DISCOVER DARWIN

Darwin City Council Website

A Thesis to Develop Discover Darwin Website for the Darwin City Council.

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INTRODUCTION

"**Discover Darwin**" is an informative website that highlights Darwin's cultural heritage, educational opportunities, business and investment opportunities, local and international events, serving as a gateway for potential tourist, residents, students, and investors.

The redesign focuses on **Human-Computer Interaction (HCI)** principles to enhance user-friendliness and practicality with upgrades such as streamlined navigation, responsive design, and improved load times.

AIM

- Cultural Representation
- Cultural Promotion
- UX Enhancement
- Local Story Promotion
- Performance Optimization

Design Consideration

Navigation

Intuitive and logical navigation aligned with user expectations.

Responsive Design

Provides a seamless experience across all devices.

Interactive

Includes interactive maps, events, and multimedia content to boost engagement.

Minimalist Design

Focuses on essential elements to reduce distractions and enhance user engagement.

User Engagement Strategies

- **Newsletter Subscription:** Keeps the community engaged with updates on local happenings.
- **Comprehensive Business Directory:** Promotes local businesses and fosters economic growth.
- **Dynamic Event Listings:** Keeps the community informed of local events.
- **Social media and Multimedia Engagement:** Strengthens community ties and offers podcasts, videos, and 360-degree views through interactive social platforms.

Human-Computer Interaction

- **Visibility of System Status:** The website provides clear feedback through interactive elements like virtual tours and podcasts, keeping users informed about their interactions.
- **Real World Conformity:** The content uses familiar terms and concepts, making it easy for users to understand information about living, working, and visiting Darwin.
- **Consistency and Standards:** The website maintains a consistent layout and design, ensuring users can easily learn and predict navigation patterns.
- **Error Prevention:** The site design aims to minimize errors with clear and concise instructions, reducing the likelihood of user mistakes.

Technical Implementation

Drupal 10

Latest version with improved performance, security, and user experience

SEO

Integrate SEO best practices and analytics tools for monitoring and improving site performance.

Agile

Flexible development process ensuring continuous improvement and rapid delivery.

Event Feed Integration

Real-time event updates integrated into the website

PERFORMANCE METRICS

1.90s Avg. Load Time

94 Avg. SEO Score

9.52% Improved Page Loading time

195ms DOM Interactive

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