# CP1406 Group Website Project

## Overview

In the project, CP1406 students will work together as part of a team to create a website doing the planning, design, production, usability testing and publishing, using HTML, CSS and JavaScript. The project will require research, self-directed learning, teamwork and consultation with your lecturer.

The project is to (re)develop a site for the Fish-Tastic (Aquarium supplies). Fish-Tastic sells fish supplies. They are also expanding their business on a pet shop which specialises on puppies and a veterinary. Another spin off is on organising classes for setting up landscapes and koi ponds for residential and corporate customers. They need your expertise in developing these web pages for their existing and new business.

You will be provided with some content and a reasonable idea of mission and target audience.

**Important:** The old (existing) fish-tastic site (http://jc215530.studentweb.jcu.edu.sg/Fish-tastic) should give you an idea of content but **NOT** design or information architecture. Plan and design the site mostly as if the old site did not exist. If it were good and appropriate the way it is now, we wouldn’t be making a new site.

Please ask any questions about this assignment on the LearnJCU discussion board.

You have two separate milestones as part of this one project. These are summarised here with further details below:

**Milestone 1 – Project Plan & Design Comps – 10% – Due: Week 8, 12th May 2017**

Create a project plan (including goal and audience analysis, flowchart, text, images and screen designs), which your group will continue developing to make the finished site.

**Milestone 2 – Finished Site – 30% – Due: Week 10, 26th May 2017**

This is the full, finished product website, the result of your team going through the complete website design and development process. Use the project plan to develop a functional, finished site. Your site should be “completed” by week 10, so that it is ready for usability testing. Assessment of this milestone is for both completeness and quality.

## Finished site components at a minimum are:

**Important:** The requirements here are not specified as pages, but as features or functionality.   
The information architecture is up to you to decide and the page/feature titles are also able to be changed or whatever you think is best as a result of careful consideration in your planning.

**Home Page** with content written to rank well on search engines (including meta data)

**Products**:

* display all products (min 5, max 10) - short information text and a small image for each category
* clicking on a product should load another page to display more detail and a larger image

**Pet shop & veterinary**

* Provide information about the upcoming pet shop & the veterinary and display interesting images to entice their customers
* Provide details on the opening date and any promotions

**Events (landscaping):**

* display all events (list), sorted by date (soonest first)

**Services page:**

* information on delivery details and free delivery
* value-added services such as free consultation at client’s location
* exchanges and returns

**Online order form:**

* customers can place orders online
* you do not need to handle any payments for orders, but can simply link to PayPal.
* your order form does not need to work, but should display properly and be set up so that it could be made to work easily in the future (e.g. name your fields properly)
* the order form should use JavaScript to calculate and show the total price of the items selected. It should also do form validation to ensure appropriate data is entered (required fields, valid email address, etc.)

**Online feedback form:**

* customers can rate their services and provide feedback for improvements
* this form also should have validation but does not need to work to send actual data

Plus: **contact information, information about the organisation and FAQ page**

## Teamwork Process

Your group should organise to meet with the lecturer to get feedback on your teamwork and site development.

In week 9 you should follow a prescribed usability testing process involving realistic users, whom you will need to organise for a live testing session. You will then update and improve the site based on the results of this testing.

### Version Control

Use GitHub (<https://github.com>) for version control and collaboration. One person should set up one repository (repo) and add all of the members of the team as collaborators. Then as you work on the project together you can work on current files, making commits with clear messages so that we can keep track of who is doing what work, and you have a history of versions to help manage the process. Use issues and other features of GitHub as you wish.

Team Assessment

You need to share the workload as equally as possible. It is important to talk about how best to distribute the tasks, and to keep working consistently in an equitable manner.

Teams will need to submit a written peer assessment describing the breakdown of work, in order to handle any cases of inequity. The peer assessment will include listing what each member of the team did and rating their teamwork contributions.

