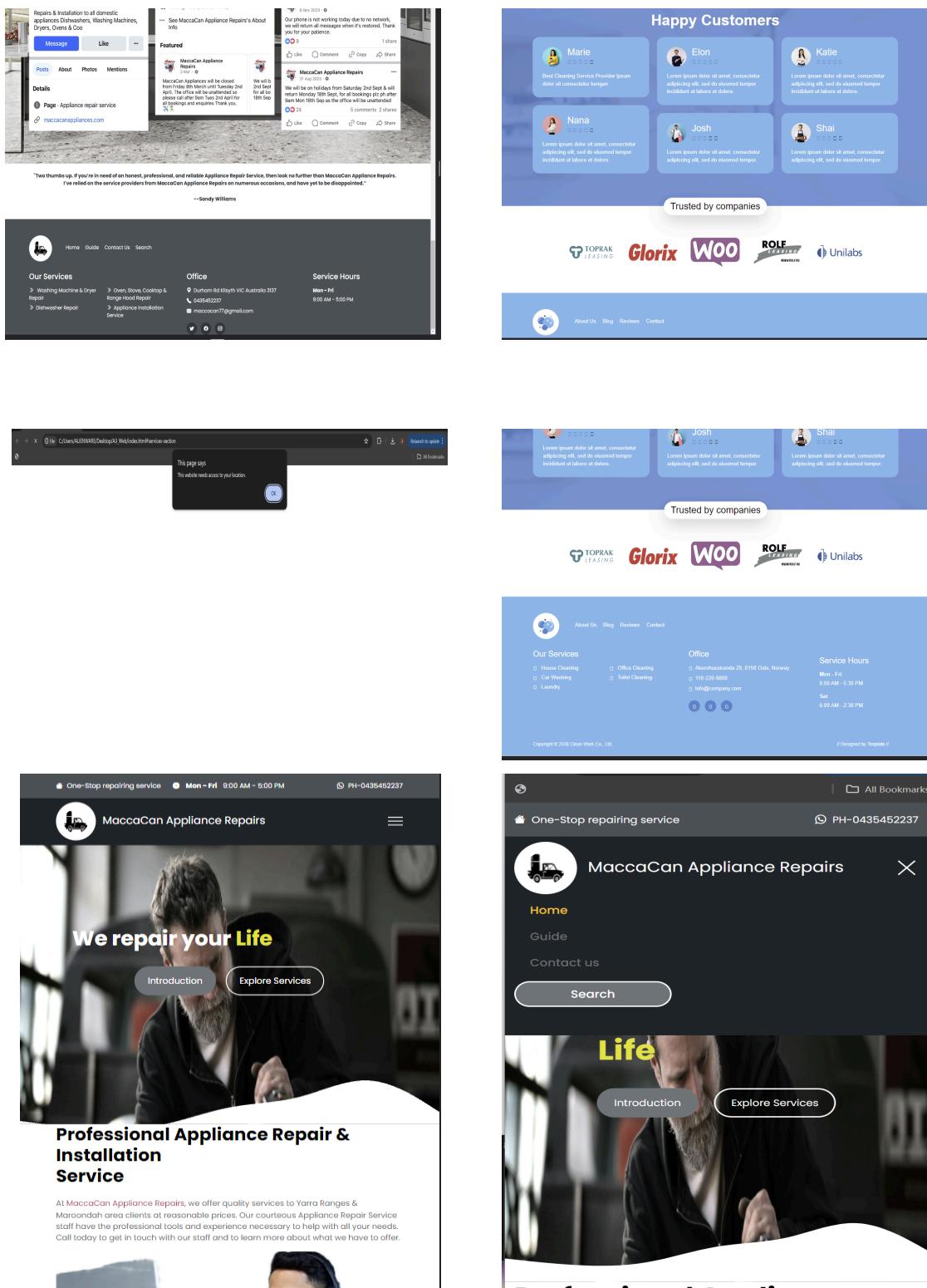
and this version. The navigation bar includes apparent icons and brand of the company. It is supposed that the brand plays a key role in commercial promotion of the company. The more obvious the brand is, the more impressive the customer will be. In addition, the navigation bar contains a really straightforward navigation menu which can let users get to different pages that they want to view easily. The navigation menu will be mobile responsiveness which optimises the navigation bar mobile friendly. As the architecture of the website, it was split to 4 pages: home, guide, contact us, search. In the homepage, the content was mainly split into five sections, “who we are”, “introduction”, “service”, “customers with us”, “quotes”.



