

Website Report



Figure 1.1 : Initial design of Prosperity messages page



Figure 1.2 : Prosperity messages page

We included changes from the full screen page card, to a card in the centre of the website for a better user experience with interacting with a card. This is because as shown in figure 1.2, initially the background image was plain white to make the card stand out, but we changed it to a background image that contrasted the colour red so that the red is more visible and the lanterns in the background looks more aesthetic, than with a white plain background.



Figure 1.3 : Cover page showing shadow on right side



Figure 1.4a : Mini flip cards when not hovered (front)

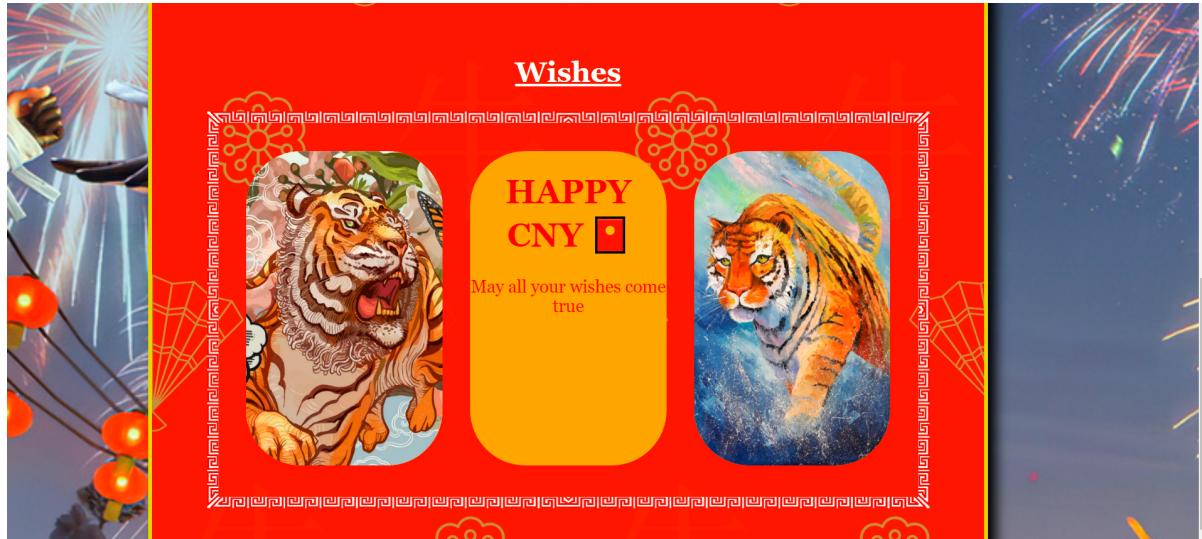


Figure 1.4b : Mini flip cards when hover (back)

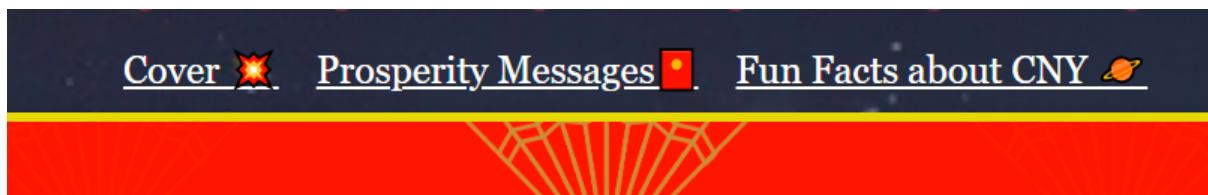


Figure 1.5 : navigation bar

The design is a website page, which includes a card design in the centre of the website to create a 3D look for the card for increased user experience. As shown in figure 1.3, the card has a shadow to create a hovering effect and make the card pop up from the screen. The design follows a greeting card, and has flip mini cards on the main card with wishes behind them (Figure 1.4a & 1.4b). The navigation bar (see figure 1.5) directs the user into the different pages of the card.



Figure 1.6 : Fonts and text colour

The fonts for the text are all white, but we added yellow colour text for distinguishing the text from the links. Here the Chinese New Year heading is in bigger font size to create flow of layout to create hierarchy and smooth flow for reading the text.



Figure 1.7 : Difference in font colour for text inside and outside the card

The fonts are consistent white text for the paragraphs and headings, and the colour of text outside the card and inside are different to create contrast and allow user to differentiate between the greetings and wishing through the cards.

The colour scheme is red, white, black, blue and orange. This is because in Chinese context, the colour red signifies luck and prosperity and therefore is commonly seen in any Chinese New Year products, packaging and clothes.



