**Topic: Fossil fuels**

Start Date: 8/03/22

**Aim:** Inform people about the hazardous use of fossil fuels, and solutions to the problem.

**Brief:** Now that people are using more power than ever for living their daily lives, electrical companies are having to burn more fossil fuels to keep up with the demand in New Zealand. As most people know, fossil fuels are extremely hazardous to our environment, causing pollution and climate change. But this can be prevented by alternative power sources that do not have such dangerous consequences.

**Purpose of my website:** The purpose of my website is to inform people about the dangerous use of fossil fuels and alternative power sources that should be implemented to prevent further damage to the planet.

**Target Audience:** The Target audience would be anybody who is interested in how our power supply is affecting our environment, as well as researchers who are looking for information about this.

**Specifications:**

My website will have 4 pages

My website will include:

Background colour would be Dark blue (#1f2833).

Header Font (Gotham Black 26px)

Paragraph and Miscellaneous font (Arial 18px)

Navigation Buttons: Merriweather, Black, 35px

Images of fossil fuel plants and graphs.

Research

Text

Description automatically generated

|  |  |  |
| --- | --- | --- |
| Link | Likes | Dislikes |
| <https://www.nationalgeographic.org/encyclopedia/fossil-fuels/#:~:text=Fossil%20fuels%20are%20made%20from,are%20examples%20of%20fossil%20fuels>. | I like this website’s use of empty space, also the text is clear and easy to read. | The lack of images makes it slightly harder to understand the pages intent without reading. Also, everything in centered. |

Graphical user interface, application

Description automatically generated

|  |  |  |
| --- | --- | --- |
| Link | Likes | Dislikes |
| <https://www.nrdc.org/stories/fossil-fuels-dirty-facts> | This website contains relevant images and has clear links. | Everything is centered. The light blue text on a white background is difficult to read. |

Graphical user interface, application, website

Description automatically generated

|  |  |  |
| --- | --- | --- |
| Link | Likes | Dislikes |
| <https://www.britannica.com/science/fossil-fuel> | Plenty of images show the intent of the website. The navigation bar is also clearly shown. | The lack of images makes it slightly harder to understand the pages intent without reading. Also, everything in centered. |

**Overall:**

I should keep my design aligned to a grid with few images and enough space between information and interactive parts.

**Relevant conventions and implications**

Examples of relevant implications include:

* Ethical

Ethical implications are the threat of causing harm to others using the website, this could include hate speech or other immoral practices. It can also mean the website itself is correct, either in information or by not exploiting the users.

* Accessibility

Accessibility is important because websites will be viewed on all sorts of devices including PCs, phone, tablets, and sometimes even smart TVs. Not only do you have to account for these devices’ capabilities but also the individual aspect ratios of any given device. This could include different sized monitors or phone and tablet screens. It also must be usable to people with disabilities such as blindness or paralysis.

* Aesthetics

Aesthetics is the look of the website. If the aesthetics are good, it will capture the user’s eye and lead them to spend more time reading or looking at the website. The use of aesthetics is also used to ensure the website is comfortable to look at, this would cause the user to stop reading and find another website.

* Functionality

The functionality of the website is the buttons links and interactable of the website, it can also be the speed of the website’s loading times and response times. Good functionality means the website is fun and useful to the end user.

**Examples of conventions include**

* Logo Placement
* Main Navigation

The place where you can access all parts of a page with the click of a button

* Content Hierarchy

The order of prominence of content. Headers should be larger font size than paragraphs and such.

* Using a grid
* Link Styling

Making clickable links obvious enough so users can recognize them.

* Buttons
* Colours

**Usability Heuristics**

* Visibility of system status
* Match with real world
* Error prevention

**Importance of relevant implications**

* Privacy: The website must be secure enough as to not give out people's valuable information by accident.
* Aesthetics: The look and design of the website is just as important as its functionality, informing the user about what they are looking at without telling them, as well as guiding the user's eyes across the page.
* Functionality: The website must work as intended and load quickly as well as having quick response time for clicking things such as buttons and links.
* Ethical: Must not spread false or incorrect / unjustified information.

**Software:**

[Wireframe.cc](http://wireframe.cc/) to create the wireframe designs.

Adobe Illustrator to create mock-up designs.

Google Chrome for research

A computer

Visual Studio Code for making website code.

**Phase 1:**

Idea one <https://wireframe.cc/fedui0> Diagram

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|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Name | Likes | Dislikes | Comment |
| 11.03.22 | Quinn | Well placed logo | Empty space under the left bar | Bit cluttered |
| 11.03.22 | Earth | Clean | - | Move images |
| 11.03.22 | Kieran | Tall ratio | Too many images |  |

**Idea 2:**<https://wireframe.cc/JpouQ9>

Diagram

Description automatically generated

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Name | Likes | Dislikes | Comment |
| 15/03/2022 | Quinn | Middle text is in the right spot | Everything. The images on the sides are not parallel the navigation bar is in the wrong spot and looks like it has been chucked in there. | - |
| 15/03/2022 | Kieran | Epic header placement | Uneven images | - |
| 15/03/2022 | Earth | Good layout | Sub header is a little too small | Make sub header larger |

