https://eyecandynz.netlify.app/

Project Planning

1. *The purpose of the site*

The world likes movies. People may not read books, but everybody enjoys the experience of a good movie. The purpose of the website is to pique interest and attract mature people to a cinema experience. You can find information about the movies offered, see their screen time, watch a trailer and buy a ticket.

2. *A brief description of the content*

Homepage:
The homepage represents the branch of Eye Candy Cinema. You can find a brief idea of which movies are played at the moment. From here you can get directed to the trailer or go to the booking pages of the cinema Branches in New Zealand.

Now Playing:
On this subsite you can see all movies played in the cinemas on a single page. You can find some basic movie info such as title, length and genre as well as links to see a trailer or get to the schedules.

Trailer Overlay:
Each Movie has it's Trailer Overlay where you can see the embedded YouTube trailer and a plot description.

Schedule Auckland:
This subpage gives you details about the screening schedule for The Auckland Eye cinema and you can directly book your preferred timeslot.

Schedule Wellington:
This subpage gives you details about the screening schedule for The Wellington Eye cinema and you can directly book your preferred timeslot.

Contact:
This page includes a google map location as well as contact information for each cinema branch. a submit form to get in contact with Eye Candy Cinema.

Contact Overlay:
The Overlay contains a form to get in contact with the cinema if you have requests or need help with bookings.

Thank you:

After submitting the contact form you get forwarded to the tank you page. You can find a Home button to get back to the Homepage.

3. *The target audience*

My main target audience is aiming for an age group from 20 – 40 and is focusing on Young adults, Students, Singles, Couples and Adults to spark their interests for a good affordable movie experience. This gives me the opportunity to present hight quality movies to people at different life stages and different income ranges.

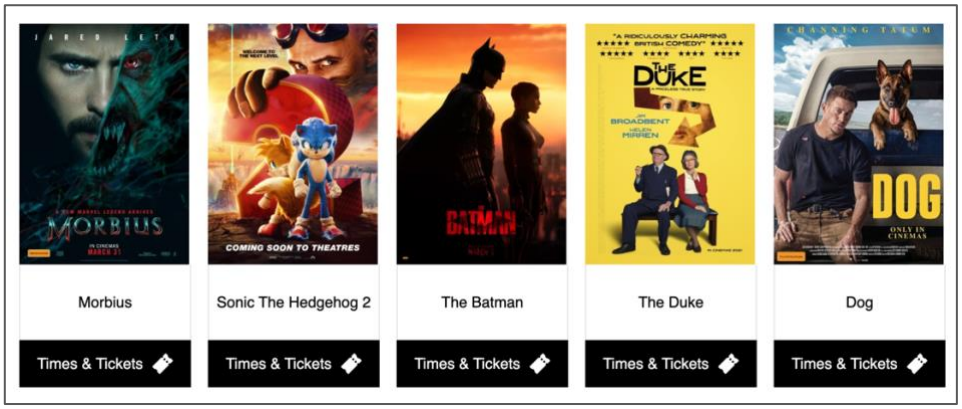
4. *Research conducted*

Researched websites:

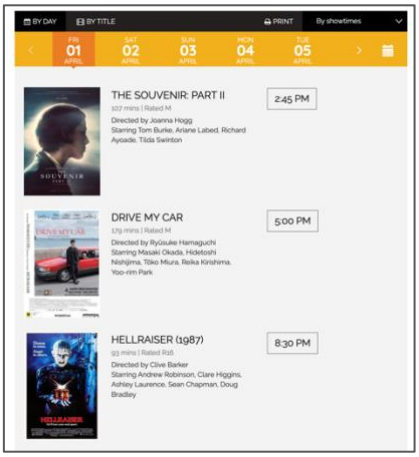
In research for the website layout and which information should be displayed, I've looked at several websites mentioned below. In essence the sites are upfront and show their audience which movies they are screening directly on their homepage. Each cinema website had a schedule subpage showing screening time and screening theatre of the desired movie.
Below I've added the ideas gathered from the websites for my layout

