

Website Development and report: fictional sports club

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Introduction

Dandenong Dolphins is a local community swim club, in which swimmers are able to swim recreationally or competitively based on their interests. I chose the template Expression to redesign for this assignment. This report will discuss the design decisions made for redesigning their homepage.

Website link: <https://kaleidoscopic-youtiao-28e309.netlify.app>

Website template link: <https://www.os-templates.com/free-website-templates/expression>

Visual design style

I changed the colour scheme of the website to reflect the club better, since I picked swimming, I chose aqua-blue as the primary colour and gray-white/black as the secondary colour for the re-design. In order to establish the color scheme, I created a small logo for the club in Illustrator, which I have placed on the left-hand side of the header. In the original design, the 'company name' was in the middle of the headings in the navigation bar, when I placed the logo in the same spot, it did not look nice as the logo was proportionally bigger than the text. So when I placed it on the left-hand side, it looked better and in line with the text.

With regards to the 'hero image,' I replaced the original image with one of some people swimming in a pool. This is relevant as it is a swimming club. Furthermore, the image is a little bit darker than the original image, which was done so that the brightness of the original image would not clash with the white text on top of the image. By making the image a bit darker, both the image and the text can be seen.

Furthermore, I wanted to separate the different sections of the website, but at the same time, I wanted to stick to the colour scheme, so I made some of the sections a white colour and left the other sections gray. While both the header and the footer were white so that there is a connection between the beginning and the end of the page.

Information Architecture

In relation to information architecture, in the navbar, I researched some sports club websites and used the categories that were prevalent on those websites. On most websites, there is bound to be a home, about, and contact us 'tab' as those are some of the main items any user would look for. In addition to those, on the club websites, there were also tabs on training, competitions, and memberships. So I decided to include those as well.

Accessibility

In relation to Accessibility, one of the components I changed, was how the user interacts with the read more buttons, in the 'MEET RESULTS' section. As you can see from the images below, before hovering over the 'read more' text, it is plain with no colours or format. Whereas, in the second picture, you can see that when the mouse is hovering over the text, there is a blue rectangle that appears.



Figure 1. Before hovering over the 'Read More' button



Figure 2. After hovering over the 'Read more' button

This would be a useful element when wanting to distinguish between something that has yet to be clicked on and something that has already been clicked on.

Furthermore, in order for users to be able to locate the club, I decided to add a map section to the homepage. I embedded the location into the homepage and positioned it as the last section before

the footer. This is as a result of looking at where other websites have placed this section on their homepage. I decided not to add any additional visual elements in this section as the primary concern is to locate the club, and a heading is not needed as the map is clearly visible.

Additionally, I decided to stick with the icons provided by the template as they were relevant to the topics they were pictured above. On the other hand, in the 'Meet Results' section, I decided to completely get rid of the icons as they were not relevant to the content and they did not give an overall balanced look to the section.

Javascript Interaction

The javascript element I chose to include in the redesign is an image gallery, which displays small images and upon being clicked on the image will expand into the full-size version below it. This is would be helpful for the club and its website, as users would be able to see what the club is up to, so the pictures (if it was an established club), would be of swimmers and the environment of the club.

Additionally, as the images are not initially full-sized, they do not take up much space in the homepage, only when being clicked on. Originally in the source code, obtained via the W3S school's website, the close button located on the far right-hand side of the full-sized picture, was black. I found that when trialing this with the pictures I had placed in the gallery, the 'X' button was often diminished and not seen clearly. As a result, I changed the color to white, so that it is bright and has good contrast with the image.

References

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