The Quad Website

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1. Target audience:

The website's target audience is metropolitan millennials interested in contemporary arts, who are also the potential audience of the troupe's performances.

2. Design decisions influenced by target audience:

To captivate this target audience, the website should have a modern, minimalist design, with a visually appealing landing page. Thus, HTML5 UP's single-page Dimension template (https://html5up.net/dimension) was chosen as the basis of this website, and an image of two dancers is used as the background. In this template, under the title and subtitle, there are buttons that will reveal a corresponding section of the page when clicked. As the target audience is metropolitan millennials, there is a very high chance that they would browse this website using their mobile phone. With this template, the user can explore the whole site in one go without having to navigate to different pages, which is convenient to mobile users.

3. Information architecture:

As this is a new, relatively unknown dance troupe, the website should first introduce the user to the troupe and its members, showcase the troupe's style, and finally inform the user of up-coming performances.

4. Responsive design:

The template itself already has certain responsive design features. However, it lacks the ability to use differently-sized images for different screen sizes to achieve art direction. This is additionally implemented using media queries in both CSS (for the background image) and HTML (for the member photos). The background images are carefully cropped to focus on the dancers, specifically their arms and their hands. The member photos are cropped to focus on their facial expression. There are also high-DPI images for high-DPI screens. Furthermore, the "Our Style" section features a responsive and touch-friendly audio player from https://tympanus.net/codrops/2012/12/04/responsive-touch-friendly-audio-player to showcase the troupe's music.

5. Accessibility:

The accessibility of this website is ensured by:

- Including a descriptive alt attribute for very <img> tag.

- Assisting dyslexic users: Content is presented by non pure-black text on non pure-white background, and non pure-white text on non pure-black background. The text also uses sans-serif font and is left-aligned. There is no italicized text. (Source: https://uxmovement.com/content/6-surprising-bad-practices-that-hurt-dyslexic-users)

- Testing markup validity with the W3C Markup Validator (https://validator.w3.org), so that the website's content could be parsed by assistive technologies.

6. Content and media sources:

- All textual content is fictional and original.

- The piece of music used to showcase the group's style is "Fever" by Snowflake, sourced from http://dig.ccmixter.org/files/snowflake/52149.

- Images are sourced from Wikimedia Commons and Unsplash:
    a. Background image:
       https://commons.wikimedia.org/wiki/File:NWFusion7.jpg
    b. Photo of "Alex": https://unsplash.com/photos/pUy6ccJPysc
    c. Photo of "Kelly": https://unsplash.com/photos/pAs4IM6OGWI
    d. Photo of "Josh": https://unsplash.com/photos/VVEwJJRRHgk
    e. Photo of "Mary": https://unsplash.com/photos/6v11noBZVuo

7. Image compression formats:

The JPEG is the default format for all images. There are also WebP format images for supported browsers, which were converted from the JPEG images using Google's cwebp tool with default quality setting of 75. Thumbnails are closed-up photos of the faces of the troupe members, and these thumbnails are further resized to the maximum size available in the container for them to be displayed.

8. Key parts of the website:

The part most critical to the success of the site is the landing page and the "About Us" section, as they are crucial in creating a good first impression about this new dance troupe.

9. jQuery plugins:

The third-party jQuery plugins implemented in this website are:

a. Responsive audio player, for showcasing the music the troupe uses in an audio player that is both responsive and touch-friendly, by Osvaldas Valutis: https://tympanus.net/codrops/2012/12/04/responsive-touch-friendly-audio-player. It is at the bottom of the "Our Style" section.

b. GridTab, for displaying thumbnails and full-size images along with biographical information of the troupe's members, by Gopal Raju: https://gopalraju.github.io/gridtab. It is used at the beginning of the "About Us" section.

10. Credit:

This report was made using the Luxe report template by Google Docs.