

RED AND BLACK ZONE

PROJECT REPORT

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PROJECT DESIGNER:

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PROJECT NAME:

SEOUL INTERNATIONAL VISITORS CENTRE WEBSITE

FUNCTIONALITY AND REQUIREMENTS

This document outlines the agreed functional and technical requirements for the delivery of a website for your business. It is important that you check these requirements thoroughly before we move ahead with the project and keep in mind the potential users of the site.

So please, no matter how minor (or serious) all feedback is welcome.

Business name: "Seoul International Visitors Centre"

Locations:

Corner Namdaemun-go and Eulji-go, Yeong-gu, Seoul, South Korea [2].

Sydney based call centre and email [16].

Seoul location is in the Myeongdong District in the Downtown area adjacent to the Lotte Department Store and opposite the main subway station [1].

Core Business: Provision of information for pre-planned travel itineraries to international tourists to Seoul, South Korea, specifically Australian tourists [16].

Domain: bigstevelittle.com

1. BUSINESS AND FUNCTIONAL REQUIREMENTS [14] [15]

1. HOSTING SERVER REQUIREMENTS

- Potential 5000 to 10000 visitors each day
- Plans for future eCommerce
- Recommended disk space 5GB
- 3 x CPUs
- Recommended 8GB memory
- Apache / cPanel
- 1 x MySQL database
- Dual user locations - South Korea and Australia

2. CUSTOMER INTERACTIONS [16]

- Shopfront and phone contact in Seoul
- Phone contact in Sydney
- Email contact covering both Seoul and Sydney inquiries
- Web traffic from both Seoul and Sydney

3. CONTENT [16] [17]

- Information about attractions – palaces, museums, amusement parks, shopping, markets, entry costs and opening times
- Information about accommodation options – luxury hotels, budget hotels, Hostels, home-stays and camping
- Information about transport – types, routes and ticketing options
- Information about seasonal weather conditions – climate, temperatures, and items to pack
- Live weather information
- Location page with Google map
- Contact page with a contact form
- Contact details, address and hours of service in both Sydney and Seoul
- Social media links and feeds
- Privacy and website disclaimer

4. DESIGN [17]

- Major colours: Pale blue: #C8D6F0 and Light grey: #7D8285
- “About Seoul” Promotion

- CMS based interface for easy client updating of site content
- Home page clearly identifying the business
- Image panels with links on home page
- Responsive to mobile devices
- Content optimised for search engines
- Good usability and accessibility
- Accessibility standards required
- Valid and tested for required functionality
- Validated against W3C standards for HTML and CSS.

2. RECOMMENDED SOLUTIONS

1. SERVER HOSTING

Recommended: Ventraip Custom cPanel Plan [21]

The main server options for a site such as yours are shared hosting or a Virtual Private Server (VPS). VPS hosting operates as a stand-alone server with its own resources so is inherently more expensive. It also requires administrator experience to manage the server which adds to the cost. Shared hosting [shares] resources with other hosted sites and the administration of the server is managed by the hosting provider. The popularity of shared hosting means the market is very competitive.

Security

Even without eCommerce operating on the site security can be an issue and if you plan selling products in the future you may want to consider additional firewall and regular scanning services. These can range from \$10 to \$50 per month.

Server Location

It is uncommon for a website to serve 2 international locations. The mid-point between Australia and Korea is the Philippines. Having said that the relative distance is often not an issue. A good well-serviced location in Sydney should work fine.

Following is a comparison of shared hosting of similar requirements with 3 popular providers. My recommendation is Ventra Ip [21]. Not only is it the best value but their support is well regarded.

