

Animal Charity

Design, Evaluation and Development

Sean Cavill | WEB701 Web Technology | Date

# Executive Summary/ Abstract

Contents

[Executive Summary/ Abstract 1](#_Toc65578708)

[Designing the website. 3](#_Toc65578709)

[Website Brief 3](#_Toc65578710)

[What are the Website requirements? (using Information Architecture analysis) 4](#_Toc65578711)

[Site Goals 4](#_Toc65578712)

[Define the User experience 4](#_Toc65578713)

[Site Content 4](#_Toc65578714)

[Site Structure 5](#_Toc65578715)

[User Stories – Designing to build 6](#_Toc65578716)

[CRUD analysis – API prototype 6](#_Toc65578717)

[Evaluating web technology – which to use.? 7](#_Toc65578718)

[Developing the website 8](#_Toc65578719)

# Introduction

# Designing the website.

## Website Brief

The Animal Charity are is a “Animal rescue shelter style” charity in the Nelson region who offer their rescued pets to the local community.

We need a website for the Nelson region for members of the charity to provide people with information on the pets.

The purpose of the new website is to help with the distribution of the service or product by members of our charity to customers. Like an “animal shelter”, the website lets members register and describe the service or products they are providing, the number and frequency of the offerings.

The website lets members of the community (beneficiaries) access the service, by providing tokens that can be “spent” in the service. To achieve our goal, we would like to have an online token function on our website that let a beneficiary access a limited number of tokens, for example the system needs a mechanism that verifies that a member of the community is accessing the service and that the token belongs to a particular community member. The website needs some homepage text about general information of our products and services such as: types, characteristics, quality factor, usage and benefit.

We require the following features on the website:

1.   Charity members and beneficiaries can register, log in and administer their own accounts.

2.   Members use the website to register their products and services, and beneficiaries use the system to acquire tokens.

3.   Interactive element(s) that engages the website user.

4.   The system provides an interface that the members can use to accept a token in a transaction.

## What are the Website requirements? (using Information Architecture analysis)

### Site Goals

The site goal is to provide a service where people can adopt pets.

#### Mission or purpose of the website.

The mission of the website is to increase the number of housed animals in the area, and reduce animals being put down.

#### Short- and long-term goals.

Short term goal is to get the website running and start giving out animals. The long term goal is to branch out to more regions.

#### Intended audiences (a brief overview)

The intended audience is for people who want to adopt an animal.

#### Why will people come to the website?

People will come to the website in order to view the animals that are offered up for adoption.

### Define the User experience

The desired experience for the user is to have a streamlined website that is easy to navigate and use.

#### The Audience

##### First type of audience

The first type of audience will be the people looking to adopt a pet.

##### Second type of audience.

The second type of audience is people who are wanting to put pets up for adoption.

##### Continue until all have been listed and briefly described.

#### Scenarios and Personas

Write 3 to 4 short scenarios that describe how the website is going to used. Write “grungy” persona descriptions.

A user is looking to adopt a dog for their home. They find the charity website through a google search and are interested in the site. They will browse to the dogs available for adoption and see the details of a dog they like. They then go in to the animal shelter and adopt the dog.

A user wants to put a pet up for adoption. They view the website and find that the website is currently accepting adoptions for the cat they want to put up for adoption.

#### Competitive Analysis

Look for and write about other websites like your one, e.g. charity and goods distribution websites. At least three, best would be five. For each website write about their functional and visual layout. What do they have in them that is useful, and what is not useful? Write a summary of the requirements you have discovered

### Site Content

#### Content and Functional requirements

Write a summary of the required content of the website and list the Functional requirements.

Content includes written text, images, forms, navigation within the website. Functional requirements are identified in the brief.

#### Group and Label your Content

Use a number of “stickies” or a whiteboard to represent the content in your website. Oragnise that into groups and potential “hierarchies”

### Site Structure

#### Metaphors

Write a brief definitional of :

Organisational metaphor

Functional metaphor

Visual metaphor

#### Site structure listing

Write a text based hierarchical listing of your website. This should come from your Grouping and Labeling work.

#### Architectural “blue print”

Create a graphical diagrammatic map of the site, that includesnavigation links, e.g. a Visual representation of the site’s structure

#### Define navigation

In your diagram indicate Global navigation and Local navigation.

#### Visual Design

Create a series of layouts (in grid format), that depict parts of the website.

Mock up webpages – design sketches.

## User Stories – Designing to build

From your previous information architectural analysis , extract a series of User Stories, to be used in an Agile process. Your Scenarios and Functional requirements can guide your in this. Read here

<https://www.atlassian.com/agile/project-management/user-stories>

Write a list of features – this is actually identified in your previous analysis, from the “Blue Print” site structure diagram.

Create a “backlog list” of features (and tasks) you need to do to build the website.

### CRUD analysis – API prototype

Produce a CRUD table – details to come, that lists the proposed INSERTS (creates) , RETRIEVALS, UPDATES and DELETIONS of data required in the implementation of your website.

Create an API that implements these for your website. At least with testable “mockups”. of functionality,

# Evaluating web technology – which to use.?

# Developing the website – about web technology

# Summary and Conclusion

# References

APA 7 style citations and referencing throughout this report.