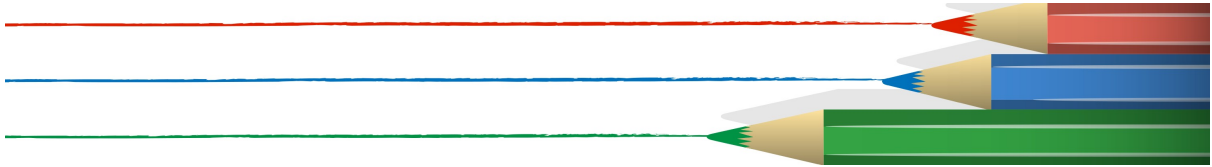# WEB DESIGN PROJECT 2018

Lecturer: Josephine Andrews
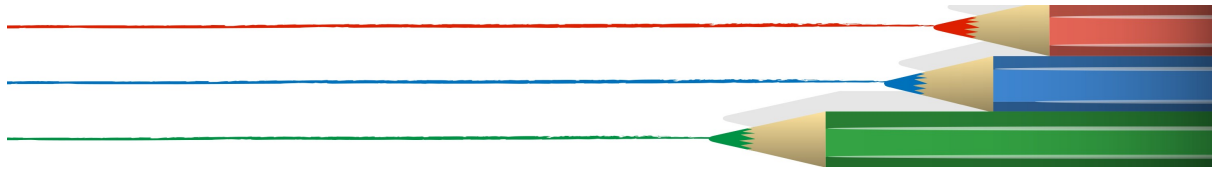
www.parentsrescue.ie

Natalia Bujnowicz - 18146759

16/12/2018
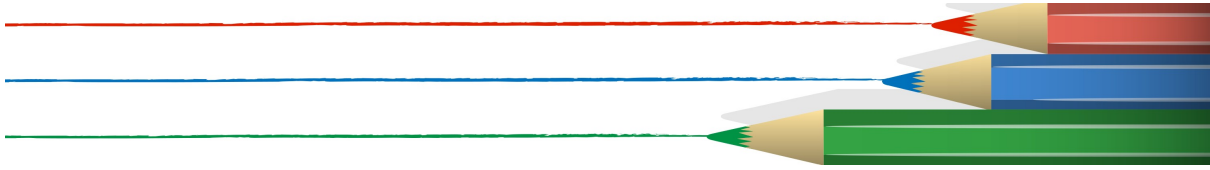
INDEX

PROJECT REPORT

Introduction:

The project Parents Rescue is about a professional childcare company. It is dedicated for parents and guardians who need professional help in caring for their children.

Many parents in Ireland are struggling with the problem of help in childcare. Preschools and schools provide care for several hours during the day only, commuting to work and spending time in work is associated with many problems for parents - how to organize care during their absence? How to find a trusted and committed person who actively takes care of their children?

As a mother of 2 small children (aged 3 and 1), I know how difficult it is to find a trusted and available person to look after my children. I also conducted many interviews and conversations with parents (in preschool, playgrounds, among friends). I found out that they have similar problems and expectations (which will be presented in more detail in the Personal Surveys). I was looking for a similar institution as Parents Rescue and it turned out that the offer outside of Dublin is quite poor. If there are companies that offer professional childcare, they are usually open: from-to. So I decided to create the Parents Rescue project.

Parents Rescue meets the expectations of all parents. It offers tailored to the needs professional help in caring for children at any time parents may need 24/7/365! This offer is addressed to anyone who needs childcare, for those who work, want spend a few days vacation, have to go to business metting and for those who just need to relax for a few hours. In Parents Rescue we have more than 100 trained, certified and experienced carers located throughout Ireland, ready to appear at the

parents' home at any time. All staff are carefully vetted and will provide references on request.

In addition in Parents Rescue provides a preschool and afterschool. It is safe, friendly and colorful childrens` complex, which is located in the vicinity of spectacular Emo Court*, co. Laois. There are several play rooms for children (in which there are pre-school and afterschool classes for about 30 children from the area), a library, a tv/game room and bedrooms for children (also including toddler rooms). The building is located near a small forest with several playgrounds and a garden. Plenty of fun-educational activities are organized so that none of the children is bored ... and don't miss their parents too much :)

* The gardens at Emo are 35 hectares of landscaped grounds, with formal areas, woodland walks, statues and a 20-acre lake – a feature of neoclassical landscape design.

Concept development:

TARGET MARKET: Parents of children from 1 to 12 years old. The activity of Parents Rescue is professional childcare all day long (in the comlex in Emo village) and at the parent's home with the help of one of our 100 mobile employees located throughout Ireland.