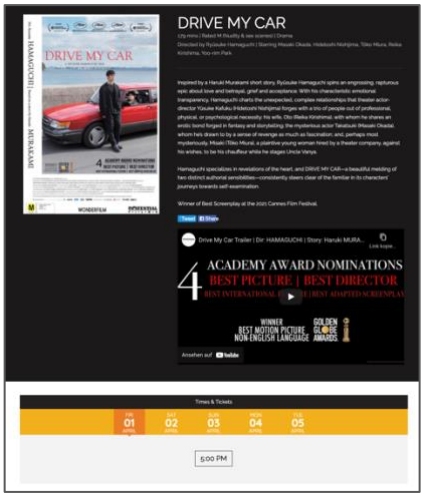
Things to avoid:
I want to avoid unnecessary clutter or overloading of page content. I want to present a clean and easy website experience. To do so I reduce the amount of links the user has to go through and also reduce the number of external links to a minimum.
In addition I made sure that I don't have any deadlink on my pages. E.g. not leaving site to open a pdf doc or all pages include at least one "Home" button.

Cinema:
Event cinema: https://www.eventcinemas.co.nz/
The Event Cinema has a “Now showing” section which includes a movie picture, title and a times & ticket button. I’ll try to implement this on my homepage so users can directly jump to the schedule of the movie. I also collected the movie images for several movies.



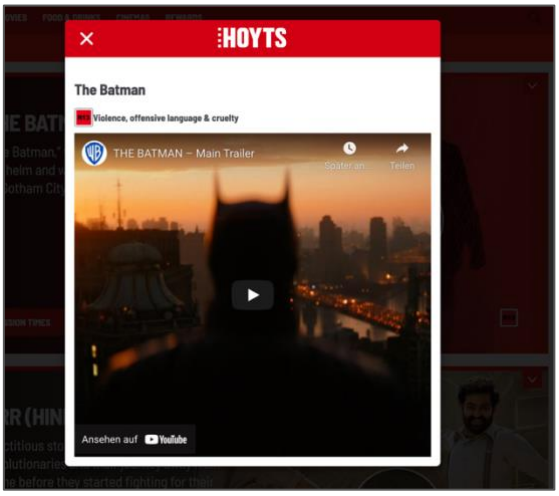
Academy Cinema:
https://academycinemas.co.nz/
On their homepage you get direct access to their screening schedule. I like the idea that you can click through the days and it will show which movie is screened including basic movie info (e.g. title, length, screen-time, director and actors)





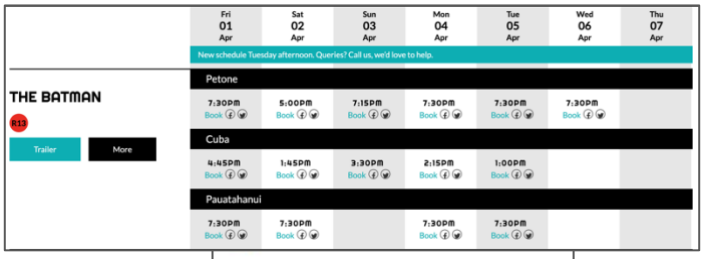
I also like the presentation of a single movie. The page layout includes further detailed information about the movie, a trailer and the specific screening time for that movie only.

HOYTS Cinema:
https://www.hoyts.co.nz/
On HOYTS I saw that they overlay the whole page with a trailer card which I find appealing. It blends out the rest and you can focus on the trailer without wondering off to a different website. I'll try to recreate the experience.



Light House Cinema:
https://www.lighthousecinema.co.nz/
A modern approach in style and layout can be found on the Light House Cinema website. I really enjoy the overall experience on this website and the layout of the pages.

The Schedule page is inspiring in its simple content and stylish layout.



Especially the "Contact" page is a nice representation of cinema location and contact form.

Movie Info:
Following websites where used to gather general and detailed movie information as well as content for the single movie pages and the list of all movies playing at Eye Candy Cinema.
IMBD: https://www.imdb.com/
Rotten tomato: https://www.rottentomatoes.com/

Audience Research:
To get an idea which audience the cinema is focusing on I read through the content of this article.
ICO: https://www.independentcinemaoffice.org.uk/advice-support/how-to-start-a-cinema/understanding-audiences/

Color Theme:
To choose a fitting color pallet I used the website https://colorhunt.co/
Eventually I found this color pallet.