1. GO DADDY	2. VENTRAIP	3. NETREGISTRY
au.godaddy.com [20]	ventraip.com.au [21]	netregistry.com.au [22]
Ultimate Plan: Disk space: Unlimited CPU: Not specified Memory Not specified Bandwidth: Unlimited Database: MySQL	Custom cPanel Plan: Disk space: 5GB CPU: 3 x cores Memory 8GB Bandwidth: Unlimited Database: MariaDB	cPanel Premium+ Plan: Disk space: 100GB CPU: Not specified Memory Not specified Bandwidth: Unlimited Database: MySQL
Hosting: First Year: \$138.00 On-going: \$263.40 Domain: First Year: \$10.27 On-going: \$24.95	Hosting: First Year: \$75.60 On-going: \$252.00 Domain: On-going: \$17.25	Hosting: On-going: \$329.95 Domain: First Year: \$14.95 On-going: \$23.99

2. WEBSITE TECHNOLOGY

Recommended: WordPress, PHP, MySQL Database, HTML and CSS

In considering a website that can be updated easily by any user, a Content Management System or CMS is the most practical solution. Of the many options available by far the most customisable and feature-rich are the PHP based software such as WordPress [23], Joomla [29] or Drupal [30]. These systems use PHP [24] (a free coding language) and a database such as MySQL [25] to build templates to serve up web pages.

With 64% of the market, WordPress is an outstanding and free PHP CMS software option and is very well supported with many themes and plugins available. All 3 of the hosting providers include compatible databases.

Web Standards

The key technologies for serving web content are overseen by w3c.org and they include languages like HTML [26] and CSS [27] as well as accessibility standards [28]. With adjustments these CMS systems allow these standards to be met.

3. CMS RECOMMENDATIONS

1. WORDPRESS THEME

Recommended: News Live by themeansar [39]

There is a wide range of themes available some free, others not. Narrowing the vast number of WordPress themes down to image panel styles (as we discussed) here are some links to give an idea of the many options. Also, check out the themes section of the bibliography [31] [34] [37]. Note that many of these themes are sold as portfolio themes however, they can be used for any content.

<https://portfolio.thepixeltribe.com> [38]

<https://themes.designova.net/?theme=signature&storefront=> [32]

Below I take a closer look at 4 themes and make recommendations. The major issue I found was that rollover effects work well on desktop however 'sticky' labels transfer better to mobile.

Customisation

If necessary, I can make minor adjustments to the theme such as logo placement, colours or even font styles. The Pro versions often build in the ability to adjust these styles so that even you can do this yourself. This means paying for the pro version will speed up the process considerably.

1. NEWS LIVE by themeansar	2. THUMBS by the pixel tribe	3. ALMERA by ThemeMakers	4. PORTFOLIO COLUMNS by Lekker
wordpress.org [39]	thepixeltribe.com [36]	themeforest.net [33]	lekker.godeinteractive.com [35]
Overall Style: Busy news feed style. No rollover effect has 'sticky' labels. Uses posts to control its feed.	Overall Style: This is actually a plugin that constrains all the images to a square over a four-column grid. Another difference is the images require rollover to reveal the description.	Overall Style: Almera is more elegant with a white border separating each image . This makes it less confronting. Rollover is required on desktop to reveal the description. It also allows an image to straddle 2 columns .	Overall Style: Has a horizontal sliding vertical image gallery with rollover on desktop.
Responsive: Fully responsive. On mobile, the image feeds span the width of a device as you scroll down. The slide images also work on mobile.	Responsive: It is responsive but there's a catch. On mobile, the images revert to vertical scrolling however, the rollover effect does not work on mobile .	Responsive: Fully responsive. On mobile, the images revert to vertical scrolling. The description reverts to a sticky label on mobile.	Responsive: Fully responsive. On mobile, the vertical images match perfectly and the horizontal sliding is maintained. However, there is no rollover and no description .
Cost: Free version as well as a pro-version. The pro version is not required.	Cost: Free version as well as a pro-version for \$50.00.	Cost: No Free version. Almera costs \$24.00.	Cost: No Free version. Lekker costs \$100.32.

2. PLUGINS

Plugins offer additional functionality to your visitors' experience as well as the backend operation of the site. Below are recommended plugins.

- **3CX Live Chat** – Enable live chat communication [40]
- **Awesome Weather Widget** – Live weather feed of Seoul [41]
- **Geolocation IP Detection** – Required for the live weather feed of Seoul [42]
- **Coming Soon Page, Maintenance Mode & Landing Pages by SeedProd** – While updating or doing any site maintenance [43]
- **No Weak Passwords** – Ensures anyone making edits will use a strong password [44]
- **Two Factor** – Allows two-factor protection for users [45]
- **Redirection** – Allows the redirection of headline posts to pages [46]
- **UpdraftPlus - Backup/Restore** – Automated regular backups (can be used with a free Dropbox account) [47]
- **W3 Total Cache** – Manages WordPress cache issues [48]
- **WPForms** – Contact Form [49]
- **Yoast SEO** – Search Engine Optimisation tool [50]

4. PROJECT CONSTRAINTS

There may be issues that arise during this project. Some potential issues are listed below.