**Idea 3:** <https://wireframe.cc/vBdmWN>

Table

Description automatically generated with low confidence

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Name | Likes | Dislikes | Comment |
| 15/03/22 | Quinn | The header looks better with the change in font | Do not like the images on both sides | Sources at the top is a bit weird would have to see how it would look with them in there |
| 15/03/22 | Kieran | The addition of sources | The amount of text compared to the size of the images | - |

**Phase 2:**

Idea 1 <https://wireframe.cc/fedui0> Chart

Description automatically generated

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Name | Likes | Dislikes | Comment |
| 18/03/22 | Quinn | - | The links up the top are in the wrong place (need to be moved along) and the header seems un-centred | Centre the header |
| 18/03/22 | joseph | It has a nice form of space between text and photo. | - | - |
| 14/06/2022 | Kieran | Use of the rule of thirds | - | Yeah, center the header |

**Idea2:** <https://wireframe.cc/JpouQ9> Chart, diagram, surface chart

Description automatically generated

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Name | Likes | Dislikes | Comment |
| 18/03/2022 | Joseph | - | It unorganised it is confusing my eyes. | Try to make the pictures smaller and the text a bit bigger. |
| 18/03/2022 | Kieran | The size of the images | No rule of thirds offset | - |
| 10/06/2022 | Quinn | - | The whole thing is bad | - |

**Idea 3:** <https://wireframe.cc/vBdmWN>

A picture containing table

Description automatically generated

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Name | Likes | Dislikes | Comment |
| 18/03/2022 | joseph | More organised, big header. | - | - |
| 18/03/2022 | Earth | Nice image &ads position | - | - |
| 18/03/2022 | Quinn | Header is in good place | Image placement do not like the link placement. | Links would be better if they were moved down to the bottom of the header. |

**Phase 3:**

Idea 1: <https://wireframe.cc/fedui0>

Chart

Description automatically generated

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Name | Likes | Dislikes | Comment |
| 22/03/2022 | Kieran Reed | The use of space fitting a good amount of content of text and images onto the page. | Lack of a clear menu | - |
| 29/03/2022 | Mrs Nesbit | Prefer the layout of this one as opposed to other two. However, use good things in all three designs to make a better final design. I do like this layout the best. | Would look better with text fully justified, not jagged right margin.  Need suitable amount of white space between text and images.  Make sure images are close to the text they relate to.  Need clear, easy to use Menu for end user. |  |

**Idea 2:** <https://wireframe.cc/JpouQ9>

Chart, surface chart

Description automatically generated

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Name | Likes | Dislikes | Comment |
| 22/03/2022 | Kieran Reed | The images can add relevant information in context of the text which enhances the reading experience | Rule of thirds is not used | Add more colour |
| 29/03/2022 | Mrs Nesbit |  | Need suitable white space between paragraphs.  Images need to be near the text they are relating to. | I don’t like this layout at all. Things appear to be placed randomly. Needs to be some more thought into placement of text and images. Where are the links to other pages/information? |

**Idea 3:** <https://wireframe.cc/vBdmWN>

A picture containing surface chart

Description automatically generated

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Name | Likes | Dislikes | Comment |
| 29/03/2022 | Kieran | Content in the page is well organised making it easy to read | Might be difficult to adapt the Idea for mobile phone use | No ad space which is better for the user, but the website loses monetisation |
| 29/03/2022 | Mrs Nesbit | Placement of charts and relevant image. | Need suitable white space between paragraphs.  Images need to be near the text they are relating to. | Where are the buttons/links/menu?? |

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Name | Favourite | Comment |
| 29/03/2022 | Kieran | 1 | Good |
| 29/03/2022 | Erath | 3 | Good |
| 29/03/2022 | Mrs Nesbit | 1 | But needs quite a bit more thought on layout and placement of text and images. Remember you do not have to pick one or the other, you can use good bits from each mock-up to create a well-designed outcome. |

**Final:** <https://wireframe.cc/fedui0>

Graphical user interface

Description automatically generated with medium confidence

I picked this as the final design because it was the preferred layout among the stakeholders. I like this design because if involves relevant conventions such as logo placement, main navigation, buttons, and content hierarchy, and keeps a familiar design to other major websites. This design fits all relevant implications as well.

**Implications Applied:**

* Privacy (My website will keep any interactions with the website private by encrypting any information sent through the website and not sharing it elsewhere.)
* Intellectual Property (I have not used any copyright material without proper credit.)
* Aesthetics (My website will be aesthetically pleasing to prevent strained reading. This is possible with cooler colours that contrast well and are darker so that night-time reading is not blinding.)
* Functionality (My website will be tested thoroughly and will have a bug report button for users to report issues.)

