Design Journey Part 1

Group name: A Team

Members' names: Raghav Batra, Spencer Weiss, Ryan Yoon

Members' NetIDs: rb698, scw99, rdy23

Section: 213

Part 1: Client Selection

Client Description

Tell us about your client. Who is your client? What kind of website do they want? What are their key goals?

Our client is Halle Bershad, President of the Food Science Club at Cornell University. Halle is a senior at Cornell majoring in food science and is immensely passionate about facilitating a welcoming and supportive environment for students who wish to learn more about the food industry. Halle is currently communicating with the members of the club through a public Facebook group, but would like to have a centralized website dedicated to distributing information to current members, as well as helping to attract new ones.

In our meeting with Halle, she noted the importance of having a calendar to display upcoming events, an organized catalog of past event photos, a display of current board and club members, and a way to contact the club.

Below is a list of key features for the website that we identified so far:
- interactive calendar of upcoming events
    - selecting an event on the calendar should direct users to a page with further details about the event

- catalog of past event photos
    - photos should be organized by event

- members' profiles including headshots and position names

- about us page with information about the club

- contact us form which sends an email to the club email address

- simple navigation bar

- functionality to edit website for admin users, i.e., add/edit/delete events, add/edit/delete pictures

NOTE: If you are redesigning an existing website, give us the current URL and some screenshots of the current site. Tell us how you plan to update the site in a significant way that meets the final project requirements.

N/A

Target Audience

Tell us about the potential consumers of this website. How, when, and where would they interact with the website? Get as much detail as possible from the client to help you find representative users. This will make it easier for you to test your site on potential users and to generate useful personas.

Potential consumers of this website and their interactions include:

- Halle and other board members of the Cornell Food Science Club who have administrative privileges that allow them to edit the content on the site including the calendar, photo catalog, and member profiles

- General members of the Cornell Food Science Club who will rely on the content of the website to get information on upcoming events and to browse pictures from past events

- Students (namely Cornell students) who have an interest in the Cornell Food Science Club and are hoping to learn more about the organization by surveying the types of events the club participates in, as well as past event photos

- Members of the general public who are curious about Cornell student organizations or organizations that advocate food science

Purpose & Content

Tell us the purpose of the website and what it is all about.

The Cornell Food Science Club has a threefold vision:

1. To provide a support system to students interested in the food industry, food science, and/or the culinary arts
2. To promote club membership across various majors
3. To advocate opportunities in the food industry to students across campus

To that extent, the club achieves its goals through the following:

- Gaining experience about food science through the club's information sessions and mentoring program
- Learning about food science applied in industry/career opportunities through talks by various industry leaders
- Receiving first-hand experience in food science practices through local company tours

Food science is **NOT ONLY** about making food, although making food is definitely a part of it!
Food science is more about all of the ways in which we interact and study food, whether that be the different methods by which we prepare food or the various fields that have arisen to investigate the chemical makeup of food.

The purpose of the website that we will be providing to the Cornell Food Science Club is to promote all the goals noted above.

Hosting Plan

Where will the site be hosted?

The website will temporarily be hosted on the CS/INFO 2300 course server. At the end of the semester, we agreed to assist Halle with moving the website to a private server that the club will maintain.

Needs and Wants

In this table, collect your client's and target audience's needs and wants for the website. Come up with several appropriate design ideas on how those needs may be met. In the Memo column, justify your ideas and add any additional comments you have. There is no specific number of needs required for this, but you need enough to do the job.

Needs and wants (What does your client and audience need and want?)	Design ideas and choices (How will you meet those needs and wants?)	Memo (Justify your decisions; Additional notes)
Interactive calendar that redirect users to event details when an event is selected	Google Calendar or other JavaScript calendar plugins	We can simply incorporate a Google Calendar as an iframe, which allows Halle to easily update calendar through the Google Calendar interface. However, the inability to style a Google Calendar and add interactive elements is pushing us to consider other JavaScript calendar plugins that are friendlier.
Ability to edit website content as an admin without looking at code	Edit website form available to user upon successful login to admin account	User-friendly way for anyone who inherits the website to be able to edit the content of the website, regardless of their background in programming.
View past event photos	Photos organized into albums based on events (similar to Project 3)	Easy for a user to find the photos he or she is looking for
View basic information about the club	About us page	Dedicated page to general club information makes it easy to find
Ability to contact the club	Contact us form	Should be send an email to the club email and additionally send a confirmatory email to the user
Integrated with the Facebook group page	Enable the Facebook plugin on the website	Appealing to our target audience

Part 2: Project requirements

Design

What design elements should be utilized? Tell us about the design elements you plan to have for the site. Do they fit your client's needs? Why did you choose to follow (or not to follow) the client's expectations? If you chose not to accommodate a need, why did you make that decision?

