

Task 1:

<https://mammaltheband.bigcartel.com/>

This is the merchandise store for a band called Mammal. It has a simple design with a range of products such as clothing, and albums. There is a simple basket, search functionality, links to the band's music and social media, and if the user clicks on a product, they are taken to a page with an enlarged picture, a description, a button that adds the item to the user's cart, and in some cases, options for sizing etc.

<https://uk.kingsroadmerch.com/refused/>

This is the merchandise store for Refused. The layout of the item listing is minimal, but functional. Clicking on items takes the user to a description page for that item where they can view details about the item, choose from sizing and quantity options, and add the item to cart. From the item listing page, there is also an add to cart button that brings up a small overlay with sizing and quantity options. The cart page is minimal, it lets the user adjust quantities of items; apply discount codes, and checkout.

Website Structure:

Homepage:

The homepage, index.html is named so by convention, and will likely be the first page that the user sees. For this reason, I aim to make index.html a hub that links to all of the unrelated areas of the site. The only pages that will not be accessible from the home page are those that require the user to click on the "Store".

Biography

bio.html will provide a few simple paragraphs about the band's story.

Music

music.html will have an embedded Youtube playlist of the band's music.

Contact Us

Contactus.html will show Contact Details and social media links

Store:

The store will contain everything pertaining to the purchasing of merchandise. The first page the user arrive on after clicking "Store" will be merch.html, which will serve as a catalogue of merchandise. Each item will have two buttons, one giving the option to add the item to basket, and one to see more information about the item.

Merchandise description

After clicking on one of the items in merch.html, the user will be taken to the page describing the item; these will be named appropriately after the item (vest.html, jacket.html etc.). This page will show an enlarged image of the item, some details about it, the price, and an option to add the item to basket.

Basket

The basket (basket.html) will show the items that the user has added, and will give options to remove items, change quantities, and checkout to complete their purchase.

Login/Registration

Login/registration (login.html) is the only page under the store that could possibly belong on the homepage too. However, as it would only really provide functionality to the store, it will stay in this category.

User Personas



Story: "I saw my friend wearing a Samurai vest and thought it looked really cool. I'd like to see what other merchandise is available. I've never played Cyberpunk 2077 or heard the music, so I'd like to hear what they sound like before committing to a purchase. Hopefully, the website is good."

General:

Name: Joe Mann
Age: 37
Location: UK
Job: Plumber
Family: Lives with girlfriend

Goals:

To look at Samurai merchandise.
To listen to Samurai and know what they sound like.
To be able to purchase Samurai merchandise with ease.

Essentials:

Samurai Merchandise
Samurai Music
Easy to use store

Skills:

PC: 2/5
Mobile: 4/5



Story: "I love Cyberpunk 2077, and Samurai's music. I'd also like to read some background information on the band, and see if they have some kind of social media I can follow. But mostly, I'd really like to show off my enthusiasm by buying some Samurai-branded Merchandise."

General:

Name: Jane Gamer
Age: 26
Location: Scandinavia
Job: Student
Family: Lives with friends

Goals:

To browse and purchase Samurai merchandise.
To find social media links for the band.

Essentials:

Samurai Merchandise
Samurai Bio
Samurai social media/contact details

Skills:

PC: 5/5

Mobile: 3/5



Story: My grandson is always talking about a band called "Samurai", from a video game he plays. I don't really know anything about it, but I'd like to get him something online for his birthday. I hope it's easy to get around the site, my vision isn't very good.

General:

Name: Betty Yesteryear
Age: 72
Location: USA
Job: Retired
Family: Lives with husband

Goals:

To be able to navigate the site with ease.
To be able to purchase Samurai merchandise with ease.