SITE PLAN: | Home | About us | Service | Our Team | Gallery | Contact |

LOGO:

DESIGN: Overworked and tired parents need access to simple and readable information. The Parents Rescue webpage will be exactly like that! It will contain main information about the company, activities, staff, trainings, certificates, there will be a lot of colorful photos of the place, descriptions of offers with the prices and a contact form with the necessary data. The webpage will be modern, colorful, readable and very intuitive to use.

The main colors on the webside are blue (#2d4b93) and orange (#e89e12). Blue is associated with trustworthiness, Orange is associated with creativity. The connection of trustworthiness and creativity is ideal to reflect the main principles of Parents Rescue.

In addition, to make the website attractive to users, I will use some interesting effects, such as a moving slider with photos on the main page (JavaScript) or asymmetrical image galleries (CSS). There is a nice transition effect between the pages and many more effects which appear after hovering over the mouse cursor. This should be a great interactive adventure for both - parents and children.

Conclusion:

The preschool itself works in a perfect way and recently the company's activities have been extended to include nanny service throughout the country. It has led to the decision to create a professional website, with a goal to reach more clients.

I want to make every effort to ensure that the website presents aesthetically on large displays (laptops, desktops) as well as on smartphones and tablets.

Based on the received answers I'll design a website that will meet expectations of parents. It will contain the most important information for them (about service, history, personnel and all qualifications they hold). The website will be transparent, readable, easy to navigate, colorful and interactive, so that users will feel comfortable and safe on it. The website will be responsive - which means that the user will display it on every device they will use.

In future we probably will implement a new section for parents which allows to register and login to account. Thanks to this, parents will be informed about events, changes, news or, the most important, - how their children are developing.

PROJECT PLAN (Trello)
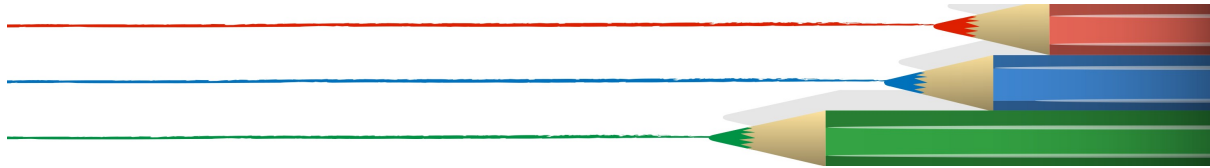
WEB DESIGN PROJECT 2018 ☆ | Personal | 🔒 Private | NB | Share

PREPARATION
- Study Client
  - 👁 🕐 17 Sep 💬 1
- Research of existing websites
  - 🕐 20 Sep ≡
- Client Questionnaire
  - 🕐 23 Sep ≡
- Usability and Accessibility
  - 👁 🕐 25 Sep 💬 1
- + Add another card

PLANNING
- Domain name
  - 👁 🕐 1 Oct ≡ 💬 1
- Website structure
  - 🕐 3 Oct ≡
- Web title + Section titles
  - 👁 🕐 5 Oct 💬 1
- Sitemap
  - 🕐 9 Oct
- Wireframe
  - 👁 🕐 12 Oct 💬 1
- + Add another card

CONTENT PREPARATION
- Content/Text creation
  - 👁 🕐 11 Nov ≡ 💬 1
- Art Creation (photos and logo) - GIMP
  - 🕐 16 Nov
- + Add another card

DESIGN/LAYOUT
- Choose Fonts and main colors
  - 👁 🕐 15 Oct ≡ 💬 1
- Basic Layout Creation
  - 🕐 23 Oct
- Navigation
  - 👁 🕐 26 Oct 💬 1
- Homepage with sliders
  - 🕐 29 Oct
- Forms Creation
  - 👁 🕐 2 Nov ≡ 💬 1
- Fancy Gallery
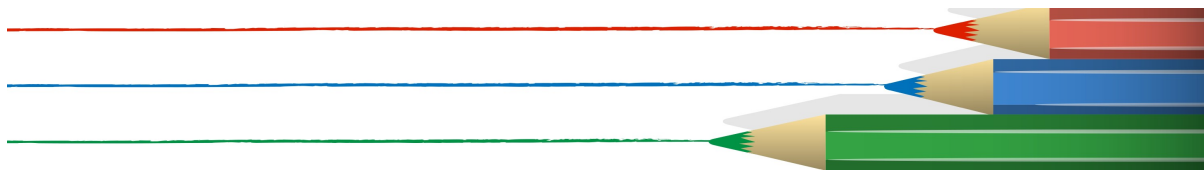 - 🕐 6 Nov
- + Add another card