5. *The time plan showing time*

Research & Collect		
	Research	4h
	Collect info, jpg, data	3h
	Creating content	3h
Planning		
	Writing Report	3h
	Building Wireframe	4h
	Building Website	30h
	Testing	8h
Site Building (30h)		
	Homepage	3h
	Movie page	6h
	Overlay Trailer	8h
	Single Movie page	3h
	Contact page	4h
	Thanks page	1h
	Adjustment	5h
Testing (8h)		
	Layout testing	1h
	Link testing	1h
	Schedule AKL testing	1h
	Schedule WLG testing	1h
	Form testing	1h
	Chrome testing	1h
	Firefox testing	1h
	Safari testing	1h

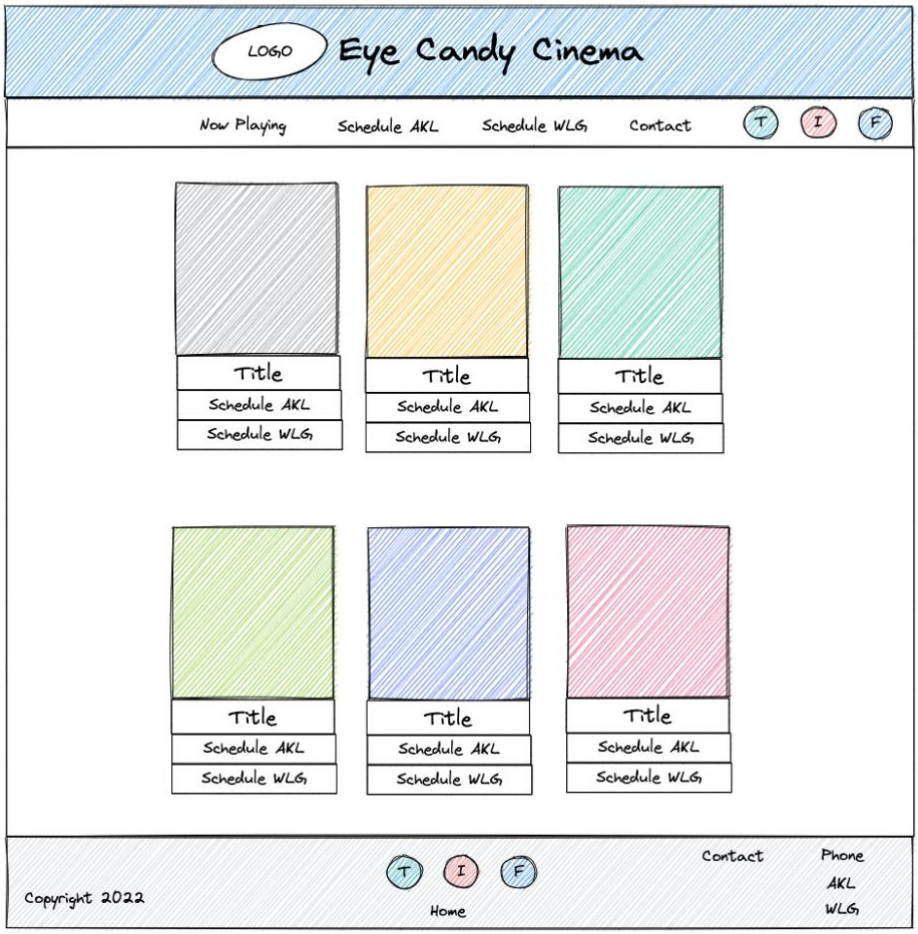
6. The wireframe sketches

Header

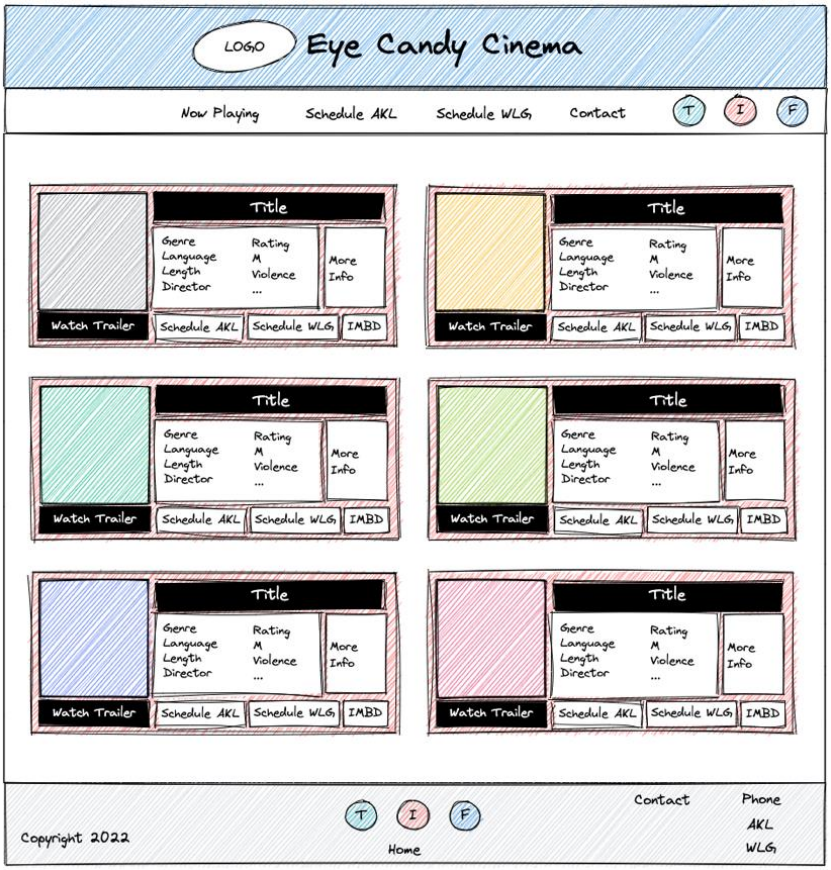
Social Links

Footer

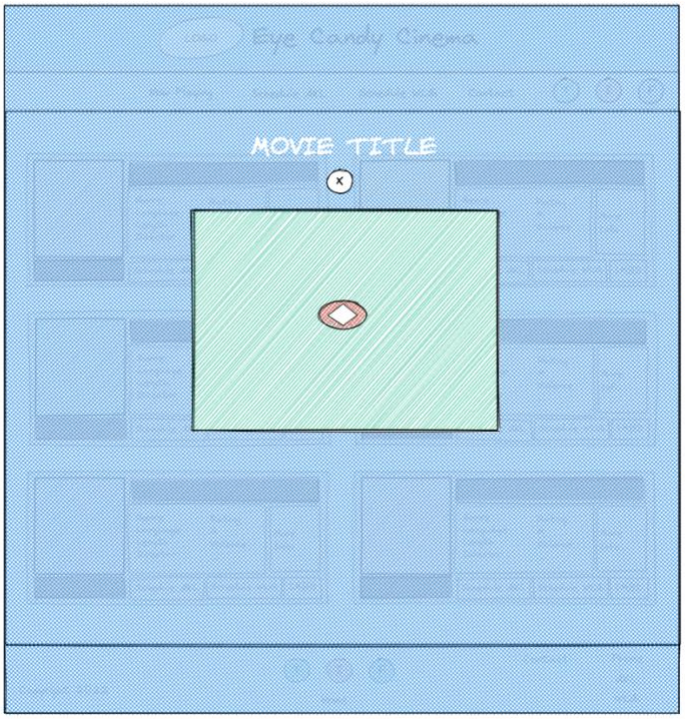
Homepage



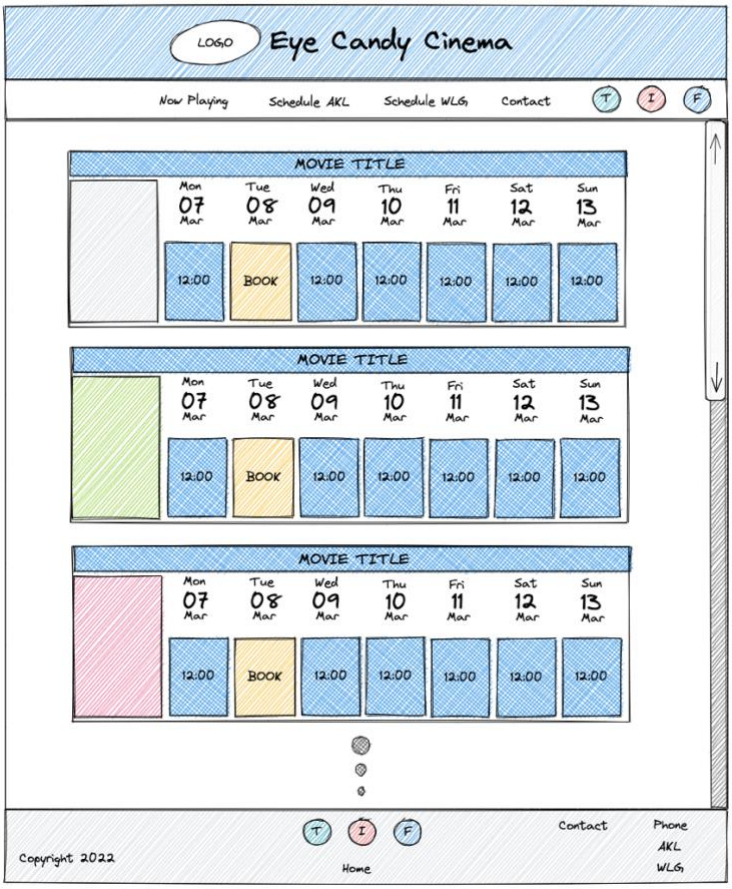
Now Playing



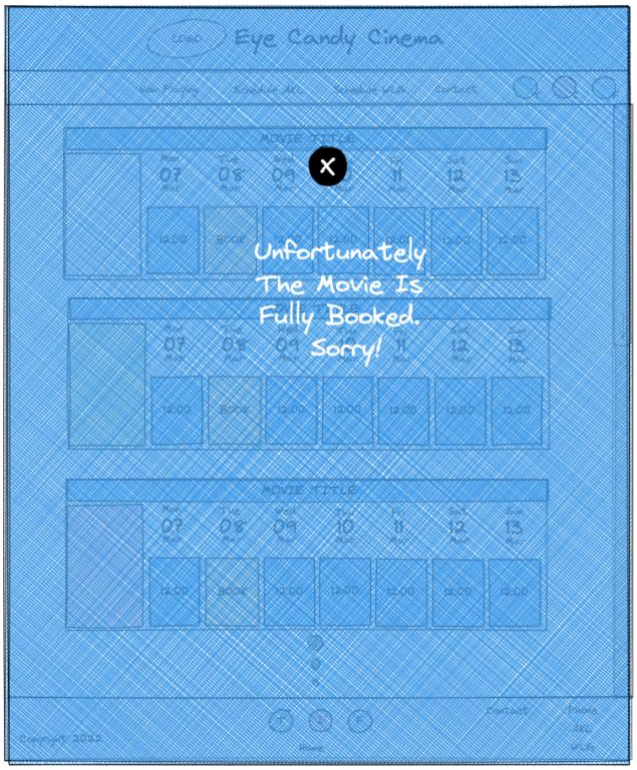