Students who “freeload” by letting the other student do an unfair portion of the work will have their marks reduced. Likewise, students who do not manage the teamwork aspects effectively (e.g. are unnecessarily difficult to work with) will have their marks reduced even if they do a lot of work.

If there are problems in your group, please discuss this with the lecturer early on. Do not wait until the project is finished to deal with any issues. Be nice. Play fair. Work hard. Work together. Communicate well.

## Milestone Details

**Milestone 1 – Project Plan & Design Comps – 10% Due: Week 8, 12th May 2017**

This milestone is the initial planning (similar to assignment 1) and early stages of the design and development of the site.

### Plan:

Complete the **plan.html** file with clear details, as follows:

**Goals**

Concisely state what the goal (purpose) of the website is. Note that the goals must be to improve something in a measurable way. Why is the site needed? How does it benefit the client? Be clear and specific. Good goal(s) statements are usually only a few sentences and contain no unnecessary information.

**Success Evaluation**

Describe the process(es) by which the site's success will be evaluated. How do you know that the site does what the client wanted? Measure the goals you stated above.

**Target Audience**

Describe two things clearly and specifically:

1. the target audience that your site is intended for (be specific; you can't aim for everyone)
2. how you will intentionally design the site to cater to this group (as distinct from another, different target audience).

**Content**

This section should contain a dot-point list of the pages you intend to make and the content to go on each of those pages. Use a table or nested list or something clear. Create the flowchart from this.

**Site Flowchart**

Create a site flowchart to show the hierarchy of pages in the site and their relationships.   
Each page should be represented by one box. The order of boxes is the order these links should appear on the site.

If you don't have a preferred drawing program for flowcharts, use [www.draw.io](http://www.draw.io).

Save your flowchart as a PNG file (normally the best file format for plain, straight-lined diagrams like this) and insert the image in your plan file under this heading.

**GitHub Repository Link and links to your comps and pages**

### Design Comps:

By this stage, you must have completed design comps (comp = comprehensive dummy, a good mock-up of a page that clearly shows the intended design) for three “levels” or styles of pages,   
and developed at least one page using HTML and CSS.

You may create your comps either as images (using Photoshop or something) or as HTML pages.

**Comps required:**

* Home page
* Text-based page designed for reading, not scanning (like About Us or something - depends on your plan and what pages you have)
* Product page (list of products)

**Developed page:**

* Single product detail page

**Important:** The goal of your comps and pages at this stage is to show a complete, representative sample of all of the design elements your site will have. Your pages and designs should be completed as much as possible (with real text/images, not place-holders). This should answer all of the future questions about things like what headings and body text will look like, how images will be treated, what navigation will look like, etc. Think of it as a form of “pattern library”. An important goal of this milestone is to give your group and the project stakeholders something to discuss and evaluate. You may modify your design as much as you want for the final submission.

**Submission:**

You will be added to a group on the Web server that will have space for your project and that each member of your group can write to.

1. Upload your work to a folder called **m1** in your group’s space on <http://studentweb.jcu.edu.sg>/group<no>/m1Complete the provided index.html file that links to all of the requirements.
2. One person per group upload a zip file containing all of this milestone’s files to LearnJCU.
3. Ensure everything is up to date on GitHub. **Tag** this commit “m1”.

