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**ISYS 631 603**

MAYS BUSINESS SCHOOL, TEXAS A&M UNIVERSITY

Design Mockup Report

TEAM: 18

# **Design Section**

## **Design Principles employed**

### **Golden Ratio**

### **Baby Face bias**

### **Color Palette**

### **Responsive Web Design**

### **Looking Room**

**Website development**

**Software/Tool(s):**

* Microsoft SQL Server
* Visual Studio

**Programming Language**

* C#
* ASP.NET
* JQuery

**Hosting Website**

* Microsoft Azure

**Conclusion**

Performance Evaluation Matrix

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Criteria**  **Name of Team Member** | **Displayed initiative** | **Attended meetings scheduled** | **Adequately completed assigned work** | **Contributed to project completion** | **Points Allocated** |
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**Meeting Schedule**

We will be meeting weekly every Wednesday for two hour duration (5.30 PM – 7.30 PM) in West Campus Library (WCL). The frequency of the meetings might be increased depending on the amount of work that needs to be completed.

**Project Deliverables**

* User Personas
* Design Personas
* Design Mockup
* Project Prototype
* Final Deliverable

**Learning Expectations**

The IS Design project involves the designing of a website for a dental clinic. Throughout the course of the project we will deliver a variety of deliverables covering various aspects of a website design right from scratch.

The comprehensive nature of the deliverable helps us gain a better understanding of the essential details to be considered while designing an interactive and responsive website.

The various learning objectives include the following:

* Employing various design elements like: baby face bias, effective color scheme, simple design etc.
* Responsive Web Design to make the website compatible with different platforms.
* Typography and effective use of white space, Looking Room.
* Color wheel and its usage.
* Designing a friendly brand mascot.
* Conceptualizing User Schemas.

The course will help us understand and implement the above mentioned features and design an effective website.