FRONT-END DEVELOPMENT
- Build template in HTML
  - 👁 🕐 22 Nov ≡
- Add styles CSS
  - 👁 🕐 29 Nov 💬 1
- Use JavaScript Library - JQuery
  - 🕐 1 Dec
- Create Responsive Layout
  - 🕐 7 Dec
- Testing
  - 🕐 14 Dec
- + Add another card

+ Add another list

Natalia Bujnowicz (nataliabujnowicz)

PERSONA WITH 4 SURVEYS

Parents Rescue Survey

The following survey was addressed to parents who use or would like to take advantage of professional childcare in the future. Information was collected during conversations and interviews with parents on playgrounds, preschool and among friends who have children. I concucted about 10 conversations, explaining to parents what this survey is and why I do it. Below are the questions used during interview process:

1. How many children do you have?

2. What is your age?

3. What is your profession?

4. Do you have experience with childcare?

5. How often do you need to use childcare?

6. Do you need childcare for a few days or few hours?

7. Why do you need to use childcare?

8. What are your expectations concerning care for children? What is the most important for you?

9. How much are you willing to pay for professional childcare (€uro/h?)

10. What you disliked about previos childcares you used?

11. Where are you looking for information about childcare?

12. What type of devices do you usually use?

13. What nervous you in available websites?

14. What information should be included on the website to be relevant to your   needs?

15. What do you expect from the website?

From all very valuable conversations with parents, I selected 4, whose answers are most useful (the results of the survey are presented below). Based on the collected data, I created a single persona that will represent our current client and explain what parents are currently expecting and who they are able to entrust to care for their children.

QUESTION	PARENT 1	PARENT 2	PARENT 3	PARENT 4
1. How many children do you have?	3	2	2	1
2. What is your age?	41	28	35	21
3. What is your profession?	Area Manager	Stay at home Mum	Office Assistant	Part-Time Customer Assistant
4. Do you have experience with childcare?	yes	no	yes	yes
5. How often do you need to use childcare?	full time	not often	full time	a few hours per day
6. Do you need childcare for a few days or few hours?	both	few hours	few hours	both
7. Why do you need to use childcare?	I have very busy and responsibility position	I would like to rest somethimes	Usually my mum help me, but sometimes she can't	working shifts and I want to go holiday..alone
8. What are your expectations concerning caring for children? What is the most important for you?	safety, availability, smart activities	assured that my children are safe	price, availability	spend a fun time with my child
9. How much are you willing to pay for professional childcare?	19e/h	13e/h	16e/h	14e/h

10. What you disliked about previous childcares you used?	the lack of professional-ism	not keeping a word	opening/closing times	irresponsibility
11. Where are you looking for information about childcare?	facebook, instagram	family and friends	facebook	internet, adverts, friends
12. What type of devices do you usually use?	laptop, smartphone	smartphone	smartphone	tablet
13. What nervous you in available websites?	too many information, too many adverts	all webpage looks the same, too many not useful informations	hard to navigate	too many unnecessary informations
14. What information should be included on the website to be relevant to your needs?	prove of qualifica-tions, positive opinions of other parents	a lot of details about staff	price,sample staff profiles	certificates and experiences
15. What do you expect from the website?	easy access to the most important information	easy to use, readable	easy to navigate	readable, easy to use

Parents Rescue Customer Persona

Name: Giannella Gillespie

Job Title: Manager in Aldi, Portlaoise

Childen: 2 (and wants more)

Age: 36 (and wants less)

Education: BA in Marketing and Public Relations

Home: Lives in 4-bed bungalow in Mountrath, with 2 kids, husband and 2 dogs

Goals and Tasks:

- She is ambitious, hard-working, committed. She tries to divide her time between work and family.

- In the care of children, she usually uses babysitters (time outside the school), sometimes her parents help her out but unfortunaley they live far away (Bellmulet, co Mayo).

- She has bad experiences with babysitters, which often do not appear on the agreed time, which forced her to take a day off at workat the last moment.

- If she needs to find relevant information about anything, she usually uses Internet. When making decisions (regarding purchase, choosing a place to relax, etc.) she mainly relys on opinions issued by other users.

- She mainly uses a smartphone. She do it in the evenings (when the children are already sleeping).

- Currently she is looking for professional, full time childcare, because she works and often goes to trainings and business meetings.

- Most important things for her that the carer be trustworthy and honest, and her children are safe.

- She would consider sending children to preschool with flexible opening/closing times. However, she must have a 100% guarantee that they will be safe, happy and that they spend time actively.

Environment:

- She uses mainly company smartphone with access to fast and reliable internet.