Essentials:

Samurai Merchandise
Large, easy to read buttons and fonts

Skills:

PC: 1/5

Mobile: 2/5

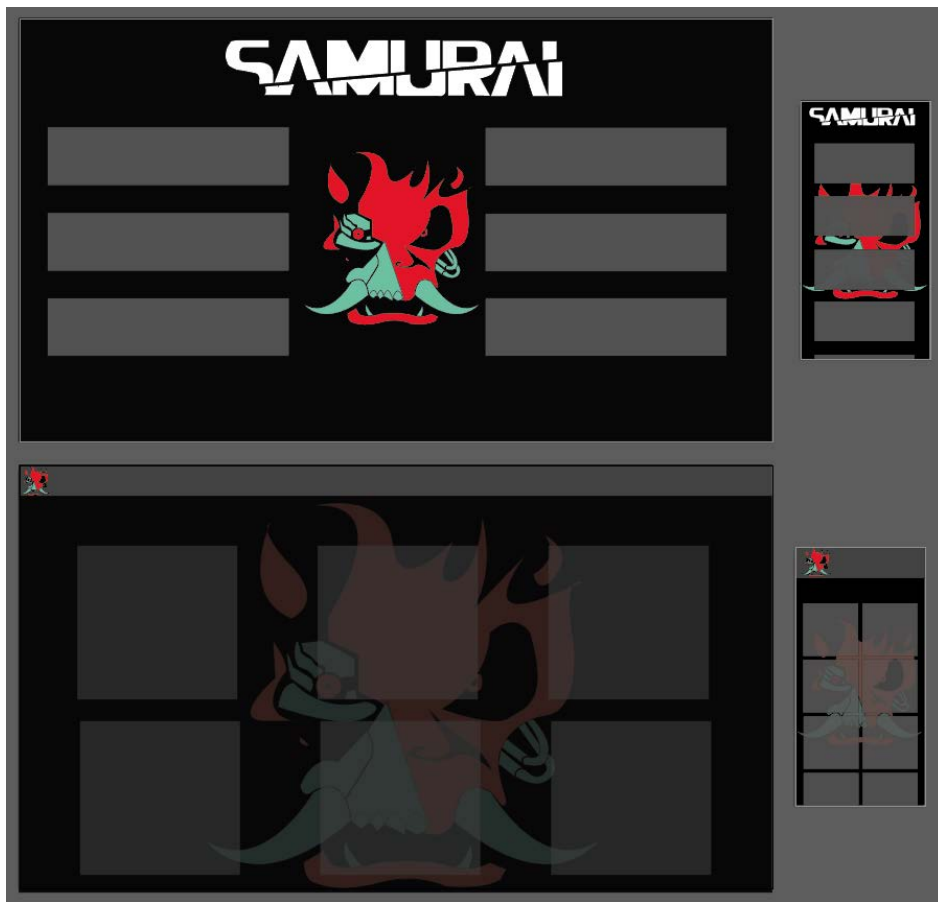
User Stories

“As a huge fan of cyberpunk 2077, I want to buy Samurai merchandise to show my enthusiasm for the game in a subtle way”

“As someone with a visual impairment, I want to see large fonts or be able to zoom in, so that I can read and navigate.”

“As a fan of rock music, I want to find and wear styles of clothing that reflect my taste in music, so that people I meet know what music I like”

“As someone who lives in a rural area with slow internet, I want websites to have less data to transfer, so that I can load pages faster”



Wireframe Designs

Figure 1- Wireframe designs for homepage (top), and Store/Item listing (bottom), with corresponding mobile designs to the right