Trailer Overlay



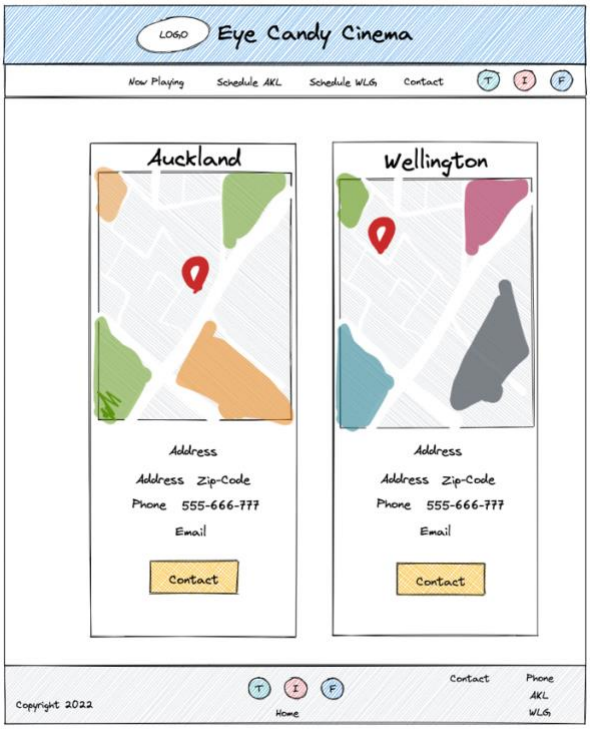
Schedule



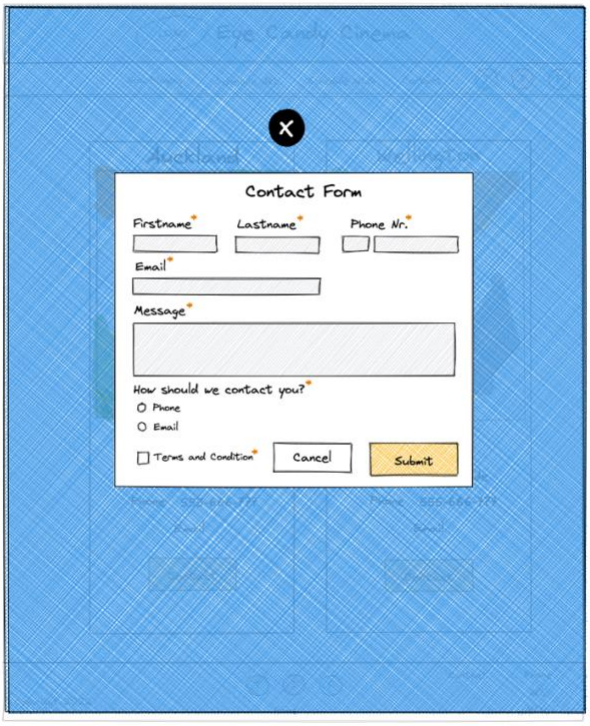
Book Movie



Contact



Contact Form Overlay



Thank You

7. A brief test plan

Chrome Browser:

Test Area	Test Scenario	Result
EVERY PAGE		
	Do they open?	Yes
	Do they display properly?	Yes
	Is content missing?	No
DO ALL LINKS WORK		
	Homepage	Yes
	Now Playing	Yes
	Overlay Movie	Yes
	Schedule AKL	Yes
	Schedule WLG	Yes
	Contact	Yes
	Overlay Contact Form	Yes
	Thanks Page	Yes
OVERLAY MOVIE		
	Does the video play?	Yes
HEADER		
	Does every link work for all pages?	Yes
FOOTER		
	Does every link work for all pages?	Yes
FORM		
	Can it be filled out correctly?	Yes
	Can it be submitted?	Yes
	Does it link to Thanks page?	Yes

Safari Browser:

Test Area	Test Scenario	Result
EVERY PAGE		