Time constraints: There are several other projects with competing deadlines that may require some rationalisation or delaying of non-critical aspects of the project.

WordPress constraints: WordPress is a powerful and very well supported CMS model however there will still need to be some compromise on minor issues such as placement of content and features.

If administrators are not familiar with the WordPress back end this will impact the process of site updates in the initial stages.

5. RECOMMENDED PAGES

1. ATTRACTIONS

The centrepiece of this website. The attractions page will have 5 sub-pages: traditional Seoul, modern Seoul, museums & galleries, shopping guide, nightlife & restaurants. Key information will be presented including summaries, opening & closing times, cost, location and how to get there.

Indications: included as 3 of the key areas of enquiries [17].

For: Australians in Seoul and Australians planning to visit Seoul.

2. ACCOMMODATION

Another crucial section particularly for Australians who are planning a trip to Seoul. Listing of a wide range of accommodation options and pricing.

Indications: 1 of the key areas of enquiries [17].

For: Australians planning to visit Seoul.

3. WEATHER AND CLIMATE

This section will inform visitors to the site of seasonal weather conditions and will also give local weather information.

Indications: 1 of the key areas of enquiries [17]. Part of feedback from first client meeting [16].

For: Australians planning to visit Seoul.

4. TRANSPORT

Seoul has a well-developed public transport system, and this page will include general information and guides for the many travel options in Seoul.

Indications: a key area of enquiry [17].

For: Australians in Seoul.

5. CONTACT

Contact and location information for the Seoul and Sydney contact points. Will include a contact form and Seoul location map.

Indications: direct request for client [16]. Part of feedback from first client meeting [17].

For: Australians in Seoul and Australians planning to visit Seoul.

6. SOCIAL MEDIA

Will feature Facebook and potentially Instagram feeds for the Centre's official accounts.

Indications: direct request for client [17]. Part of feedback from first client meeting [16].

For: Australians in Seoul and Australians planning to visit Seoul.