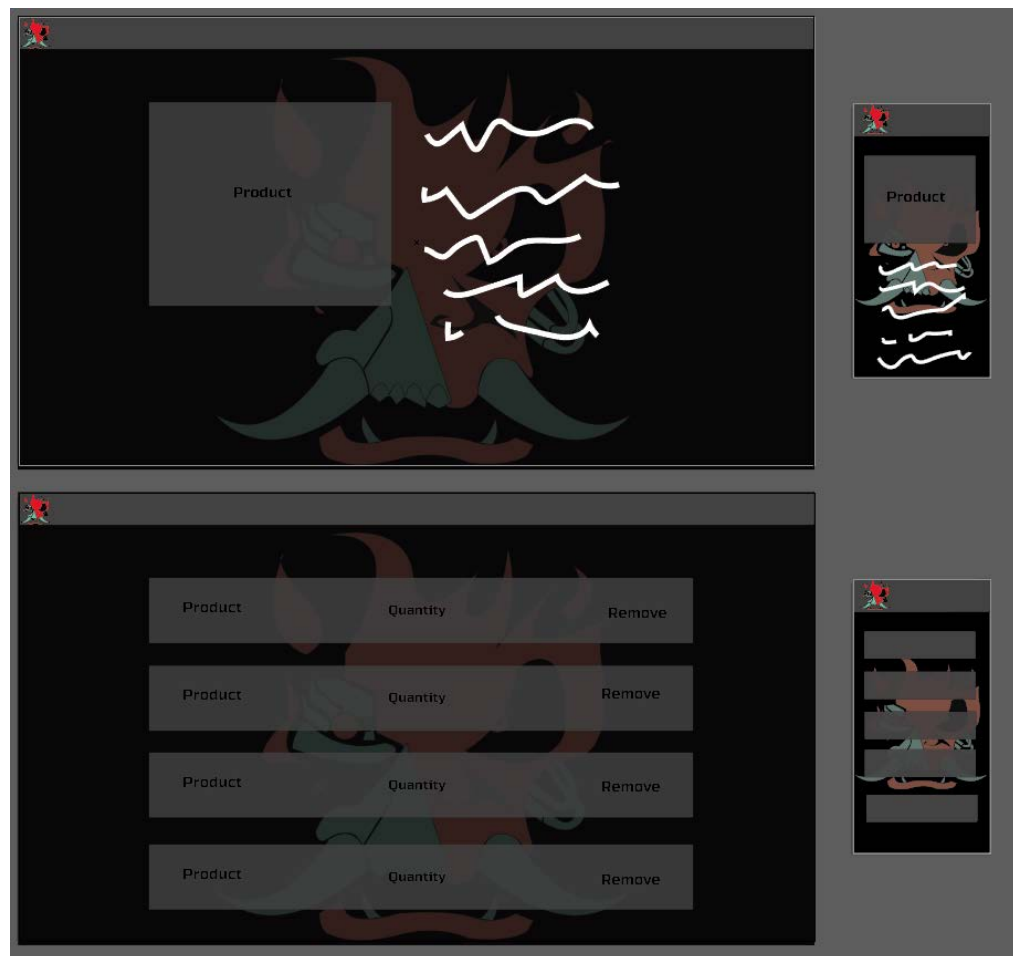


Figure 2- Wireframe designs for description page (top), and basket page (bottom), with corresponding mobile designs to the right.

Task 2:

For this assignment, I have chosen the fictional **punk rock** band, Samurai; from the video game, Cyberpunk 2077.

<https://www.officialrefused.com/>

This is the real-life band that recorded the in-game songs by Samurai. The website is very noisy with text displayed over videos and images. The somewhat chaotic presentation does reflect the punk rock genre, however.

<https://www.cyberpunk.net/gb/en/>

This is the website of the game that Samurai are featured in. I like the striking yellow, black, cyan, red colour palette that has been used constantly in the marketing of the game.