- As a busy and active mom, she does not have time to go through many junk websites (ads, lots of informations not relevant to main topic).

- It is very important for her to have access to clear and reliable information, confirmed by the opinions of others.

WIREFRAME
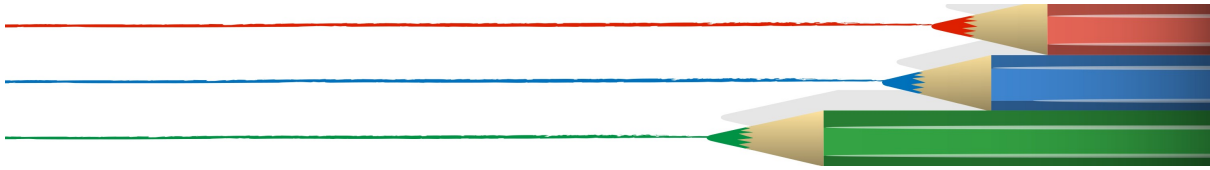
Each page has the same elements of the layout - a sticky menu bar, that scrolls down with user. I used a ready JS code from JQuery. Sticky effects mean, the menu bar stays always in the same position (fixed) - on the top side. Additionally, I created a certain effect in CSS (transform and transition- when we hover the cursor on the element in menu bar, we change the scale and background color).

Below we have the Parents' Rescue Logo (created in GIMP), div container where are the most important information about each page. On the bottom is a footer with active links to the home page, fb, twitter and skype. Additionaly, during the change the page is displayed 'Fade Out/Fade In' effects as a result of the transition (performed in Java Script). Main background image is a picture created by kids, the mainly colors are blue (#2D4B93)and orange (#E89E12).
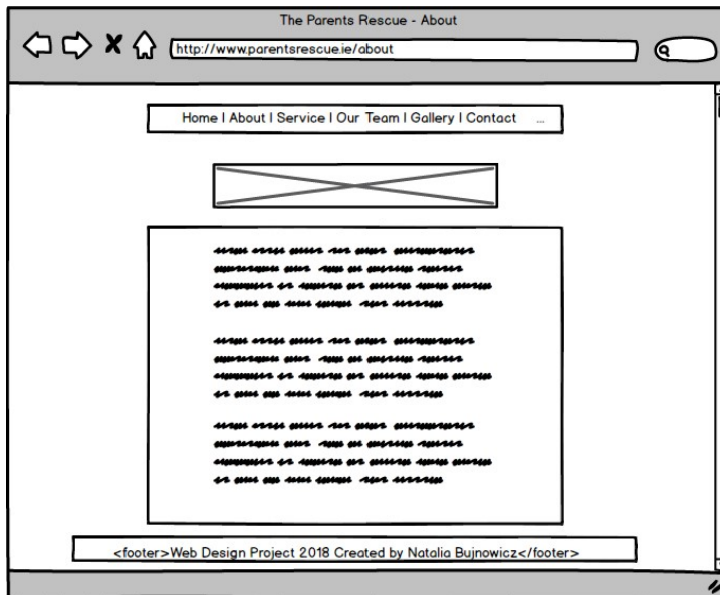
Home Page
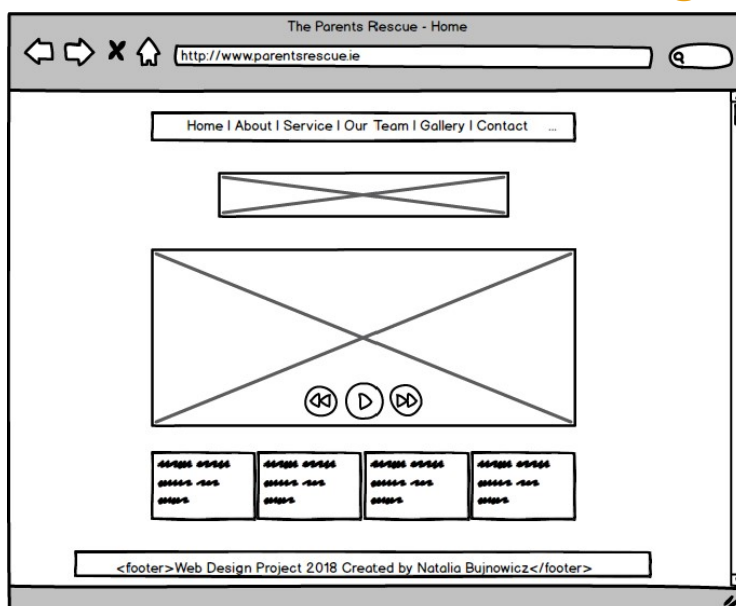
Home page is welcoming users. There is a slider with 6 photos (JQuery and some elements stylized in CSS). The slider changes photos automatically or we can to do it manually. Above there are

4 boxes with access to 4 diffrents galleries (when we hover on any box the scale is changing).