(2) Visual design style

The combination of yellow and grey is the most important decision for visual design style. Yellow will be apparent superbly as grey is the background colour. Because yellow is one colour that is associated with happiness and visibility (Elliot & Maier, 2007). Arranging it in a background with grey, which is

a clam and stable colour (Wright, 1995), can really enhance and balance the yellow. For the application in design, due to this being a webpage for commercial purpose, the branding and marketing is essential for the design. It is believed that this combination is beneficial for branding and marketing purposes. In branding of this webpage, yellow highlighting the keywords in order to capture the users' attention and grey supporting yellow as the background can make a brand memorable and impactful. For the text and images information, all of the original content was changed in the new webpage. And the section "Happy Customers" was changed entirely to "customers with us".



(3) Image optimisation

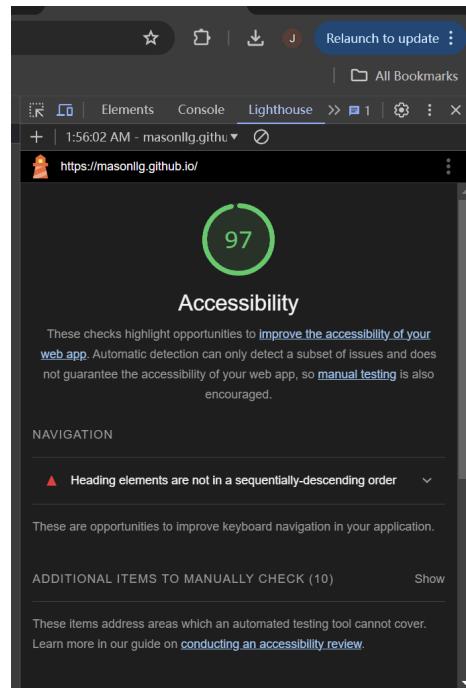
Image optimization is a truly important step in web development. It is supposed to reduce website loading time efficiently and enhance user engagement. Choosing the right image format is the most important decision.

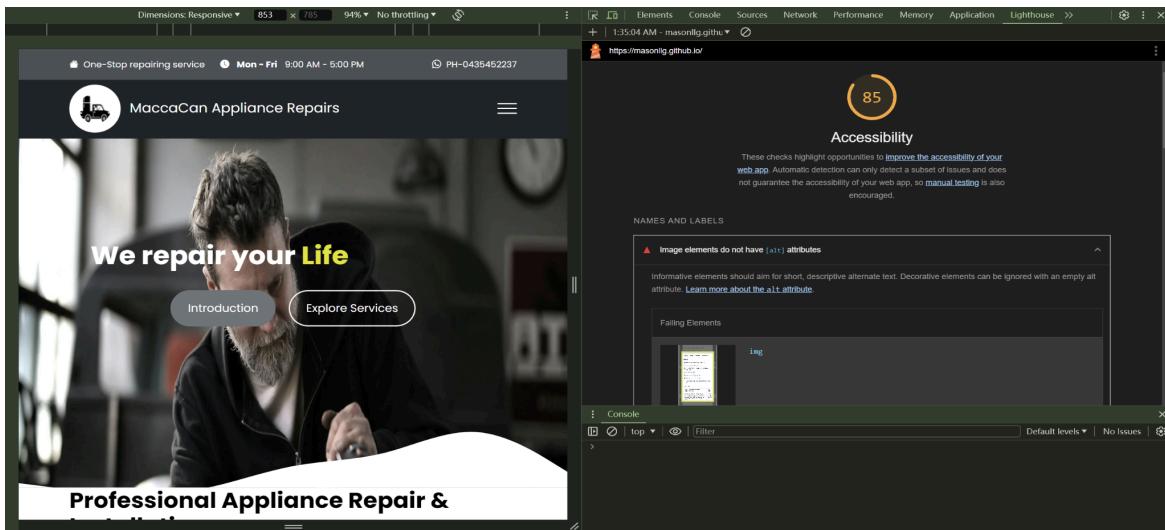
The JPEG and WebP format were chosen in my webpage. JPEGs can be compressed maximally, which is great for declining the size of a file. As for WebP, it is a modern image format that is capable of providing better compression and quality than other image formats can provide. As the resolution devices of optimisation images, the website “<https://ezgif.com>” was used to transfer the format of images. In addition, the website “<https://icons8.com/>” was used to remove background and enhance images.

(4) Accessibility

Accessibility is responsibility for the website developer, even a legal requirement in many regions. It refers to making websites accessible for people with a wide range of abilities. Alternative Texts that can be transferred to voice for pictures are contained in the homepage. It offers the possibility to award image information for visual disabilities.

