IRISHWRECKSONLINE

Project Report

TU858/2

Software for Global Market 2 – SDEV2004

School of Computer Science

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# ***1.*** **Problem Description**

Our aim in this Project is to completely overhaul the website :<http://irishwrecksonline.net/>

This website is very poorly designed with a messy user interface that is not easy on the eyes to navigate. There are no modernised features on the website such as consistent design throughout the different pages. The colour scheming on the website is very antiquated and not visually appealing. The layout for the nav bar is poorly done and not consistent on each page so if you enter one page to navigate to another you must go back to the home page. The only way to return to the homepage is to press a small image on the corner of the page which is easily missed because of poor colour coordination. The listing for the wrecks that are documented is also very poorly done with no easy way to quickly search via the county or location. Navigating through the website is definitely the biggest issue in relation to this website. With each wreck and location having its own separate link the website is very maze like which could disorient users and would definitely confuse and overwhelm less experienced users or users who their first language is not english.

# ***2.*** **Persona**

**Name**:Anna

**Age**: 33

**Gender:**Female

**Occupation:** Diver

**Bio:**

Anna is a 33 year old German Diver who wishes to travel to Ireland

to visit the wrecks along the Irish coast. She is not fully competent in

speaking English but wishes to find out more about Irish wrecks.

**Wants & Needs:** Anna needs

this website to be able to translate fully in German as she is unable to speak

or understand English. She needs the translation to be accurate. She wants to

visit Irish shipwrecks as she is a recreational diver however there are no

German online resources that will give her any information on Irish shipwrecks.

**Culturalization:** For

culturalization Anna prefers a more direct and clean interface with larger and

readable font and wording, with some pictures visualizing the wrecks and their

locations. In Germany there is masculine influences in modern visual design

sleek, sharper and more efficient in compliance with lean UXas opposed to the

abrasive and erratic design of the original website.

As Anna comes from Germany where individualistic culture is

more prevalent the website available should have pictures including individuals

diving and exploring wrecks and ruins. Also as Germany is quite a culturally

diverse location the website should display people from many ethnicities to

appeal to her as much as possible. Being a woman having pictures of women

divers also may encourage her to spend more time on the website to encourage

that diving is not a gendered occupation/activity.

**Localization:** For

localization Anna would benefit from a website that catered towards German

residents as she doesn’t understand English and also has lived in Germany her

entire life meaning she is only familiar with the layout of other German

websites. German websites typically have margins on their pages and all the

content is compressed and easy to find and read.

Originally, the website “Irishwrecksonline” has no margin and the

content is very wide-spread. Anna would not be used to this so we will adjust

this for localization purposes in Germany; By making this adjustment Anna will

have some familiarity with the redesigned website as the design is what she has

subconsciously visited her entire life.

**Lean UX:** To follow

the Lean UX design methodology we aim to make this website super efficient and

straight to the point while not putting emphasis on visuals and instead

focusing on a precise and agile design as Germany values masculinity more when

contrasted with Vietnam.

**Vietnamese Persona**

**Name:**Dung

**Age:**28

**Gender:** Male

**Occupation:** Diver

**Bio:** Dung is a 28 year old Vietnamese well seasoned Diver. He has explored

countless wrecks and points of interest on many Asian seas. He now wishes to

explore the western seas and the Irish Sea is his first destination. Like Anna,

he only speaks his native language and does not speak English.

**Wants & Needs:** Dung is a 28 year old recreational diver who

wishes to visit Ireland to see the wrecks along the irish coast, He does not

know much about the the irish Sea nor its coastline and when searching online

he needs a website which can accommodate his cultural needs along with the

appropriate localization options as he does not speak english well.

**Culturization:** For culturization Dung prefers a more visually

appealing design with pictures of the wrecks on the website. Vietnam values

femininity more when contrasted with Germany. There is less emphasis in

Vietnamese culture on efficiency and structure therefore Dung would be more

familiar with a visually appealing website design.