About Page

These are mainly information about the Parents Rescue company, for example we have information about all services, and if someone wants to know more they can click on active link and read more about it. All external links are created as a 'target:blank', which means they are open in new tab.

Service Page
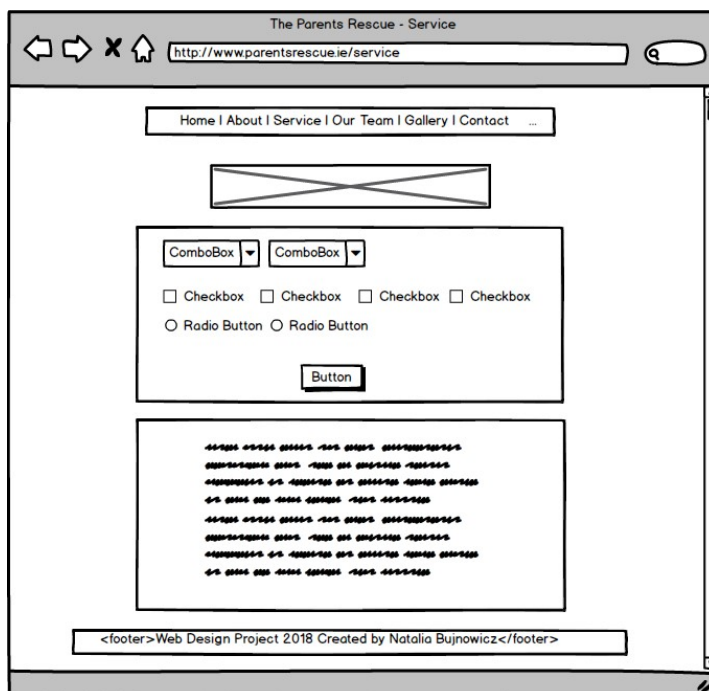
The query form is at the top page. A potential customer can fill in the form and send a query to ParentsRescue. The query form uses:

- drop-down menu;
- drop-down menu (multiple choice);
- radio button;text area.

The fields with email, name and message have validation function. The user must fill in these fields to send the query, in addition must correctly fill in the field with the email address using the appropriate characters (@).

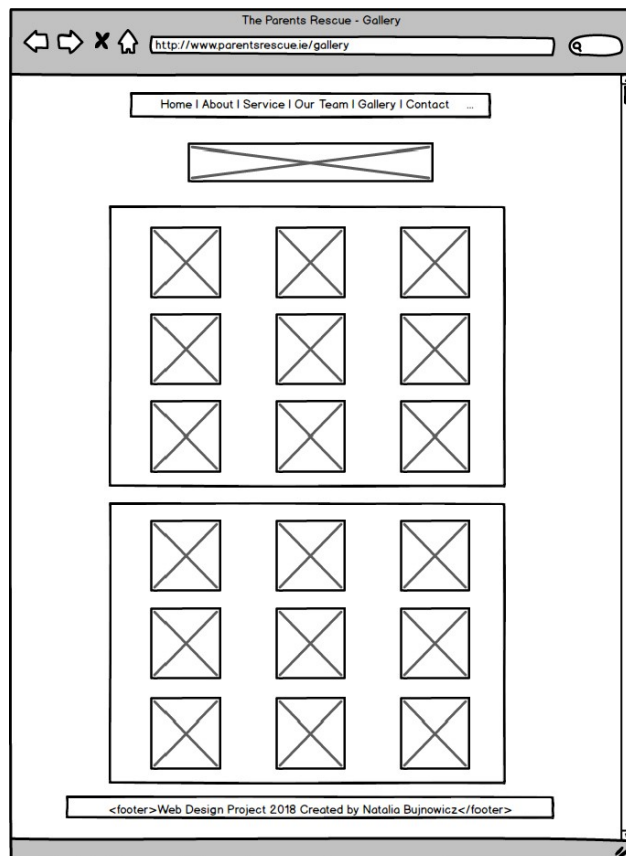Below the query form we have more information about the Parents' Rescue services.