<https://cyberpunk.fandom.com/wiki/Samurai>

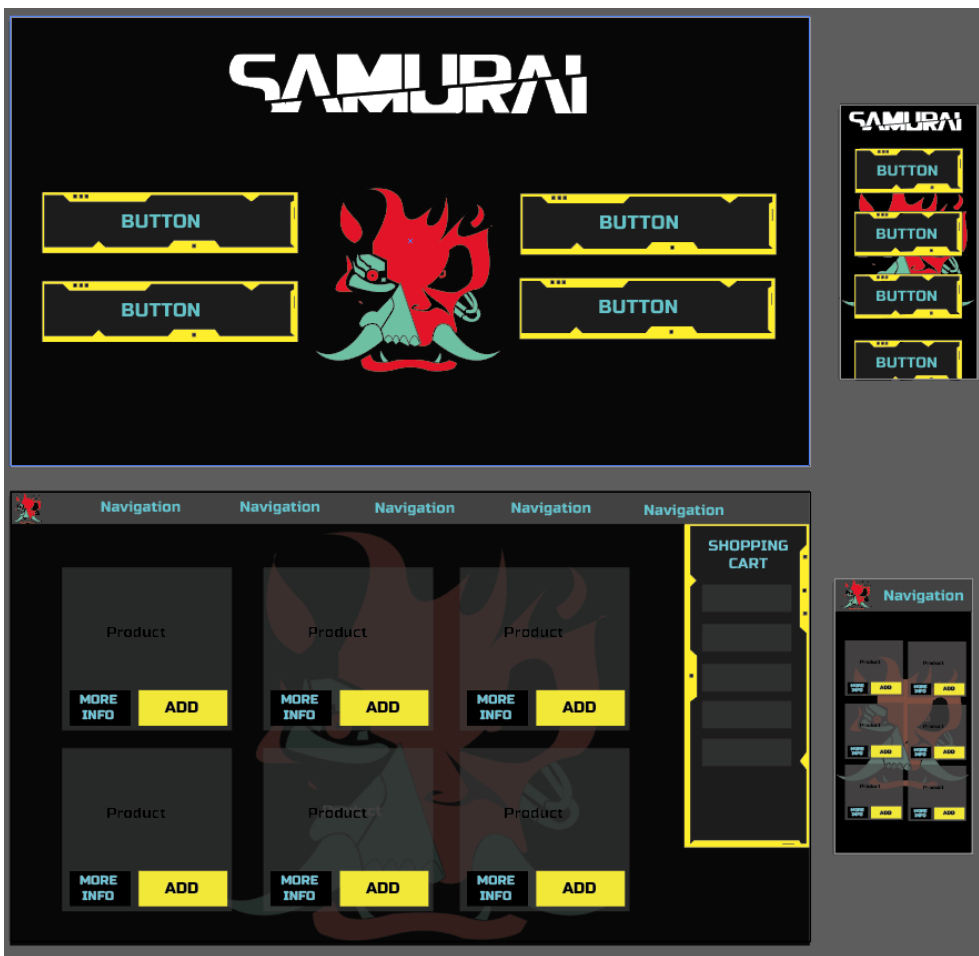
This is the Samurai entry on the Cyberpunk 2077 fandom page. I like the decorative yellow borders/underlines.

<https://mammaltheband.bigcartel.com/>

Again I refer back to the Mammal merchandise store as I like the minimal design, and the contrast of the white logo on black background.

<https://downloadfestival.co.uk/>

Download is a rock festival often stylised as a white “DOWNLOAD” logo on black, and with their red dog mascot. I like the style of the page, but at the time of writing, the navigation buttons are at the bottom of the homepage, which makes for a striking first impression, followed by a long scroll through the homepage before the user can click a link.



Graphic Designs

Removed two buttons from the homepage, which are likely to be redundant.

Figure 3- Graphic designs for homepage (top), and Store/Item listing (bottom), with corresponding mobile designs to the right.