**Marking**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Exemplary  (3 marks)** | **Satisfactory  (2 marks)** | **Marginal  (1 mark)** | **Unsatisfactory  (0 marks)** |
| **Goals** | Goals are clear in the first sentence, contains measurable goals for the improvement of the client, does not contain unnecessary or vague content | Goals not as clear as they should be, unnecessary information, too brief or too long | Vague, not clearly measurable, too brief or too long, goals are not to do with the client | No discernible goals, nothing measurable, inappropriate length |
| **Success Evaluation** | Specifically explains how the goals (improvement) will be measured (quantified) | Measurement is not the best match for the actual goals, or does not use quantifiable metrics | Does not measure the actual goals or does not use quantifiable metrics | Vague or inappropriate success definition (e.g. hits) |
| **Target Audience** | Clearly identifies a specific target group, and specifically describes how the site will be designed to suit that target audience | Audience definition lacks clarity, description of site design is not specific enough to suit the target audience | Audience definition is too broad or too narrow, does not clearly describe site design for the target audience | Audience is vague or inappropriate, does not describe site design for the target audience |
| **Flowchart & Information Architecture** (plan) | Clear layout, shows hierarchy and page/section relationship, correctly shown as one box per page, content has been thoughtfully organised | Diagram is sufficient but lacks clarity, content is mostly well-organised | Diagram has mistakes in it (e.g. not every box is a page), inconsistent or incorrect visual language used, some content is not well-organised | Diagram is unhelpful, hierarchy is not represented, content is poorly organised |
| **Interface & Information**  **Design** (comps & pages) | Design is professional, consistent, suitable for site goals and audience, page contents are well-formatted | Design is fairly good, not as suitable for site goals and audience as it should be, minor inconsistencies across different pages, most content is well-formatted | Design is not suitable for site goals and audience, obvious inconsistencies across different pages, content is not well-formatted | Poor quality, not suitable for site goals and audience, contents are poorly formatted |
| **HTML + CSS** (developed pages)  *worth double* | Content and design elements are all present, HTML & CSS used appropriately | Content and design elements are mostly present, HTML & CSS mostly used appropriately | Important content and design elements are missing, HTML & CSS problems | Content and design elements are mostly missing, HTML & CSS problems |

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**Milestone 2 – Finished Site – 30% Due: Week 10, 26th May 2017**

This is the finished product website, the result of your team going through the complete design and development process. Assessment of this milestone is for both completeness, quality and teamwork.

Complete the provided report file called **report.html**, which must contain brief dot-point details for:

* a link to the GitHub repo where you stored and collaborated on this project - this allows the lecturer to view the progress/history of your development work and see who made which commits at what times  
  **Important:** EVERY member in your team must have made commits to the repository!
* the work that you have completed and any details required to test the site, including usernames, passwords, instructions if needed, outstanding issues
* references for any code, images or content that you have used that is not your own
* PMI - your group should spend some time reflecting on the process and describe here the **P**luses, **M**inuses and **I**nteresting aspects of your teamwork process and result

Please note that it is acceptable to find and use code for parts of your site. You must write the core functionality yourself. You cannot use any existing content management systems or existing templates. The work you submit must be substantially your own, but using existing libraries to achieve parts of it is actually good practice and is recommended. In particular, you are welcome to use existing JavaScript libraries and example code for adding interest and functionality.   
Please ask on the LearnJCU discussion board or Facebook group if you are unsure about what is considered acceptable.   
You must reference any code that you use that you did not create in your **report.html** file.

**Submission**

1. Upload your site and report.html file to the public\_html folder for your group: **http://studentweb.jcu.edu.sg/group<no>**
2. Upload a zip file containing all of the files for this milestone to LearnJCU.
3. Ensure everything is up to date on GitHub. Tag this commit “final”.