Figure 1.8a : Placement of buttons (navigation bar)



Figure 1.8b : Placement of buttons (next and previous page)

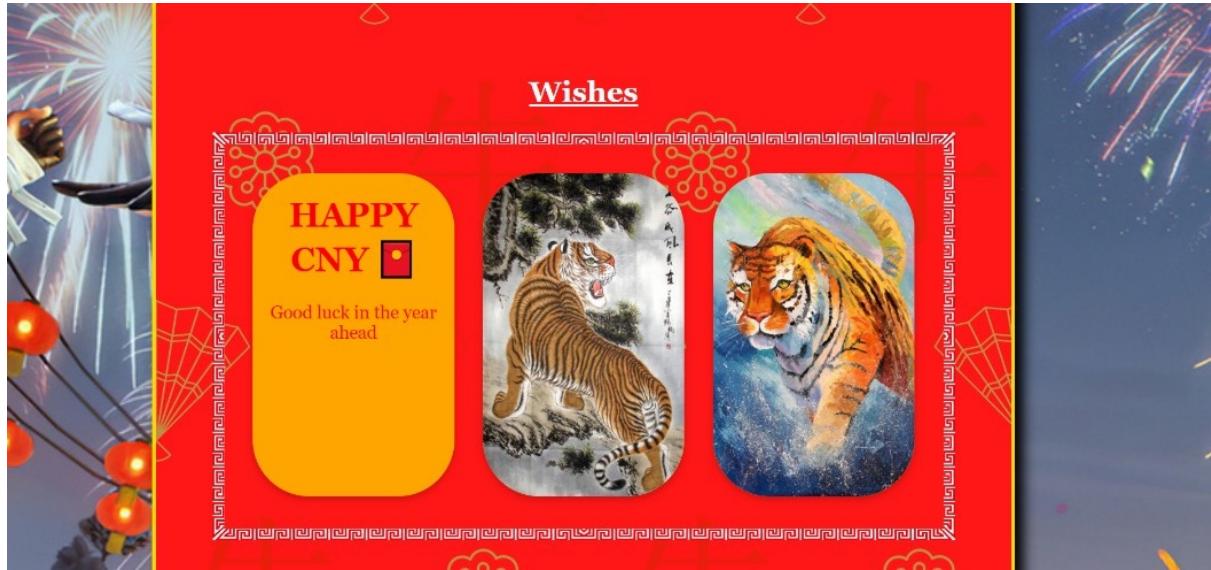


Figure 1.9 : Greetings pop up

The placement of the button (Figure 1.8a and 1.8b), the interactive part, is located at the navigation bar and at the bottom of the page, to move between the pages easily. On the other hand, the cards are designed to allow the person receiving the card to hover on the red envelope representing the Chinese New Year. Traditionally, the red envelope is filled with money, but in our version, receiving these greetings will be more meaningful than money. Therefore, after hovering over the red envelope, a Chinese New Year greeting will pop up, as shown in figure 1.9.

As shown in figure 1.10a, there is a song that can be played to bring Chinese New Year vibes with the website, increasing the user experience on the website. Furthermore, there are 2 links on the cover page shown in figure 1.10b. Yellow highlighted text is clickable to open a new tab to more information about Chinese New Year, while the video emoji button opens a new tab to a nice music video for our relatives and friends to watch together.

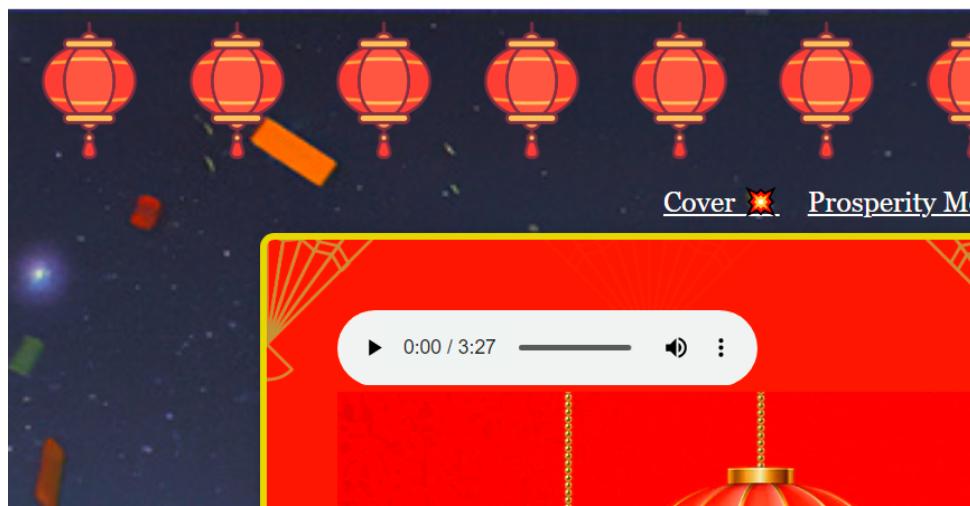


Figure 1.10a : Cover page, song button controls



Figure 1.10b : Cover page two links to video and website with next page button



Figure 1.11 : image of cover page in desktop half view.

As shown in figure 1.11, the page is shown to be responsive to desktop half view, which allows our relatives, friends and family with different mobile or desktop views to still view our interactive Chinese New Year card.