**Conventions Applied:**

* Logo Placement (Top left corner to keep out of main view but still be clearly shown.)
* Main Navigation (Just below the logo. Will be always visible so that the user can navigate everywhere on the page whenever needed.)
* Content hierarchy (More important parts of the webpage are displayed more boldly or in distinct colours to better catch the eye of the user. I will incorporate this by making titles and certain images pop more without being too distracting as to make the user lose focus.)
* Using a grid (This is done so that the elements of the webpage are aligned with each other and look neat and tidy.)
* Link Styling (The links shown at the top of the webpage will be blue and underlined to clearly communicate that they are links.)
* Buttons (The navigation section has four buttons that can be used to quickly scroll to certain sections of the page. The links at the top right of the website are buttons that can be clicked to take the user to external pages.)
* Colours (I have decided on a fitting colour palette that may be changed in future depending on stakeholder feedback. (See colours section))

**Colours:**

Orange and Teal (Inspiration came from: [https://www.pinterest.co.uk/pin/643381496758266534k](https://www.pinterest.co.uk/pin/643381496758266534))

#f8642c and #386c6c

![Shape

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![Shape

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Graphical user interface

Description automatically generated

|  |  |  |
| --- | --- | --- |
| Date | Name | Feedback |
| 12/04/22 | Kieran | I like it because of the contrast and the appealing aesthetic |
| 12/04/22 | Quinn | I like the copper tone and the teal they work well together. And, because coper rusts to a teal color makes it extra appealing |
| 12/04/22 | Earth | Text is visible and readable but the combination of colours is not great, it looks weird. |

Light Blue, Dark Blue (Inspiration came from <https://visme.co/blog/website-color-schemes/>)

#66fcf1 and #1f2833





Graphical user interface

Description automatically generated

|  |  |  |
| --- | --- | --- |
| Date | Name | Feedback |
| 03/05/2022 | Kieran | I enjoy how relaxing the combination of the two colors are because of them being "cold" colors |
| 03/05/2022 | joseph | They are nice colours, but they seem "opposites" of each other. |
| 03/05/2022 | Earth | Great combination of colours. Darker background makes the lighter text easy of read. |

Purple and Grey

#a824f4 and #b0b4b4

![Shape, rectangle

Description automatically generated]()

![Shape

Description automatically generated with medium confidence]()Graphical user interface

Description automatically generated

|  |  |  |
| --- | --- | --- |
| Date | Name | Feedback |
| 03/05/2022 | Kieran | I have not seen a website using these colours together before so this would result in my attention being held for longer |
| 03/05/2022 | Earth | Never seen website with these colours before. Look good but I like blue one more. |

**Favourite Palette**

|  |  |  |
| --- | --- | --- |
| Date | Name | Favourite |
| 03/05/2022 | Kieran | Purple |
| 03/05/2022 | Earth | Blue |
| 03/05/2022 | Quinn | Blue |

Majority of stakeholders prefer the Blue and Dark Blue colour palette so that is what I will be using.

I have expanded the colour palette to provide more options for shading and emphasis on specific parts of the website.



**FONTS:**

For the paragraphs and other I will use either:

Calibri (Body) 18px

Arial 18px

Roboto Black 18px

|  |  |  |
| --- | --- | --- |
| Date | Name | Feedback |
| 27/05/2022 | Kieran | I like the Arial font |
| 27/05/2022 | Earth | Arial, I use it all the time. Easy to read too. |
| 27/05/2022 | Quinn | Arial, I like it because it simple |

I will use Arial because it is the most liked.

For the header and sub-headers, I will use either:

Myriad Pro 26px

Facile Sans 26px

Gotham Black 26px

|  |  |  |
| --- | --- | --- |
| Date | Name | Feedback |
| 27/05/2022 | Ciaran | I prefer the Gotham Black because of how bold it is |
| 27/05/2022 | Earth | Gotham Black- bold & have similarity with Facile |
| 27/05/2022 | Quinn | Gotham black is my favourite its straightforward but still adds a bit of complexity to the page |

I will use Gotham Black because it is the most liked.

**Using the feedback given for colours and fonts I have created a semi-final design:**

Graphical user interface

Description automatically generated

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Name | Likes | Dislikes | Comment |
| 03/06/2022 | Earth | Colour, Main Heading are easy to read. | Paragraph text a little small. | Make paragraph text a little bigger |
| 03/06/2022 | Kieran | The layout and use of the colour palette | Some empty space could be used more wisely | I like blue |
| 03/06/2022 | Quinn | The layout good pictures well placed colours are great like the fonts to | Empty space | I like it |

Final DesignGraphical user interface

Description automatically generated

**Evaluation:**

This is the final design for my website. This design is well suited for use because of its features. The colour scheme is the preferred scheme by stakeholders due to the unconventional colours that would catch a user’s eye and lead them to spend more time on the website. The fonts and font sizes have been fine-tuned using stakeholder feedback. This design works well for the end user because of the large title font and relevant images. The website uses a conventional layout with a navigation bar on the left side and a bar at the top that contains the logo and other links that lead to other pages such as “sources” and “solutions”. The user can navigate to these pages easily if they are interested in continuing the topic.

**Other pages :**

Sources :Graphical user interface, website

Description automatically generatedSolutions :Graphical user interface

Description automatically generated

Renewable Energy :

**Graphical user interface

Description automatically generated**