**Marking**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Exemplary  (3 marks)** | **Satisfactory  (2 marks)** | **Marginal  (1 mark)** | **Unsatisfactory  (0 marks)** |
| **Content** | The content of the website is complete and of a high standard. Content has been written/edited to suit the Web, the audience and site goals. Content is goal-driven. | The content of the website is complete and of a decent standard. Content has mostly been written/edited to suit the Web, the audience and site goals. Content is mostly goal-driven. | Content is incomplete and/or not of a high standard, containing some errors and not being very suitable for the Web, audience or site goals. Not very goal-driven. | Content is incomplete and/or of a low standard, containing errors and not being suitable for the Web, audience or site goals. Not goal-driven. |
| **Information Design** | Text has been (re)formatted to be suitable for page purposes and for site goals, images enhance meaning of text. Calls-to-action are used appropriately and well designed. | Most text has been (re)formatted to be suitable for page purposes and for site goals, images enhance meaning of text. Calls-to-action are used appropriately. Visual design of content is lacking. | Text is mostly not well-presented, images used but do not enhance message well. Missing calls-to-action or these are not well designed. | Text appears just copied from client content or is poorly presented, images not used or not used well to enhance communication. Missing calls-to-action. |
| **Interface Design** | Design is professional, consistent, suitable for site goals and audience. Navigation is well presented. | Design is mostly professional but visually lacking, consistent, suitable for site goals and audience. Navigation is fine. | Design is not professional, not suitable for site goals and audience. Navigation is not well presented. | Poor quality design, not suitable for site goals and audience. Navigation is poorly presented. |
| **Information Architecture** | Content is very well organised to be suitable for site goals. Good naming of pages/links. Processes are easy to follow due to good design. It is easy to locate all of the important elements. | Content is mostly well organised to be suitable for site goals but with minor problems. Naming of pages/links is fine. Processes are reasonably easy to follow. It is easy to locate all of the important elements. | Content organisation is not great. Naming of pages/links has problems. Processes are harder to follow than they should be. Not all important elements are easy to locate. | Content organisation seems illogical. Poor naming of pages/links.  Processes are hard to follow due to poor design. It is mostly difficult to locate important elements; or information is missing. |
| **HTML & CSS** | CSS is used effectively to separate form and function. The HTML content structure is correct and viewable with styles disabled. External style sheet(s) used as appropriate. Selectors are well-chosen, class names are meaningful. HTML and CSS code is appropriate and all code is valid. alt attributes used correctly for all images. | CSS is mostly used effectively to separate form and function. The HTML content structure is correct. External style sheet(s) used as appropriate. Selectors are mostly well-chosen, class names are not all meaningful. HTML and CSS code is mostly appropriate and code has minimal validation errors. alt attributes are used correctly for most images. | CSS is used but not always well, some styling in HTML or incorrect use of HTML (e.g. use of deprecated elements or attributes). Class names are not always meaningful. Some styles are inappropriately embedded in HTML. alt attributes are not used for most images. Validation errors. | CSS is barely used or poorly used. Class names are not meaningful. Styles are inappropriately embedded in HTML. Content structure is not suitable. HTML code is used inappropriately (e.g. use of deprecated elements or attributes). alt attributes are not used for images. Lots of validation errors. |
| **Technical Aspects** | Website performs well, file sizes and names are appropriate (e.g. no spaces). Images are displayed at correct sizes. No technical problems can be found. | Website performs well, file sizes and names are mostly appropriate. Images are mostly displayed at correct sizes. Minimal technical problems can be found. | Some problems with: filenames, images not displayed at correct size, image file sizes are too big or images are over-compressed (poor quality). | Problems with: broken links, images not displayed at correct size, slow loading, image file sizes are too big or images are over-compressed (poor quality), spaces in file names. |
| **Responsive Design** | Website works well at any resolution, is clearly well-designed for small (phone), medium (tablet) and large (desktop) screens. Media queries are well-used. | Website works well at multiple resolutions, is designed for at least small (phone) and large (desktop) screens. Media queries are well-used. | Website intentionally displays differently at multiple resolutions through media queries but there are problems at certain sizes. | Website is not responsive. No media queries. |
| **JavaScript** | Good use of JavaScript including form validation. Code used is of a high standard (identifier naming, formatting and commenting). | Sufficient use of JavaScript including some form validation. Code used is mostly of a high standard (identifier naming, formatting and commenting) but with some problems. | Use of JavaScript is minimal. Some code used is of a low standard (identifier naming, formatting and commenting). | No JavaScript. |
| **Report** | Report is complete and shows thoughtful reflection on the group development process | Report is complete but lacks thoughtful reflection on the group development process | Report is mostly complete and reflection is insufficient or unthoughtful | Report is incomplete and/or reflection is poor |