7. HOME AND PRIVACY & WEBSITE DISCLAIMER

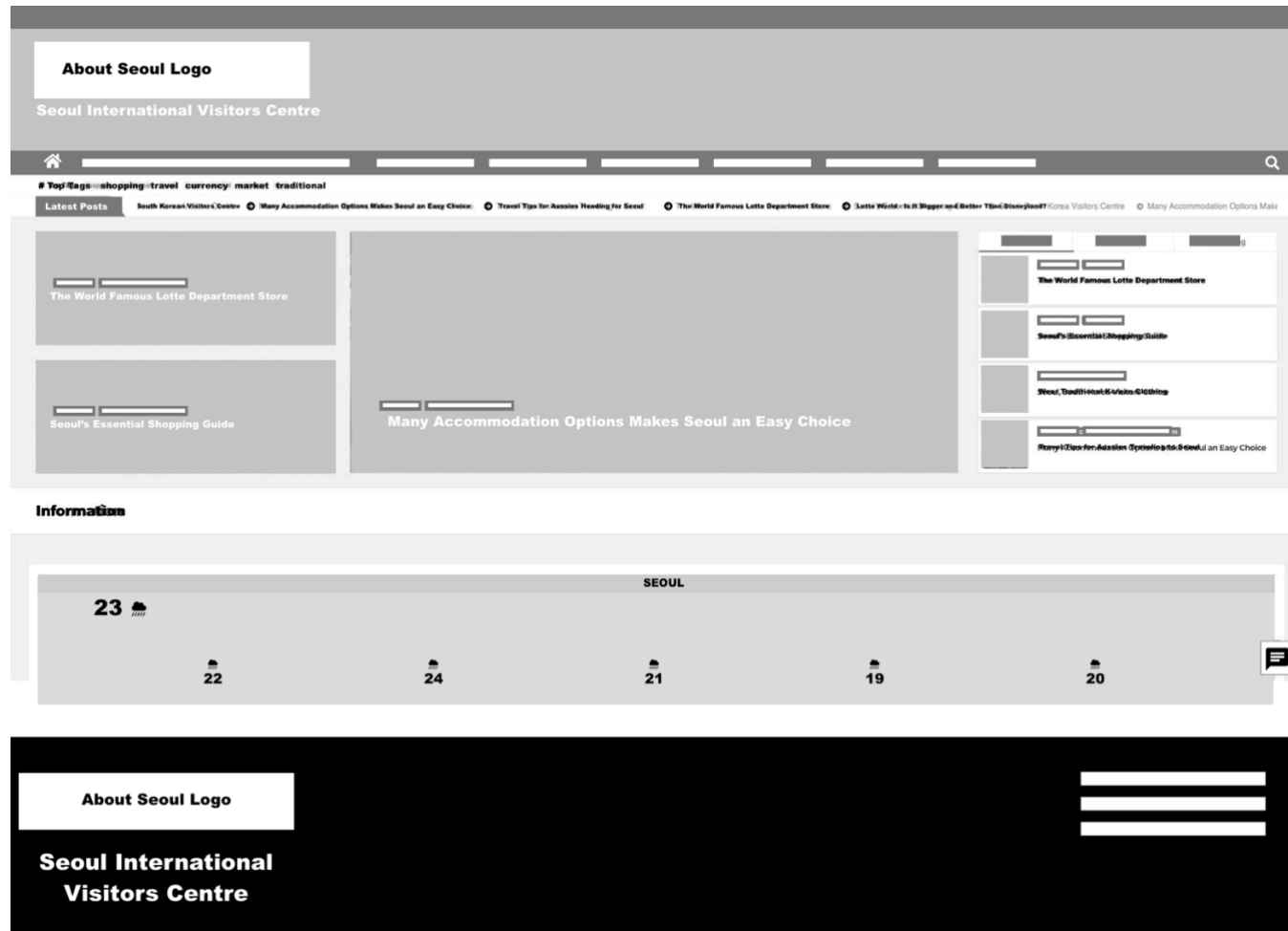
Required for functionality of the website.

Indications: direct request from client [17]. Part of feedback from first client meeting [16]. Australian Privacy Principles [18] [19].

For: Australians in Seoul and Australians planning to visit Seoul.