Our Team Page
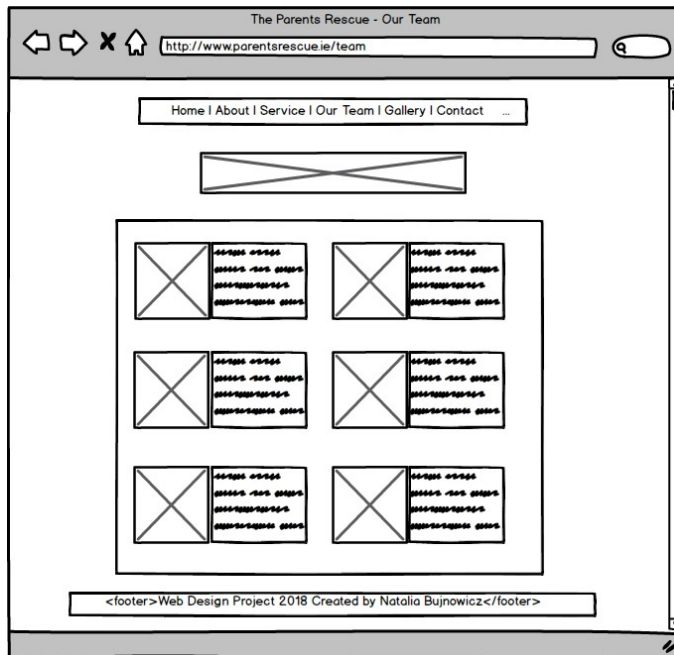
Main informations about the staff (with photos and a short description). Here the effect of transform/transition in CSS is applied - the scale changes when the cursor is moved on the element.
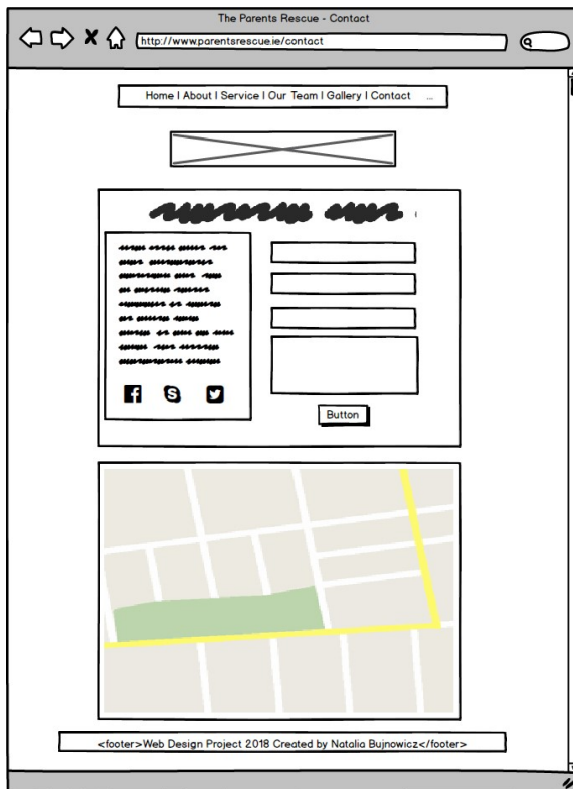
Gallery Page

The Gallery is divided into 4 parts where are 6-9 photos. There are used effects in CSS (transition and transform which changes the scale and rotate). In addition, from the home page, we have access to the individual parts of the gallery (4 boxes under the slider).

Contact Page

In contact form, on the left side, are main informations about the location, phone number (we can click on it and dial with Parents Rescue), email (if we click on email we can send message ditrectly from our boxmail). The form have validation function. The user must fill in all fields to send message, in addition must correctly fill in the field with the email address using the appropriate characters (@).

Below is a google map with exact location.

USABILITY TEST RESULTS
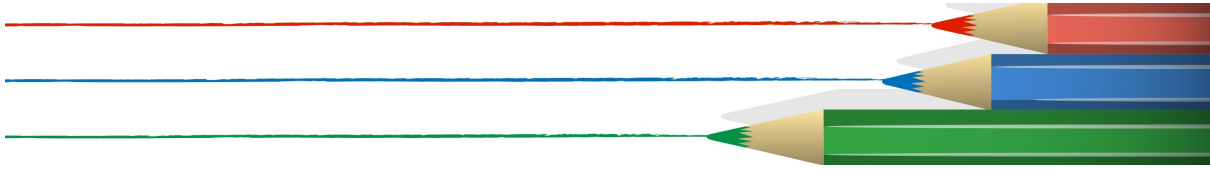
Introduction:

The www.parentsrescue.ie website has been assessed on its usability, functionality and ease of use. If a user likes a website is more likely to visit it again and use it for longer .

Usability assessment has been done as early as at the design stage (interviews with potential users have been conducted as well as the survey). It was further used during the building of website phase. Thanks to comprehensive usability assessment we received good service analysis and also got to know customers' expectations towards the service.

The main methods that can be implemented during the web usability are:

- Expert analysis done by competent party.