As Dung comes from a country which values

collectivism we need to include pictures of previous diving expedition groups

from different communities and cultures at the said locations as Dung would

feel a sense of collectivism by viewing these images; By including pictures of

a diverse selection of diving groups that have visited these wrecks Dung will

feel a sense of community/collectivism which is very prevalent in Vietnam.

**Localization:** For localization Dung needs a website which can

translate directly to Vietnamese so he can understand the information presented

within the website. Vietnamese websites are usually information heavy with lots

of headlines. Within Vietnamese websites there is an emphasis on information

being presented to take up as much space as needed while still maintaining a

clean and efficient look. Contrasted with european centric websites which use

space and images to break up information.

As such, the website to be presented to him

should have plenty of information about the locations with images appropriate

to each wreck.

This website needs to be visually

similar to websites he is familiar with in Vietnam so he will have an easier

time navigating the website without having to worry about the difference in

design and layout seen in Irish websites.

**Lean UX:** To follow the Lean UX design methodology we will make sure the design of the website has a good balance between efficiency and visual appeal. This is important because unlike Germany, Vietnam values visual appeal more than efficiency. We need to make sure the design satisfies both Lean UX and Vietnam’s cultural standards.

# ***3.*** **Point Of View (POV)**

User: Irish wreck diver enthusiast.

Need: Comprehensive website for finding diving locations In Ireland

Insight: User is has yet to find a website where he can easily locate and visualize wrecks throughout Ireland so he can explore the wrecks. User needs an interactive map to accurately locate each wreck so he can travel to them. Its important to the user that the website is not cluttered and full of unnecessary information as he has experienced with previous wreck related websites.

User: German experienced diver.

Need: A website which can convince the user to visit Ireland to see the wrecks around the country

Insight: User is an experienced diver that needs an appropriate website that can sell to them the benefits of visiting Ireland to see the wrecks. He is already an experienced diver and wants to be convinced that he can dive there solo without the need for an aid or group. As he comes from quite an individualistic culture, he would like to be convinced that the wrecks around Ireland are worth exploring by himself.

User: Vietnamese inexperienced diver

Need: A website to showcase that there is sufficient facilities and wrecks that can be explored in large groups.

Insight: User is an inexperienced diver who would like to visit Ireland with friends and family to see the coastline and possibly experience diving in the wrecks around the coast. The Website needs to sufficiently emphasize that these wrecks are better visited in groups and that it would be a good bonding and vacation experience. The website must also display the wrecks on an interactive map to show the user where each wreck as the landscapes and travelling through Ireland would be completely foreign to the user. Information to excite the user would also be important to flare interest about the wrecks in Ireland.

# ***4.*** **Hypotheses**

For this project we decided to do a complete overhaul of the website as the original website was very basic and did not appeal visually - It was also very outdated design wise.

The first change we applied to the website was the background of the website. The original background of the website was a paint-textured background which made no sense for a website like this. We decided to change the background to a picture of the sea with waves crashing as we felt this was more appropriate for the website design.

The second change we applied to the website was to add an easily accessible navigation bar at the top of the website. Most modernly designed websites have a nav bar and it wouldn’t make sense for us to not add one to this website when trying to modernise it.

Sean also added a dropdown button included in the navbar in order to let users translate the website. This was a very tedious process. Unfortunately we were unable to get the text to translate however the dropdown works and the website changes language modes as seen in the URL bar.

Another change we added to the website was to add an interactive map of Ireland with pinpointed wreck locations. We feel that this gives the website a modern touch.

Along with this change we also added a short welcome message at the start of the homepage as the original website did not have one. In our message we state the purpose of the website and just to make all the visitors feel welcome.

On our second page - The wrecks page we added a full list of key wrecks per county. The original website had a full list on this page too however many were irrelevant and the list layout was very dirty and poorly organised.

We also added pictures of some of our favourite wrecks we feel should be highlighted on our webpage.

We also used github to share and compile our shared work.

# ***5.*** **Wireframes**