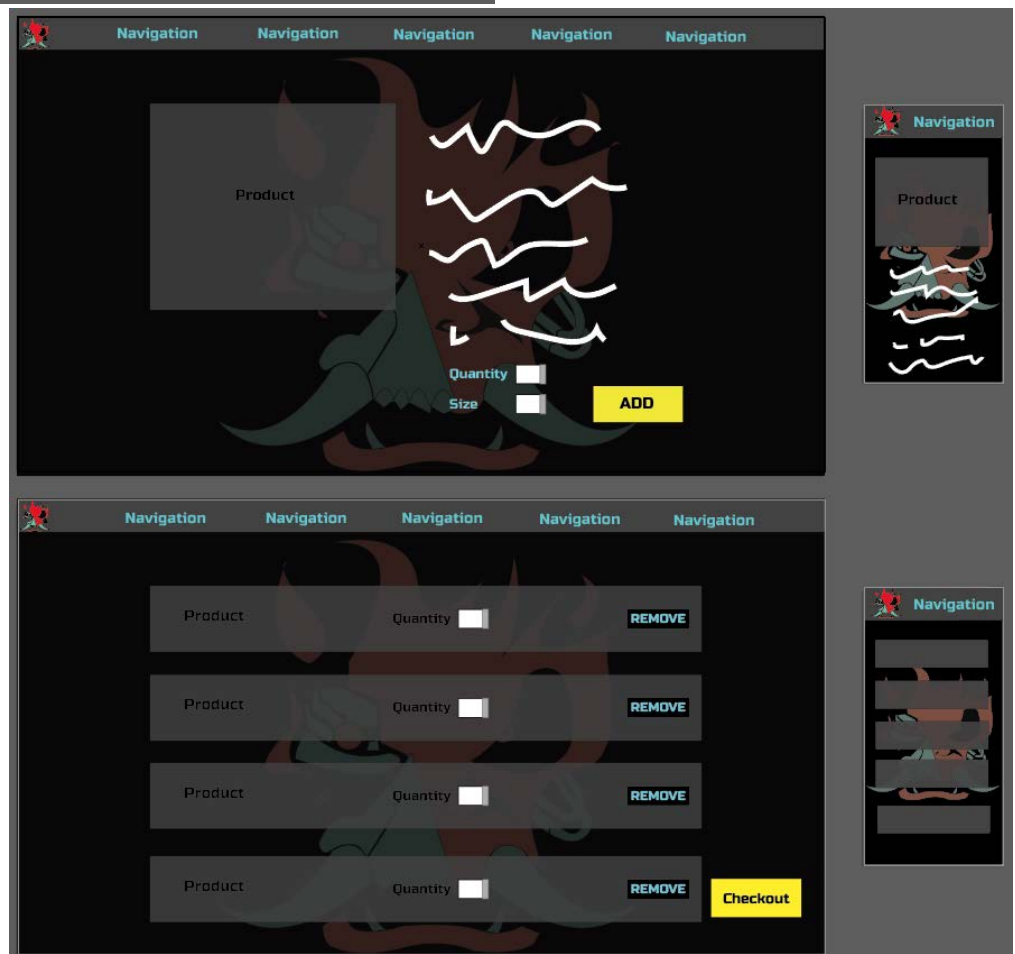


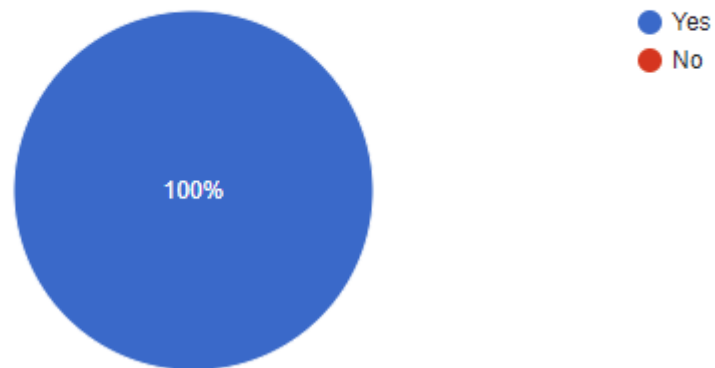
Figure 4- Graphic designs for description page (top), and basket page (bottom), with corresponding mobile designs to the right.

Task 4:

4.1 Evaluation with users:

Do you think the site has an intuitive layout?

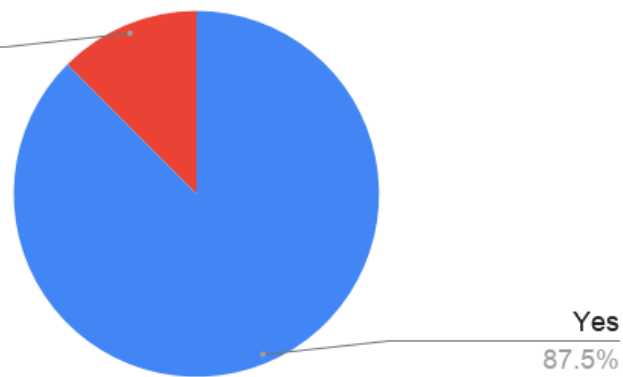
8 responses



Would you buy merchandise from this site?

Maybe

12.5%



Do you think the site has the right number of pages?

8 responses



What do you like about the website?

8 responses

The aesthetic of the design is really cool

Good choice of colours for theme, interesting to look at /navigate

So coooooool!

Attractive and easy navigation

I like the: floating text on the background, embedded music, the store page.

Colour scheme is good. Very responsive.

how you designed the mobile layout

The lay out and the colours arnt straining to the eye

What's Missing?

8 responses

a checkout button

n/a

Nothing expect login page

May be too much text in the bio page not sure its up to you

nothing

Bugs.

nothing really

Nowt m8

What else would you suggest?

6 responses

n/a

it is so good

It's pretty good.

i think you can change the font color, or add some background so it sticks out

Seems good, cant see how it can be improved upon

The feedback received was extremely positive. There were some responses to “What’s Missing” about the lack of a checkout button and login page, but this was only the case at the time of the survey, and has since been fixed. The comment about there being too much text in bio page led to a paragraph of lorem ipsum being removed. The “Bugs.” comment is a reference to Cyberpunk 2077 and was in jest.