- Tests with users

Thanks to this methods we can obtain information about errors on the site which have negative impact on its usability and functionality. We are able to see what should be corrected in order to make user's experience more enjoyable. As I was designing a website which purpose is to give information about the service I resigned from the use of expert analysis. Instead I focused on interviews with potential users. Each of the people who too part in usability testing was asked to provide individual feedback about the service. Results were compared.

Users were asked if:

- Service navigation is clear.

- Contents and the look of the website is informative about the profile of the service.
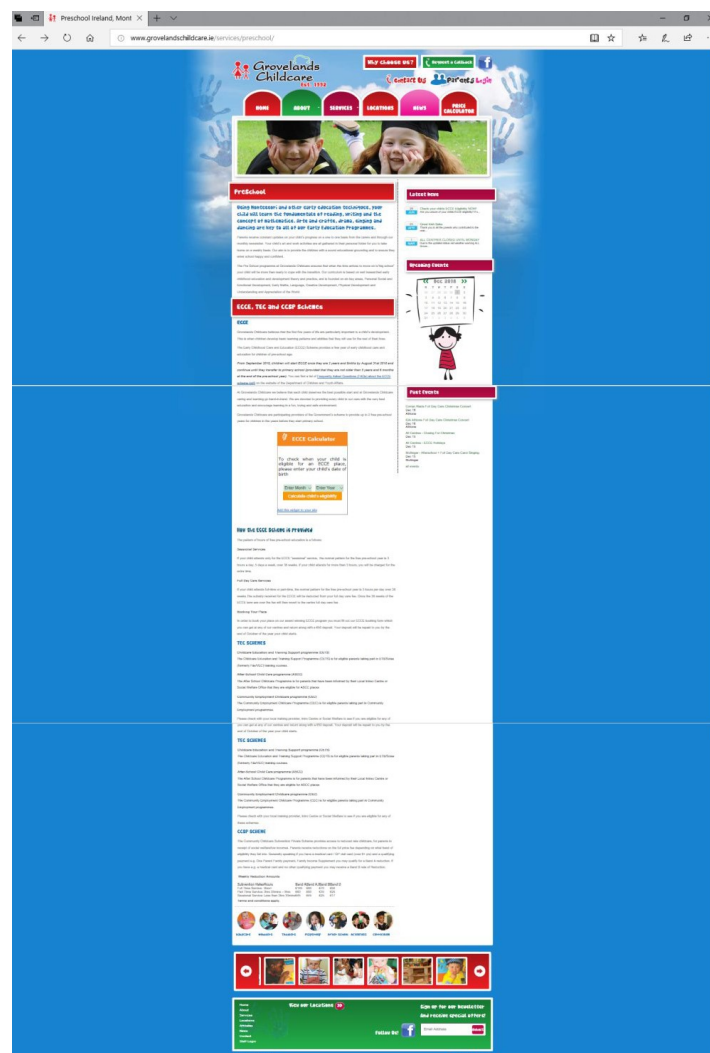
- There were any issues concerning moving/navigating around the website. What sort of issues precisely.

(The full list of questions and answers is placed at the end of the document).

Additionally to receive better results I compared the website with competition in childcare/preschool industry. You can find below three websites which are positioned highest in Google search tool after inputting childcare and preschool phases.
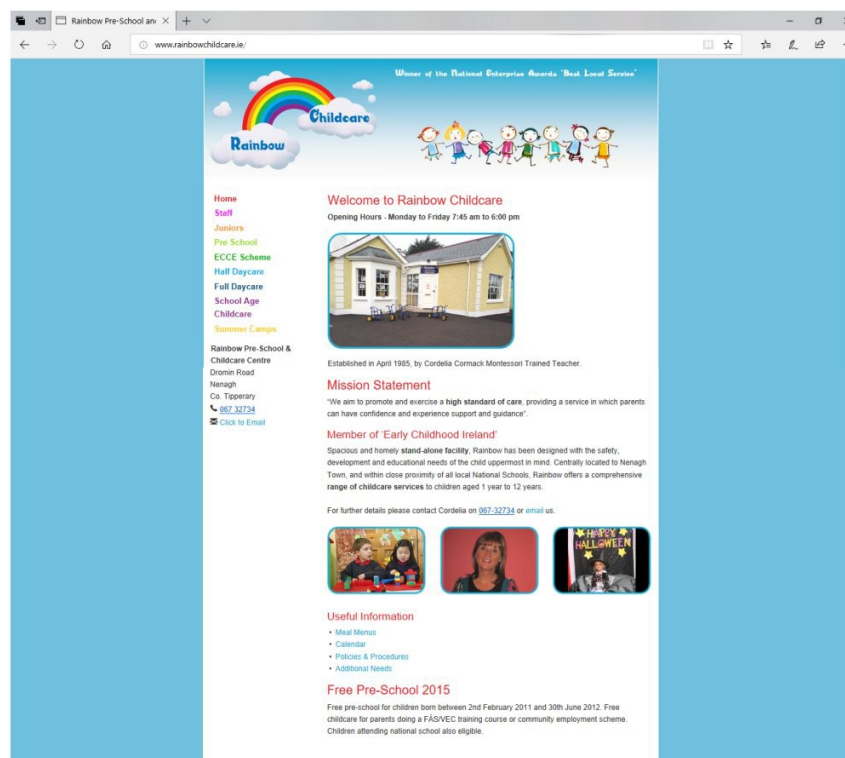
http://www.grovelandschildcare.ie/services/preschool/