	Do they open?	Yes
	Do they display properly?	Yes
	Is content missing?	No
DO ALL LINKS WORK		
	Homepage	Yes
	Now Playing	Yes
	Overlay Movie	Yes
	Schedule AKL	Yes
	Schedule WLG	Yes
	Contact	Yes
	Overlay Contact Form	Yes
	Thanks Page	Yes
OVERLAY MOVIE		
	Does the video play?	Yes
HEADER		
	Does every link work for all pages?	Yes
FOOTER		
	Does every link work for all pages?	Yes
FORM		
	Can it be filled out correctly?	Yes
	Can it be submitted?	Yes
	Does it link to Thanks page?	Yes

Task	Done
Task 1: Project Planning	
Planning notes provided in a file named **IT5012_Project2_Plan_<YourStudentID>** and uploaded to iQualify	☑
Cover page with project and website title, student name and date	☑
Site purpose and description	☑
Site's target audience	☑
Evidence of research	☑
Time plan or schedule	☑
Test planning notes	☑
Wireframes for the required four pages	☑
Task 2: Building the Website	
Web project files zipped into a file named **IT5012_Project2_Website_<YourStudentID>** and uploaded to iQualify	☑
Site is developed according to the project plan and wireframes	☑
The site is made up of at least 4 pages	☑
There are least two internal links	☑
There are at least two external links pointing to different sites with related content and each opens on a different tab	☑
There is a web form that uses the action attribute	☑
There is an HTML table that shows data appropriate for row and column presentation	☑
There are text, lists, images and multimedia content	☑
There are at least three elements that use CSS3 properties	☑
Site is navigable, functional and presentable (there is nothing obviously broken on the site)	☑