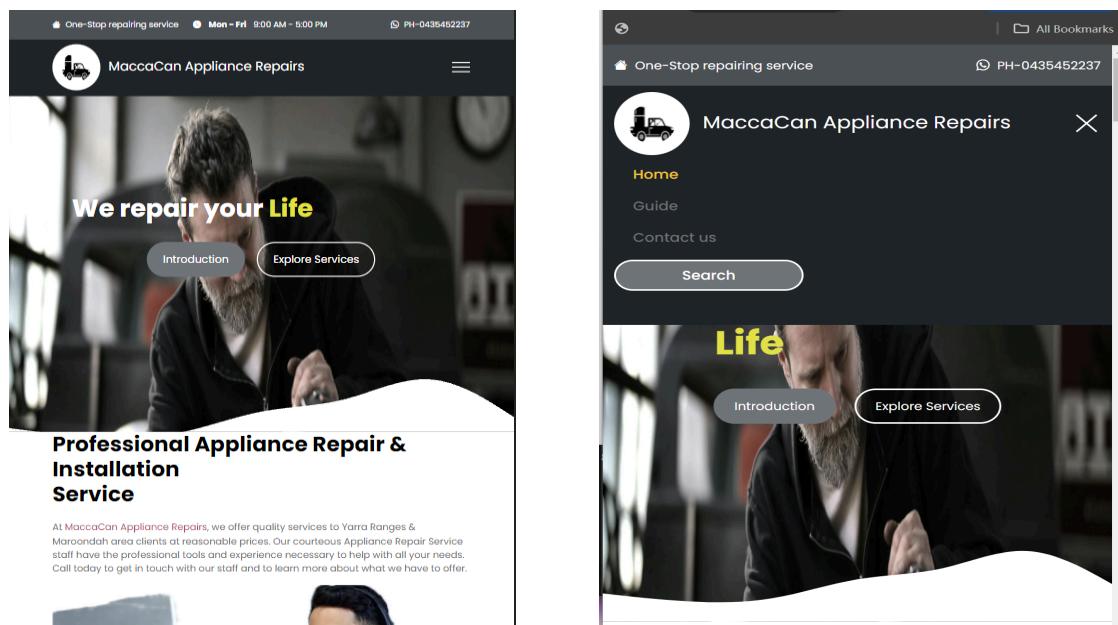
Additionally, every interaction button is signed by contrast or apparent colour in order to remind users to notice what element they can interact with. As a solution of accessibility, the website was reviewed by lighthouse when I first uploaded it to a hosted website. The accessibility problems were detected and displayed in the lighthouse, such as several images lacking alternative text, to optimise them.





(5) JavaScript interaction

JavaScript is able to make the web content functional, such as letting text change automatically with time change. The script that shows message in an interface with an interactional button before loading the webpage is the essential section. The announcement that informs users of the legal policy or privacy policy is necessary. Additionally, the functionality of the navigation bar was kept on my page. Keeping interaction not only is able to improve mobile user engagement, but also enhance the accessibility of mobile users.



5. Figures

(1) Figure 1



<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.airtasker.com%2Fau%2Fcosts%2Fappliance-installation%2Fdishwasher-installation-cost%2F&psig=AOvVaw0YFt-Y7HSkbSQYgGiA3jw&ust=1715700338452000&source=images&cd=vfe&opi=89978449&ved=0CBIQjRxqFwoTCMDXh4H4ioYDFQAAAAAdAAAAABAE>

(2) Figure 2



https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.householdappliancerepairs.com.au%2Fuser-sitemap%2F&psig=AOvVaw1nVeEq_4KGJydzaZ-Ltkx_&ust=1715699759197000&source=images&cd=vfe&opi=89978449&ved=0CBIQjRxqFwoTCLjl7e31ioYDFQAAAAAdAAAAABAK

(3) Figure 3



<https://www.google.com/url?sa=i&url=https%3A%2F%2Fdoallappliances.com.au%2Fwashing-machines-repairs-services-melbourne%2F&psig=AOvVaw3JZMwHD6YEGPZnu0JZ8FMz&ust=1715698623162000&source=images&cd=vfe&opi=89978449&ved=0CBIQjRxqFwoTCKip8czxioYDFQAAAAAdAAAAABAE>

(4) Figure 4



https://www.google.com/imgres?q=repair%20fridge&imgurl=https%3A%2F%2Flibrary.homeserve.com%2Fm%2F2cefd6aaed32c073%2Fwebimage-RefrigeratorRepair.png&imgrefurl=https%3A%2F%2Fwww.homeserve.com%2Fen-us%2Fblog%2Fhome-improvement%2Fcommon-refrigerator-problems%2F&docid=CUiW5Ey70VsDTM&tbnid=RBug2xFvBYTxKM&vet=12ahUKEwj92rPC8oqGAxU_-TgGHU6IDmwQM3oFCIUBEAA..i&w=750&h=394&hcb=2&ved=2ahUKEwj92rPC8oqGAxU_-TgGHU6IDmwQM3oFCIUBEAA