6. WIREFRAMES

1. DESKTOP



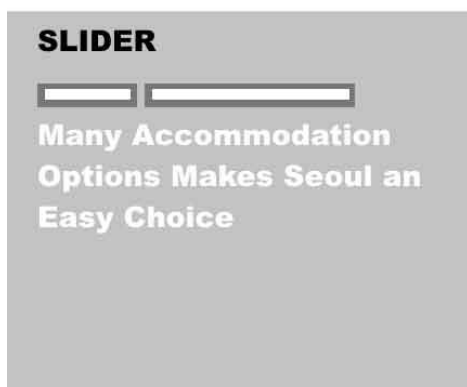
2. MOBILE



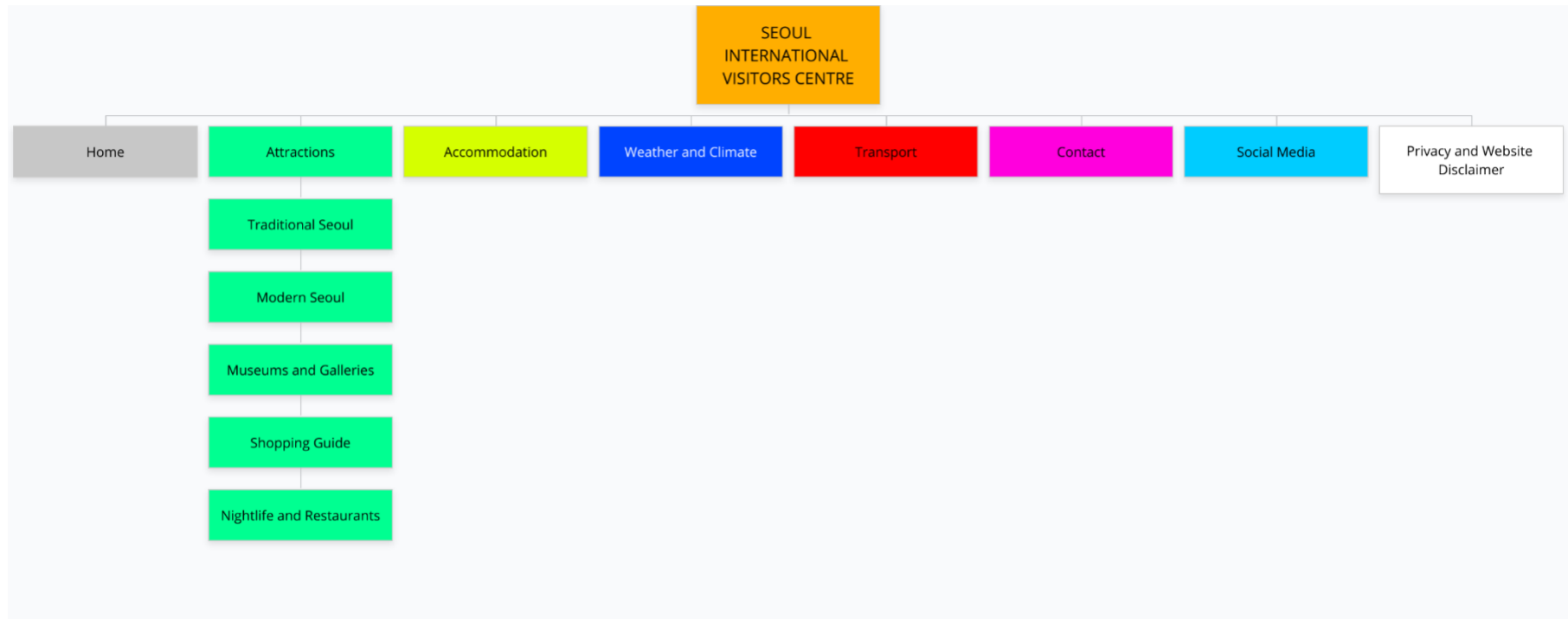
Top Tags

shopping travel
currency market traditional

➔ Travel Tips for Aussies Heading for Seoul



7. SITEMAP



8. SEQUENCE OF ACTIVITIES

Date	Task	Activities	
Fri 16/04/2021	2.8	Project Schedule.	☒
Sat 17/04/2021	1.1	Review and Document Client Requirements.	☒
Tue 04/05/2021	1.2	Meet with Client.	☒
Wed 12/05/2021	2.5	Recommend 5 Content Pages.	☒
Wed 12/05/2021	2.7	Sitemap.	☒
Wed 12/05/2021	2.1	Outline Business and Functional Requirements.	☒
Sat 15/05/2021	2.2	Research Appropriate Solutions.	☒
Sun 16/05/2021	2.3	Research CMS Additions.	☒
Sun 16/05/2021	2.4	Determine Constraints.	☒
Sun 16/05/2021	3.1	Install CMS and Database.	☒
Sun 16/05/2021	2.6	Wireframes.	☒
Sun 16/05/2021	3.2	Configure the Installation.	☒
Mon 17/05/2021	3.3	Content and Website Structure.	☒
Sun 23/05/2021	3.4	Theme and Plugins.	☒
Wed 2/06/2021	4.1	Validate According to Standards.	☒
Wed 2/06/2021	4.2	Test Performance.	☒
Wed 2/06/2021	4.3.a	Frontend Functionality and Display.	☒
Wed 2/06/2021	4.3.b	Backend Functionality and Display.	☒
Wed 2/06/2021	2.9	Bibliography.	☒
Wed 2/06/2021	-	Live Site.	☒

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21. Ventrail https://ventrail.com.au/web-hosting/custom-cpanel-hosting
22. Netregistry https://www.netregistry.com.au/web-hosting/cpanel-hosting
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34. Sketch by Automattic https://wordpress.com/theme/sketch/bigstevellittle.wordpress.com?_timestamp=1620800328642
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