We plan on implementing a website design that focuses on simplicity and accessibility. Seeing as how our target audience for the website is largely Cornell students who are current members or prospective members of the Cornell Food Science Club, we hope to tailor the website to their needs.

As such, we want to make information about upcoming events easy to find and clearly displayed. The calendar and photos should similarly be displayed in such a way that makes them easy to access.

Our client also wants to make sure we don't use a Single Page Application (SPA) website because that displays too much information for a single page. To satisfy that requirement, we will be implementing a standard, multi-page website with a clear navigation bar with the most important content having their own dedicated pages. This is also in alignment with the client's needs, as she also believes users will mostly be interested in the calendar and photos.

We will use images and artwork provided to us by the club to decorate the various pages with elements that embody the various aspects of food science.

We will also guarantee that our design works across many platforms such as mobile and tablets since in today's world, often students are looking for quick information on the go.

Client's Edits

Does the client need the ability to edit the site after the end of the semester? If Yes, tell us how you site fit your client's need. If No, write down N/A.

The client will need the ability to edit the site after the end of the semester. To accommodate this need, we will implement a form that is accessible only to users with administrative access and allows admins to edit the content of the page.

While in this form, the admin can add/edit/delete various types of content, such as events and photos. This form will function similarly to the form we implemented in Project 3, but will feature a more elegant design.

Information Architecture, Content, and Navigation

Lay out the plan for how you'll organize the site and which content will go where. Note any content (e.g., text, image) that you need to make/get from the client.

Note: As with the Needs and Wants table, there is no specific amount to write here. You simply need enough content to do the job.

Main navigation (List your site's navigation here)	Sub category (List any sub categories of under the main navigation)	Content (List all the content corresponding to main navigation and sub categories)
Home		Eye-catching home page that embodies the vision of the club. Automatic image slider with various images of the club members at various events, log-in form, Facebook like button plugin, sponsors, some information for new members, a way to subscribe to the listserv
About Us		A more in-depth description of what the club represents and information for prospective members interested in joining. Include the names of some companies that work with the club to host opportunities/events and several images
Events	Upcoming events Past events	A list view of events filtered by date, i.e., upcoming events vs past events. The list view should provide much more detail than the calendar, including a full description of the event, a link to the event page, etc. Search form.
Calendar	Daily view Weekly view Monthly view	Calendar view of upcoming events, which can be toggled to display events for the day, week, or month. The calendar view displays concise information about the events, but directs users to the individual event pages, which contain more details, when an event is selected
Photos		Photos pleasantly organized into albums by events. Basic information about even album should include the event name, date, etc. (similar to Project 3)
Contact Us		A form to email the club and basic instructions on how to reach out to the board if needed

Interactivity

What interactive features will your site have? What PHP elements will you include?

Much of this is up to you, however, implementing a login system is _required_. Logging in should not be required to view the site, however it must unlock extra functionality, e.g., admin functionality, comment posting, etc.

Also, describe how the interactivity connects with the needs of the clients/target audience.

Below are the interactive features we plan on implementing:

- Login form that provides admins with additional functionality to edit the content of the website & is easy to use
    - This corresponds with the client's greatest need, which is to spread information on new events and opportunities

- Contact form that allows anyone to contact the club by email
    - Meets the current club members and prospective club members' need to be able to easily contact the club board

- Search form that identifies events that most costly match the search parameters
    - Supports easy lookup of specific events

- A "Fact of the Day"
    - Engages audience
    - Also spreads information about Food Science, which is one of the goals of the club

Use of Existing Libraries

What libraries (e.g. editor.js, jQuery Cookie, Image Sliders, jQuery) are you planning to use for the site? What do you have to do to incorporate those libraries? How much of your own code will satisfy the project requirements?