Based on verbal feedback received that the text in bio.html, and contactus.html was difficult to read, and the suggestion in the survey “I think you can change the font color, or add some background so it sticks out”, the font size was increased, and in the case of bio.html where there is a lot of text to read, the paragraph background colour was changed to black, to increase the contrast between the parts where the paragraphs overlap with the background picture.

4.2 Automatic evaluation of code against W3C:

index.html

Error	Fixed?	Additional comments
No character encoding specified	✓	Added UTF-8 meta tag, and to all other html pages.
Multiple elements assigned “button” ID	✓	Changed buttons with id=“button”, to class=“button”.
Stray tag; footer (outside of body tag)	✓	Moved footer inside body tag, and all other html pages.

bio.html

Error	Fixed?	Additional Comments
Page is in lorem ipsum but using lang=“en”.	✗	Left page in English as the bio will be in English.
Back button missing alt attribute	✓	Added alt=“Back to Home”/“back to Store” to all pages.
Duplicate ID “bio”	✓	Changed instances of id=“bio” to class=“bio”.

music.html

One error, stating that frameborder="0" attribute in <iframe> was obsolete, so I deleted it and replaced it with "border:0px;" in style.css.

contactus.html

One error, there was a </br> tag. Corrected to

merch.html

Error	Fixed?	Additional Comments
Duplicate ID's for "add"	✓	All instances of id="add" changed to class="addTxt".
Duplicate ID's for "info"	✓	All instances of id="info" changed to class="infoTxt".

description.html

One error, image missing alt attribute. Added alt="Product selection".

basket.html

Error	Fixed?	Additional Comments
Duplicate ID's for "basketQuantity"	✓	Replaced all instances of this id with class.
Duplicate ID's for "remove"	✓	Replaced all instances of this id with class.
Duplicate ID's for "basketImage"	✓	Replaced all instances of this id with class.
Duplicate ID's for "basketItemName"	✓	Replaced all instances of this id with class.
Missing alt attribute for multiple images.	✓	Added alt attribute where needed
Value for "for" attribute in label element is not equal to id of input element.	✓	Incorrect syntax was used for label and input elements. Corrected.

login.html

Error	Fixed?	Additional Comments
Bad value "textbox" for attribute "type" on element "input".	✓	Although type="textbox" seems to work, apparently the correct syntax is type="text". Replaced all instances.
Attribute "href" not allowed on element "button" at this point.	✓	Button elements had href="" attribute, changed to formaction="login.html"
Value for "for" attribute in label element is not equal to id of input element.	✓	Incorrect syntax was used for label and input elements. Corrected.

style.css

Error	Fixed?	Additional Comments
Value Error : display "float" is not a "display" value : "float"	✓	Incorrect syntax. Removed.
Value Error : column-span 1 is not a column-span value : 1	✓	Incorrect syntax. Removed.
Value Error : column-span 3 is not a column-span value : 3	✓	Incorrect syntax. Removed.

"flex" is not a "flex-wrap" value : "flex"	✓	Incorrect syntax. Removed.
Value Error : padding-right "-40px" negative values are not allowed : "-40px"	✓	Incorrect syntax. Removed.
Warning: Family names containing whitespace should be quoted (line 7)	✓	Added quotes around 'Russo One' in font-family.

During this validation process, I also:

- Removed redundant code from homepage (divs with classes that never got referenced etc.).
- Stopped footer from overlapping content at certain screen sizes, made sure it stayed at the bottom.
- Moved some in-line styles from the youtube playlist embed, from html to css.
- Added comments to all files

4.3 Self-appraisal:

Overlays would be a useful addition to merch.html, so that when the user clicks "Add" they can quickly select size and quantity options without having to go through the description page.

Facility for users to review merchandise would also strengthen the credibility of the store.

Images are used for a lot of the buttons on the site, and there were initially concerns about data transfer being high, but as the whole "images" folder only comes to 400KB, I feel that this was a good design decision.

The site has striking, high contrast visuals, vibrant graphics, and represents punk rock style well. The site is responsive for a wide range of screen sizes, and all the code has been debugged, cleaned up and validated.