http://www.cocoonchildcare.ie/

http://www.rainbowchildcare.ie/

Results:

While comparing webstites I paid attention to:

- **Content:** Lot of websites I examined had either to many or too little information on them. My aim was to provide with accurate information relevant to what is most important to parents. I added colorful pictures so that the offer as well as the website stood out from the others. I were also told that the children of people who took part in the usability testing did like the look of the website.

- **Functionality and usability:** Some of the competitors websites had too many subpages. Also a lot of information were out of date. I wanted to create a website that is simple, clear and intuitive.

- **Appearance:** Color designs of some websites were hard to be associated with children/childcare. I wanted to make a reception of our website positive and clear. I also decided not to overload every individual page with information in order to make a selection smooth and easy within seconds.

After conducting usability testing certain factors which can influence the quality of the website have been identified. They are as follows:

- **Memorability**: User finds the website easy to navigate during his first and following visits. www.parentsrescue.ie is created in intuitive way.

- **Learnability:** User learns quickly how to use the website.

- **Efficiency:** Time needed to perform the action is very short. Most important information is placed in the centre of the page.

- **Satisfaction:** User experience is positive. Website is colorful and it also. Actively reacts to user's moves on the screen.

- **Errors:** There were problems with correct display of JavaScript effects. They were fixed accordingly.

Conclusions:

The main purpose of the www.parentsrescue.ie website is to reach intended audience namely parents who are in need of professional childcare.

The structure of the website, graphic design and it's content were carefully chosen to interest potential user and to make its message trustworthy. The results of an analysis helped to improve Website. They also helped me to come out with better solutions to current resolutions. I decided to change colouration of the website - I chose two main, lead colors:

- Blue - is associated with trustworthiness.

- Orange - is associated with creativity.

Questions and example answers used in the Usability Test:

1.What do you think the purpose of this site is? (ie. selling, informing, entertainment, etc)?

The site purpose was to provide info about pre/after school and childcare services. Contact form as well as request for a price are available.

2.Who do you think the intended audience is?

Parents in need of professional and trustworthy childcare. Also children who will want to visit the place after seeing it on the website.

3. Could you find what you were looking for?

Yes. I need general information about childcare service and fees. There is a query form on the webpage where users can address their quote.

4. Was it easy to get to the home page from the page you started on?

Yes, navbar is placed on the top of the web page so it's always seen for the user. In addition user may click on the ParentsRescue logo or on the name of the website placed in footer to be redirected to home page.

5. Was there something missing you were expecting to see?

There should be tables with prices on Service page. Also after sending a query form the result should be shown immediately.

6. Could you tell what the page was about?

The page was about professional childcare facility also providing experienced child carers on call 24/7.

7. Was anything too obtrusive?

Menu bar which sometimes sticks to the top edge of the webpage and hides the content.

8. Was anything too well hidden?

Access to photo pages is only available in home page [I've changed it, now gallery is also available in the Menu Bar].

9. Problems or kudos on the colour scheme?

Not noticed .

10. Easy to read (both font style and size)?

Yes, color font and size are corresponding with the size of the each page.

11. How did you find the layout of the site?

The layout is simple and clear. Found everything I expected on the different pages in terms of info.

12. How intuitive and helpful is the navigation system?

The navigation system is quite basic and clear. There are also buttons that lead to different pages and all is working fine.

13. What would encourage you to return to this site in the future?

Possibility of registration on the website in order to receive newest information about ParentsRescue.

14. Name your three favourite things about the site, and your three least favourite

favourites: very easy navigation, colorful , simple & clear layout, nice effects

least favourite: links to social networks are exist, but they don't have accounts there yet

15. If you could change one thing on the site, whether it is major or minor, what would be at the top of the to do list?

An option to hide the menu bar if necessary.