Website Home Page Report

DENILIQUIN FLORIST

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Hosted Website: https://suhanigad.github.io/florist-website/

Site Topic: Florist Online store

Site Purpose: To present, share and display information about the products available in the online store

Target Demographic: Residents from the rural area of Deniliquin, NSW. These customers are likely to be older in age, or due to the more isolated nature of the region, are presumably less technologically versed.

Introduction

In this report it discusses what major changes have been implemented inorder to create a homepage based on previously made mockups, thus improving the website's quality from the original Deniliquin Florist website. The homepage has been divided into four main sections that have all been completely changed or slightly altered from the original mockup. Various Visual Design Principles were carefully followed to create a seamless user experience.

Site content/ major features

From the original plan to create the new and improved homepage for Deniliquin Florist many of its features were created in the final homepage, however some changes were applied. These changes include the removal of the flower logo, login option and inclusion of the florist's address on the homepage. Reviews and star rating were also additionally included in the redesign as well as a slideshow to highlight the designer's choice.

Though the flower logo was removed the same image was used for the favicon and the name of the shop was replaced as its logo. This time the name/logo was all in the colour red berry for continuity. The login option was removed as few florists have membership programs, thus it was viewed as unnecessary. Reviews and star ratings were added to give the website credibility and reliability, thus influencing users to trust the small business. The inclusion of the slideshow is a new feature added to the homepage. This allows the user to casually browse through content without the need of scrolling, just simply have to tap back and forth to see a new product. This minimises confusion between content to find the location of a specific product.

Visual design style

Following the Visual Design Principles, contrast was used to improve visibility, specifically in regards to hierarchy within the homepage. For example in the header or the hero section the background image is quite dark and the opacity of the image is reduced; this creates an opportunity for the text to be a light colour, in this case white as it contrasts with the black. This pattern of contrasting between lights and darks (dark red) is repeated throughout the entirety of the webpage. In regards to repetition to create consistency the font family of Times New Roman, sans-serif and colours such as dark red berry 1 and 3 was incorporated and re-used throughout the page. To keep the floral flow of the page, flower bouquets were included in the background of the homepage The page mainly uses centre

alignment for text and the rule of thirds for images (particularly for the Popular Bouquets section), this helps to reduce chaos, confusion and continue the botanical theme. Proximity was used to space out content evenly, specifically with four main sections; header/hero, Popular Bouquets, Designer's Choice and the footer.

Image optimisation

In regards to the Popular Bouquets section of the homepage images were optimised in relation to size. All images include alt attributes to provide alternative information if the image cannot be viewed due to slow connection or other errors. For the favicon the flower image was converted into an ico using a free online website then added to the code.

Accessibility

To address accessibility concerns UI controls were designed to be self explanatory. To make sure the homepage is operable functionality is available from a keyboard and animations in the slideshow were deleted to allow enough time to view each product. The colour palette is calm by using three main colours; black white and red berry, which does not cause physical reactions as the palette is not bright, distracting or includes any audio. The homepage is easy to navigate as each section relates to its hierarchy of importance and is similar to how other websites function. The navigation bar being at the top of the page ensures that the user understands that there are more flower options excluding what is displayed on the homepage. In regards to understandability the text is readable on all accounts as it is easily viewed on a range of backgrounds. Both navigation and content is presented in predictable ways as both aspects have been modelled after a plethora of websites viewed on a daily basis. The webpage is robust as each interface element can be programmatically determinable as there are commented and descriptively named classes and sections with alt attributes in both HTML and CSS files that clearly describe the function of the code. This ensures that any programmer would be able to understand the code and if such a scenario arose.

JavaScript interactions

The chosen template already had some JavaScript features in its original index page however it was decided to add a new feature rather than contributing more to the provided feature. In this case a slideshow was added to feature the Designer's Choice section of the website's homepage. This would help to highlight flower arrangements that the florist is proud of and wishes to sell to their largely local rural and partially elderly audience. This would make the user experience for a largely senior audience simpler as the website guides its viewer to see what is deemed important by the small business, thus making the shopping experience focused, yet not restricted as one can still browse other products and pages as directed in the navigation toggle bars. The code for the JavaScript interaction was sourced from w3schools.com from the page Slideshow/Carousel, however in the final product parts of the CSS code was modified, specifically the animation features regarding time duration of fade and the carousel movement.

Conclusion

In conclusion, the new homepage for Deniliquin Florist has enhanced both aesthetics and usefulness when compared to the original website provided by the small business. To better appeal to the tastes

of its target audience and attract more online shoppers Jakob's law of internet User Experience was used throughout the site. In this case conventional designs that are repeatedly seen on other pages make the usability easier. Overall the website is more seamless and uses hierarchy to capture its audience.

References

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