**MULTIMEDIA COMPONENT DESIGN COURSEWORK PART 2 SEAN SMART**

The goal to the second part of the coursework is to implement the final design which was created in art one of my coursework

**AFFORDANCES**

How the affordances are applied into my website for Deadlefizz Dinosaur is by making the design more easier to use (this involves me limiting the amount of text and graphics which are included into the design, too much text can put the user off and would bore whoever is using the website, considering that the chosen audience for this project is for children around 2-8 years old the children would be more interested on the pictures or graphics that are happening throughout the website. Most of the images are all over the website which are good to look at and there are buttons that you can press like clicking the logo on the top left of the website will aloe you to return back to the main menu of the website, there are the next and previous button on the website on the books and shop website to allow you to move to the next pages of the website for more selection, and on the footer (the bottom of the page) there are two buttons which has the social media icons for you to click on to take you to the social media website either Facebook or Twitter which is obvious because most people are familiar with these icons. Everything will be displayed on multiple platform devices either desktop, laptop, tablet or mobile devices where it can be functioned everywhere.

**MAPPING**

Mapping is the concern of the relationships between the controls and their effects, it also involves the positioning of the selected controls so that the locations and their behaviour which corresponds to the layout and behaviour of the device for the website, positioning of the website is fair simple for me for the navigation bar they are still on the top and will stay that way on every page of the website, the logo will be on the top left of every page for both consistency and will be clickable so you can go back to the homepage if you are in a hurry so it is function friendly, most of the information is centred and directly in front of you for you to read the text in the website and the images are facing you so you know where they are and are large enough for you to see so that you cannot miss them while you scroll a bit faster, while at the bottom there are your social media icons where you click on and the effect will take you onto another website which has a connection to the website that I am designing as maybe Deadlefizz dinosaur will have a social media to advertise their products.

**FEEDBACK**

The feedback I got from my lecturer was mostly positive and that the orange colour worked well on my design which I was pleasantly surprised with the only issue was the lack of breathing space in my final design so I will work on my padding and margins a bit but was fine with everything else. And also that most of my imagery used was stretched out and it looks horrible to look at so most of my images got removed and replaced with different images

**MENTAL MODEL**

Why using the mental model is important while creating the website is so that people can understand and to interact with the system that it is running on and for the environments which are based on the mental representations which have been developed from experience, but it all depends whether or not my design would need one because there is no reason to include a mental model if the system doesn’t fit it, for example since the website is mostly for children 2-8 there experience of using a desktop would be limited or would not know all the main functions of the desktop to browse through the website, what they would imagine for this website is plenty of images of the characters which are included in the website. For an older audience they will have experience with using the website and understand some of the functionality like the navigation bar and with entering your personal details on a contact form but with experience a user would click on the logo at the top of the page will return to the homepage or if they do not have the same amount of experience would click on the home link on the navigation bar.

**FORCING FUNCTIONS**

The use of forcing functions in my website which will prevent the user from making bad errors while for example if you have pressed on the wrong link on the navigation bar it does not matter because the navigation bar is the same as it will be on every webpage and you can click on the link that you were originally wanting to go to so the error or miss-click can be fixed easily, also while working on the contact form if you miss out a piece of information that is needed in the form a warning message will appear once you have pressed submit like “Please enter your first name” this ensures that all your details needed are entered and sent away properly, while registering you are permitted to write everything into the form if you have made a mistake you can always refresh the page or go back which will refresh the page and you can start again and start off how you were meant to start off.

**AUTOMATIC LEARNING**

Learning how to use the website shouldn’t be a problem it is basic and allows people to easily navigate through the website and to do tasks for the process of looking through the website and people will know that the website is consistent and that usability is effective, this allow people to browse through the website and to learn the basics of what the website is like and more importantly what it is.

**TESTING THE WEBSITE**

Having tried out the website on all the browsers such as Google Chrome, the website displays everything properly without any problems and that the navigation bar takes you where you need to go throughout the entire website. It is not too complex for people to use and the amount of text and graphics have limited so it does not confuse or bore the user, the logo and the social media icons work properly and takes me to the correct information so the system is robust and user friendly.

**USER EVALUATION SURVEY**

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**EVALUATION FROM THE USER EVALUATION SURVEY**

Most of the people I have asked are mostly satisfied with the website by the looks of the survey results, while there are some who have put on disagree on some of the questions, everyone has agreed on the fact that it the website is simple to learn and to understand the functions of the website, everyone has agreed to the fact that the webpage load speed is fast and is no more than 5 seconds to load up the page. The ones who disagreed on that it is simple to learn how to use the website is that they are a younger audience and don’t have much experience when it comes to working and playing on a website. The website functions properly and that there are no bugs in the system while browsing through the website.

The good things about the website is that it is easy to use and that everyone has strongly agreed that the website is simple to use and that everyone has no difficulties understanding how the website works, some of the strongly disagree is that they have not much experience on when browsing the website and real picky when it comes to design.