Below are the libraries we plan on using:

- jQuery will be used across the entire website for multiple purposes including dynamically changing components

- Google Calendar API
- Facebook API
- [Potentially] AnimeJS – a JavaScript animation engine
- [Potentially] ReactJS – dynamic front end component

Database

How will you use a database to improve the functionality of the website? Describe a possible schema that could meet your client's needs.

Displaying images & the albums they belong to requires the use of a database, such as was done in P3. This would also require a table that connects the images to the albums they belong to. The login functionality will also require a table that keeps track of all users & member profiles. There will also be an Events table to track events organized by the club. Use of a back-end database will allow easy updates, deletes & edits; with a generic front-end template, this information can be presented in an aesthetic design.

More information is provided below:

- The Users table will track user login information as well as admin status.
  Each user in the Users table will have a *unique username, a hashed password, and a Boolean identifying whether the user has admin rights.*

- The Events table will track events organized by the club.
  Each event in the Events table will have a *unique id identifying the event, the name, date, time, description, and URL to event page.*

- The Images, Albums, and ImageAlbumLink tables are identical to the ones defined in Project 3.

- The Profiles table will track club membership.
  Each profile in the Profiles table will have *a unique ID, the member's name, major, photo, and description*.

Scale

How large will the site be (approximate number of pages) and how many hours of work will be required to complete it?

The site will be approximately 6 pages. A rough outline of the content of each page was listed above. We anticipate that the site will require approximately 10 hours to implement per person, as well as an additional 5 hours for debugging & discussion with the client (including writing the Design Documents).

Part 3: Work Distribution

Describe how each of your responsibilities will be distributed among your group members.

Who will be responsible for backing up other members should someone fail to meet a deadline? How will you communicate with each other? What are your expectations for communication? How will you share your design documents and ensure that no one disrupts each other's code? How will you manage deadlines? How you would keep track of task completion and the progress within your group?

If you will be using any tools for scheduling, sharing documents, managing tasks, etc., make sure you describe them here. This is also a good time to identify challenges (like who will be unavailable due to religious holidays or sports events), and how you will manage these challenges. Keep updating this on a regular basis for your own benefit.

If you are not tracking tasks (calendars, shared to-do lists, bug trackers or gantt charts, etc.), you might want to use the basic task tracking table shown below.

Set internal deadlines. Whose task needs to be completed first in order for another person's task to be relevant? Be specific in your task descriptions so that everyone knows what needs to be done and can track the progress effectively. Consider how much time will be needed to review and integrate each other's work. Most of all, make sure that tasks are balanced across the team.

Note: Again, you want the right number of items for the job. The table should have enough information such that each team member understands what is expected of them and by when.

Task	Team Member Names and roles	Due Date	Status
Client communication	Raghav	N/A	In progress
Initial website design	Ryan: front end leader; Spencer: backup	4/21	In progress
Revised website design	Ryan: front end leader; Spencer: backup	4/24	In progress
Database setup	Raghav: back end leader; Ryan: backup	4/21	In progress
Admin functionality	Spencer: leader; Ryan: backup	4/28	In progress
Debugging	Spencer: debugging leader; Raghav: backup	5/1	In progress
Final review with client	ALL	TBA	In progress

- There are multiple points of recovery through the backup team members.

- We will primarily (for now) be using Facebook Messenger for communication: it's easy & informal, while getting the job done.
  - We hope that team members will respond within a day of sending the message.

- We will use Git to share our code with one another & Google Docs to share any information or plan our work on the Design Documents.

- We will have weekly meetings to discuss each other's progress & talk about any upcoming issues.
  - There will be some communication daily on Facebook to discuss small issues.
  - This is also to ensure each member is meeting the current goal of the project as per the deadlines.

- We have setup our schedules such that prerequisite tasks are completed earlier.

- Currently, we will implement the functionality individually to ensure more modular design.
  - Toward the end, we will work together to integrate & test our individual work.

- We are confident that the share of work is equitable & fair.

Part 4: Additional Comments

If you feel like you haven't fully explained your design choices, or if you want to explain some other functions in your site (such as special design decisions that might not meet the final project requirements), you can use this space to justify your design choices or ask other questions about the project and process.

No additional comments