(5) Figure 5



https://www.google.com/imgres?q=laundry%20machine%20repair&imgurl=https%3A%2F%2Fdpelectric.com.au%2Fwp-content%2Fuploads%2F2023%2F08%2F918164.jpg&imgrefurl=https%3A%2F%2Fdpelectric.com.au%2Fwashing-machine-repairs%2F&docid=onx6_HqOQ1XgWM&tbnid=y_Y2pEA6dzvLUM&vet=12ahUKEwiPkLjz2fuFAxXU6jqGHYq8AwEQM3oECFIQAA..i&w=1000&h=667&hcb=2&ved=2ahUKEwiPkLjz2fuFAxXU6jqGHYq8AwEQM3oECFIQAA

(6) Figure 6



<https://www.google.com/imgres?q=refrigerator%20repair&imgurl=http%3A%2F%2F5.imimg.com%2Fdata5%2FSELLER%2FDefault%2F2021%2F9%2FMR%2FQK%2FYY%2F136633202%2Fsingle-door-refrigerator-repair-services.jpg&imgrefurl=https%3A%2F%2Fm.indiamart.com%2Fprodetail%2Fsingle-door-refrigerator-repair-services-2387666362.html&docid=VZ>

[0eXWZmScVIYM&tbnid=Zt-gf1i0FmKJdM&vet=12ahUKEwiYy4Xr5PuFAxXt1zQHHYMSB-UQM3oECHOQAA..i&w=500&h=500&hcb=2&ved=2ahUKEwiYy4Xr5PuFAxXt1zQHHYMSB-UQM3oECHOQAA](https://www.google.com/imgres?q=dish%20washer%20repair&imgurl=https%3A%2F%2Fdpelectric.com.au%2Fwp-content%2Fuploads%2F2023%2F08%2Fistockphoto-1309386180-612x612-1.jpg&imgrefurl=https%3A%2F%2Fdpelectric.com.au%2Fdishwasher-repairs%2F&docid=UrzYu-Pu9_afHM&tbnid=PO_xtVFhMiSpM&vet=12ahUKEwjQuPGY6_uFAxU5mIYBHZVZB3kQM3oECB0QAA..i&w=612&h=408&hcb=2&ved=2ahUKEwjQuPGY6_uFAxU5mIYBHZVZB3kQM3oECB0QAA)

(7) Figure 7



https://www.google.com/imgres?q=dish%20washer%20repair&imgurl=https%3A%2F%2Fdpelectric.com.au%2Fwp-content%2Fuploads%2F2023%2F08%2Fistockphoto-1309386180-612x612-1.jpg&imgrefurl=https%3A%2F%2Fdpelectric.com.au%2Fdishwasher-repairs%2F&docid=UrzYu-Pu9_afHM&tbnid=PO_xtVFhMiSpM&vet=12ahUKEwjQuPGY6_uFAxU5mIYBHZVZB3kQM3oECB0QAA..i&w=612&h=408&hcb=2&ved=2ahUKEwjQuPGY6_uFAxU5mIYBHZVZB3kQM3oECB0QAA

(8) Figure 8



https://www.google.com/imgres?q=installation%20service&imgurl=https%3A%2F%2Fmedia.miele.com%2Fmedia%2Fdomestic_au%2Fmedia%2Fassets_673_x%2Fservice%2F20000173511_673x379.jpg&imgrefurl=https%3A%2F%2Fwww.miele.com.au%2Fdomestic%2Fdelivery-and-installation-service-278.htm&docid=EIIZdteiw2lcNM&tbnid=K4kt9oObOVe9sM&vet=12ahUKEwj90qHO6_uFAxV6sVYBHdNODSEQM3oECBkQAA..i&w=673&h=379&hcb=2&ved=2ahUKEwj90qHO6_uFAxV6sVYBHdNODSEQM3oECBkQAA

(9) Figure 9



https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.oppoliahome.com%2Foutstanding-grey-kitchen-ideas%2F&psig=AOvVaw3OI0e25m9Ns6e17IZKwWIQ&ust=1715186828842000&source=images&cd=vfe&opi=89978449&ved=0CBIQjRxqFwoTCJCvyYL_4UDFQA AAAAdAAAAABAE

(10) Figure 10



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- (2) Wright, A.(1998). *The beginner's guide to colour psychology*. London: Colour Affects, London, 1998